

# **City of Martinsville, Virginia**

## **Comprehensive Plan**

**Amended & Adopted by City Council**

**July 27, 2021**



Comprehensive Plan Update  
July 27, 2021

The City of Martinsville's Comprehensive Plan was adopted by City Council in 2009. Amendments were later made to the Comprehensive Plan in October of 2011 to sections of the plan related to Urban Development Areas. Most recently, it was determined that Chapters 8 and 9 titled "Transportation Plan" and "Land Use Plan" should be revised to better comply with more current state standards and policies.

Martinsville City staff, with the assistance of West Piedmont Planning District Commission (WPPDC) began working in 2019 to develop new draft versions of the "Transportation Plan" and "Land Use Plan". Once the drafts were complete in 2021, the Martinsville Planning Commission reviewed, discussed, and recommended the proposed drafts be approved by City Council. The 2021 Martinsville Planning Commission members are as follows:

Joseph Martin, Chairman  
Austin Roberson, Vice-Chairman  
Nelson Evans, Secretary  
Lisa Watkins  
Jacovia Hairston  
DeShanta Hairston  
James Hyler

The Martinsville City Council approved the draft plans as presented and recommended by the Planning Commission. The 2021 Martinsville City Council members are as follows:

Kathy Lawson, Mayor  
Jennifer Bowles, Vice-Mayor  
Tammy Pearson  
Danny Turner  
Chad Martin  
Eric Monday, City Attorney  
Leon Towarnicki, City Manager

Chapters 8 and 9, as amended and adopted on July 27, 2021, have been incorporated into the Martinsville Comprehensive Plan. This amendment satisfies Section 15.2-2230 of the Code of Virginia which requires a five (5) year review of the Comprehensive Plan by the Planning Commission to determine if amendments to the plan are advisable.



*Martinsville*  
A CITY WITHOUT LIMITS

## RESOLUTION

### CERTIFICATION AND RECOMMENDATION OF THE CITY OF MARTINSVILLE COMPREHENSIVE PLAN BY THE CITY OF MARTINSVILLE PLANNING COMMISSION

WHEREAS, the City of Martinsville is required to prepare and adopt a Comprehensive Plan for the physical development of its territory in accordance with the Code of Virginia, Title 15.2, Chapter 22, Section 15.2-2223; and

WHEREAS, the Code of Virginia, Title 15.2, Chapter 22, Section 15.2-2230 mandates that at least once every five years the Comprehensive Plan be reviewed by the local Planning Commission; and

WHEREAS, the City of Martinsville Planning Commission has reviewed the current Comprehensive Plan and determined it advisable to amend that plan, and

WHEREAS, amendments to the Martinsville Comprehensive Plan were presented as draft plans titled "Land Use Plan", dated 10/29/2020 and "Transportation Plan", dated 3/8/2021, and

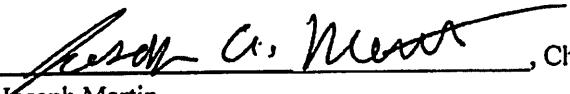
WHEREAS, these amendments have been proposed for incorporation in the 2021 City of Martinsville Comprehensive Plan through a series of meetings held by the City of Martinsville Planning Commission; and

WHEREAS, after due legal notice as required by Section 15.2-2204/2205 of the Code of Virginia of 1950, as amended, the Planning Commission and City Council did hold public hearings on June 17, 2021 and June 22, 2021, respectively, at which time all parties in interest were given an opportunity to be heard, and

**NOW, THEREFORE, BE IT RESOLVED** that the City of Martinsville Planning Commission does hereby certify the 2021 City of Martinsville Comprehensive Plan and recommends that this plan be presented to the Martinsville City Council for final approval and adoption.

On the motion by Commissioner Roberson, to recommend APPROVAL, seconded by Commissioner Hyler, the motion was approved by the following recorded vote:

AYES:	J. Hairston, Watkins, Hyler, Roberson, Martin
NAYES:	None
ABSENT:	D. Hairston, Evans
ABSTAIN:	None

  
\_\_\_\_\_, Chairman  
Joseph Martin  
City of Martinsville Planning Commission

July 27, 2021

Date



## **RESOLUTION**

### **APPROVING AMENDMENTS TO THE LAND USE & TRANSPORTATION SECTIONS OF THE COMPREHENSIVE PLAN**

**WHEREAS**, amendments were proposed to sections of the City of Martinsville Comprehensive Plan, specifically, sections pertaining to the Future Land Use Plan and Transportation Plan; and

**WHEREAS**, Section 15.2-2236 “*Periodic Review and Readoption*” of the Code of Virginia requires a review of the Comprehensive Plan within five (5) years of the date of adoption; and

**WHEREAS**, the most recent Comprehensive Plan was adopted by Martinsville City Council in 2009 with amendments made to the Urban Development section in 2011; and

**WHEREAS**, after due legal notice as required by Section 15.2-2204/2205 of the Code of Virginia of 1950, as amended, the Planning Commission and City Council did hold public hearings on June 17, 2021 and June 22, 2021, respectively, at which time all parties with interest in the matter were given an opportunity to be heard; and

**WHEREAS**, after full consideration, the City of Martinsville Planning Commission recommended APPROVAL of the proposed amendments to the Martinsville Comprehensive Plan as presented in the draft plan titled “*Land Use Plan*” dated 10/29/2020 and the draft plan titled “*Transportation Plan*” dated 3/8/2021; and

**WHEREAS**, after full consideration, the Martinsville City Council determined that the proposed amendments to the Martinsville Comprehensive Plan, specifically sections pertaining to the Land Use Plan and the Transportation Plan, will promote the health, safety, and general welfare of the public and implement the City’s adopted Comprehensive Plan for the orderly future development of the City, and hereby APPROVES the amendments to the Comprehensive Plan as recommended by the Planning Commission;

**NOW THEREFORE, BE IT RESOLVED**, that Martinsville City Council assembled this 27<sup>th</sup> day of July, 2021 hereby approves and adopts the proposed amendments to the

Comprehensive Plan and furthermore, a copy of this Resolution may be used to confirm this action so taken.

On the motion by Vice Mayor Bowles to APPROVE the proposed amendments, and seconded by Council Member Pearson, said motion was approved by the following recorded vote:

AYES: 5 (Bowles, Pearson, Martin, Lawson, Turner)  
NAYES: 0  
ABSENT: 0  
ABSTAIN: 0

Karen Roberts, Clerk  
Karen Roberts  
Martinsville City Council

July 27, 2021

Date

## **PLANNING COMMISSION**

James Barnett, Chairman  
Barbara M. Cousin, Vice-Chairman  
James A. Crigger, Sr., Secretary  
Kim E. Adkins  
Becky Aydlett  
Jennifer Gregory  
William C. Pearson, III

## **CITY COUNCIL**

Kathy Lawson, Mayor  
Kimble Reynolds, Vice-Mayor  
Mark C. Stroud, Sr.  
M. Gene Teague  
Danny Turner

## **PROJECT TEAM**

This document was developed cooperatively by the City staff and the West Piedmont Planning District Commission staff members for review by the Martinsville Planning Commission and final adoption by Martinsville City Council.

### **WPPD Project Team**

Robert W. Dowd, AICP, Executive Director  
Joan Hullett, Deputy Director, Senior Planner  
Leah Manning, Chief Cartographer/Planner

### **City Project Team**

Clarence Monday, City Manager  
Wayne Knox, Community Development/Planning Director  
Betty Roach, Administrative Staff  
Tiffani Underwood, Planner

Martinsville City Planning Commission

**MARTINSVILLE CITY  
COMPREHENSIVE PLAN UPDATE  
2009**

Planning Commission Public Hearing: DECEMBER 18, 2008

City Council Adoption: FEBRUARY 24, 2009

# TABLE OF CONTENTS

---

	<u>Page</u>
<b><i>Introduction</i></b> .....	i
<b><i>Population and Demographic Analysis</i></b>	
Population Projections .....	1-2
Median Age .....	1-3
Age Breakdowns .....	1-4
Racial Characteristics.....	1-6
Marital Status.....	1-7
Families and Households .....	1-8
Households.....	1-9
Population and Demographic Analysis Summary .....	1-10
Martinsville City Census Tract Analyses: Demographic Characteristics.....	1-13
Martinsville City Neighborhood Analysis: Demographic Characteristics by Census Tract .....	1-19
<b><i>Economy</i></b>	
Introduction .....	2-1
Employment.....	2-3
Major Employers.....	2-7
Occupational Skills of Employees .....	2-9
Educational Characteristics.....	2-10
Worker Commutation.....	2-11
Commercial/Retail Enterprise.....	2-13
Income .....	2-19
Poverty Levels .....	2-20
Tourism.....	2-21
Economic Development Efforts .....	2-22
Economic Development Resources .....	2-28
Economy Conclusions .....	2-30
<b><i>Natural Conditions</i></b>	
Natural Environment	
Climate.....	3-1
Air Quality .....	3-1
Geologic Structure and Mineral Resources .....	3-2
Physiographic Analysis.....	3-5
Soil Types.....	3-6
Wildlife Management Areas .....	3-8

## ***Natural Conditions (continued)***

Water Resources.....	3-8
Floodplains .....	3-13
Historic Preservation .....	3-17
Natural Conditions Summary .....	3-17

## ***Community Facilities, Services, and Utilities***

Law Enforcement.....	4-2
Public Safety.....	4-4
Information Services.....	4-7
Utilities .....	4-8
Solid Waste Services.....	4-9
Health Care Services.....	4-10
Public Services/Human Resources.....	4-13
Parks and Recreation Facilities.....	4-17
Trails and Bicycle Plans .....	4-23
Library Facilities.....	4-27
Education Facilities/Services.....	4-27

## ***Cultural/Historic Resources***

Arts and Culture.....	5-1
Martinsville: A Historical Overview .....	5-5
Historic/Architectural Landmarks.....	5-8
Historic Districts.....	5-10

## ***Housing Plan***

Housing Inventory.....	6-1
Housing Units—Structural Characteristics .....	6-2
Housing Costs—General Overview.....	6-3
Owner-Occupied Housing Units, by Value .....	6-4
Occupied Rental Units, by Rent Paid .....	6-7
Building Permit Analysis .....	6-8
Housing Conditions .....	6-9
Plumbing Conditions.....	6-10
Crowded Conditions .....	6-10
Age of Housing Stock.....	6-11
Revitalization .....	6-12
New Housing Development.....	6-13
Housing Plan—Housing Development Areas .....	6-14
Residential Retirement Districts.....	6-14
Redevelopment Areas .....	6-14
Housing Summary .....	6-15

## ***Comprehensive Housing Affordability Analysis and Housing Planning***

Measuring Housing Affordability and Conditions in the City.....	7-1
Housing Costs .....	7-6

## ***Comprehensive Housing Affordability Analysis and Housing Planning (continued)***

General Assessment of Housing Needs in the City.....	7-7
General Housing Goals for Improving Affordability and Conditions .....	7-7
Potential Housing Programs and Sources of Assistance in Improving Housing	
Affordability and Improving Housing Conditions .....	7-7
Housing Affordability Summary.....	7-8

## ***Transportation Plan***

Overview of Recent Planning Efforts .....	8-1
Regional Rural Long-Range Transportation Plan.....	8-2
Martinsville-Henry County Area Transportation Plan .....	8-2
Six-Year Improvement Program .....	8-8
Functional Classification of the City's Street System.....	8-11
Key Projects of the City of Martinsville.....	8-11
Key Project Impacts .....	8-11
Street Maintenance and Improvement Program.....	8-12
Bridge Programs .....	8-15
Safe Streets Program .....	8-15
Complete Streets Programs.....	8-15
City Gateway Programs .....	8-16
Fieldhouse-Area Proposal Impact .....	8-16
Interstate 73 .....	8-16
Congestion Conditions.....	8-17
Crash Data for Years 2004-2006.....	8-18
Levels of Service Classification .....	8-22
Traffic Volumes .....	8-29
Chapter 527 Program .....	8-30
Public Transportation .....	8-30
Transit Feasibility Study of 2001.....	8-33
Current Transit Planning Efforts.....	8-33
Other Transit Study Efforts .....	8-34
Regional Bicycle Plan .....	8-34
City of Martinsville Bicycle Plan Recommendations .....	8-36
Henry County Bicycle Plan Recommendations.....	8-36
Mapping of Bicycle Routes .....	8-37
BikeWalk Virginia Programs.....	8-37
City Rail Trail and River Trails .....	8-38
Birding and Wildlife Trails of the Area in and near Martinsville .....	8-38
Freight Generators .....	8-43
Air Transportation.....	8-44
Rail Transportation.....	8-44
Transportation Conclusions .....	8-47

## ***The Land Use Plan***

Existing Land Use Analysis.....	9-1
Residential .....	9-1
Professional .....	9-1
Commercial .....	9-2
Business and Manufacturing.....	9-2

Future Land Use .....	9-5
Population Trends .....	9-5
Economic Indicators .....	9-6
Smart Growth .....	9-6
Planned Transportation and Development Projects.....	9-7
Land Use and Transprotation Development Corridors .....	9-8
Commercial Corridor .....	9-8
Professional Corridor.....	9-8
Scenic Corridor.....	9-8
Rail Trail Corridor .....	9-9
Land Use Summary .....	9-13

## ***Plan Recommendations***

Population and Demographic Analysis .....	10-1
Economy .....	10-1
Natural Conditions .....	10-2
Community Facilities, Services, and Utilities .....	10-3
Cultural/Historic Resources .....	10-3
Housing .....	10-4
Transportation.....	10-4
Land Use.....	10-6

## ***Bibliography/References***

# LIST OF TABLES

---

	<u>Page</u>
<b><i>Population and Demographic Analysis</i></b>	
Population Change: 1970-2000.....	1-1
Population Projections.....	1-3
Age, Race, Sex Characteristics—1980-2000.....	1-4
Population Count by Race: 1980-2000 .....	1-7
Marital Status: 1990-2000 – Persons 15 Years Old and Over.....	1-7
Marital Status by Sex: 2000 – Persons 15 Years Old and Over.....	1-8
Family Types by Presence of Own Children: 1990-2000.....	1-8
Persons in Households: 1980-2000 .....	1-9
Martinsville City Neighborhood Analysis – Demographic Characteristics by Census Tract:	
Tract 1.....	1-19
Tract 2.....	1-19
Tract 3.....	1-20
Tract 4.....	1-20
Tract 5.....	1-21
<b><i>Economy</i></b>	
Employment by Industry: 1990-2000.....	2-3
Manufacturing Employment by Product Class (by Place of Work): 2000-2005 ....	2-4
City of Martinsville Economic Base Analysis.....	2-5
Employment Data: 1985-2006.....	2-6
Major Employers in Martinsville (50 or More Employees).....	2-7
Occupations by Occupational Category: 1990-2000 – Persons 16 Years & Over	2-9
Occupations by Class of Workers: 1990-2000 – Persons 16 Years & Over.....	2-9
Educational Attainment – Persons 25 Years of Age and Over .....	2-11
Percentage of Degrees Conferred – Persons 25 Years of Age and Over .....	2-11
Commuting Patterns – Martinsville City: 1990-2000 .....	2-12
Number of Persons Employed in Retail Sales: 1990-2000 .....	2-14
Total Taxable Sales (000's): 2004-2007 .....	2-14
General Merchandise-Apparel-Furniture Sales (000's): 2004-2007 .....	2-15
Per Capita Income: 1989-1999 .....	2-19
Changes in Family Incomes: 1979-1999.....	2-19
Number of Persons Below Poverty Level: 1990-2000 .....	2-20
Number of Families Below Poverty Level: 1990-2000 .....	2-20
Travel Impacts: 2000, 2005, 2006.....	2-21
<b><i>Natural Conditions</i></b>	
Soil Ratings According to Limitations for Selected Uses .....	3-7

## **Community Facilities, Services, and Utilities**

Martinsville City Crime Statistics: 1995-2007 .....	4-3
Historic & Projected Fall Enrollment Membership – Martinsville City School System – September 30, 1995 – September 30, 2011 .....	4-29
Education Facilities/Services.....	4-27

## **Cultural/Historic Resources**

Historical Sites in Martinsville City (as of June 2006) .....	5-12
---	------

## **Housing Plan**

Housing Inventory – Summary of Housing Changes: 1990-2000.....	6-2
Housing Unit Structural Characteristics: 2000 .....	6-3
Housing Unit Structural Characteristics: 1990 .....	6-3
Housing Costs: 1980-2000.....	6-4
Owner-Occupied Housing Units – Value by Owner: 2000 .....	6-5
Owner-Occupied Housing Units – Value by Owner: 1990 .....	6-6
Vacant Housing Units for Sale – Price Asked by Owner: 2000 .....	6-7
Occupied Rental Housing Units – Contract Rent Paid: 2000.....	6-7
Occupied Rental Housing Units – Contract Rent Paid: 1990.....	6-8
Housing Units Authorized – Residential – Building Permits: 1996-2007 .....	6-9
Plumbing in Housing Units: 1980-2000 .....	6-10
Comparison of Persons Per Room: 1980-2000 .....	6-11
Units with 1.01 or More Persons Per Room as a Percentage of Total Occupied Units .....	6-11
Age of Housing Inventory – Year-Round Units as of March 2000 .....	6-12

## **Comprehensive Housing Affordability Analysis and Housing Planning**

Martinsville City Housing Statistics .....	7-2
Henry County Housing Statistics .....	7-3
West Piedmont Planning District Housing Statistics.....	7-4
Virginia Housing Statistics .....	7-5
Cost Burden .....	7-6

## **Transportation Plan**

Summary of Martinsville-Henry County Area Transportation Recommendations: Year 1999 – Year 2020 – Principal Projects Included in VDOT Plan for the City .....	8-12
Congestion Condition Comparison .....	8-18
Martinsville Roadway Network Intersections with High Numbers of Accidents/ Crashes .....	8-21
City of Martinsville Year 2005 Level of Service (LOS), Segments with LOS D,E, or F .....	8-23
City of Martinsville Year 2005 Level of Service (LOS), Segments with LOS D,E, or F .....	8-24
City of Martinsville Roadway Segments with High Traffic Volume Increase from-- 2006 to 2035.....	8-29

# LIST OF MAPS

---

	<u>Page</u>
<b><i>Population and Demographic Analysis</i></b>	
City of Martinsville, VA, 2000 Census Tracts and Block Groups .....	1-15
City of Martinsville, VA, 1990 Census Tracts and Block Groups .....	1-17
<b><i>Natural Conditions</i></b>	
Martinsville City Geology Map .....	3-3
Martinsville City Slope Map .....	3-9
Martinsville City General Soil Map .....	3-11
Martinsville City Floodplain Map .....	3-15
<b><i>Community Facilities, Services, and Utilities</i></b>	
Martinsville City Parks .....	4-25
Martinsville City Public Schools .....	4-31
Martinsville Facilities .....	4-41
<b><i>Cultural/Historic Resources</i></b>	
Martinsville Historic Resources .....	5-13
<b><i>Transportation Plan</i></b>	
Martinsville City 2020 Transportation Plan .....	8-5
Martinsville-Henry County Six-Year Primary Highway Improvements (FY 2008-2013) .....	8-9
Martinsville City Functional Classifications for Minor Collectors and Above .....	8-13
Martinsville City 2004-2006 Crash Data Overlain with Functional Classifications .....	8-19
Martinsville City 2005 Levels of Service with 2007 Growth Areas .....	8-25
Martinsville City 2035 Levels of Service with 2007 Growth Areas .....	8-27
Martinsville City Traffic Volumes Overlain with Percent Change from 2006 to 2035 .....	8-31
Martinsville City Bicycle Plan Map .....	8-39
Martinsville Parks and Trails Inventory .....	8-41
Martinsville City Freight Generators (July 2007) .....	8-45
<b><i>The Land Use Plan</i></b>	
Martinsville City Existing Land Use Map .....	9-3
Martinsville City Future Land Use Map .....	9-11

# 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	% Change 1970-80	1990	% Change 1980- 1990	2000	% Change 1990- 2000	Weldon Cooper 2007 Estimates	% Change 2000- 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 2010	Percent Change 2000-2010	Projected 2020	Percent Change 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
<b>Virginia</b>	<b>7,078,515</b>	<b>8,010,239</b>	<b>13.16</b>	<b>8,917,396</b>	<b>11.32</b>

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 % Change	2000	1990-2000 %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		
	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		
	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 \*\*\*\*\*

	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 \*\*\*\*\*

	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 \*\*\*\*\*

	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 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 1980-1990</i>	<i>-10.9</i>	<i>-17.9</i>	<i>3.9</i>	<i>5.7</i>
2000	15,416	8,537	6,559	320
% of Total	100.0	55.4	42.5	2.1
<i>% Change 1990-2000</i>	<i>-4.6</i>	<i>-15.8</i>	<i>10.2</i>	<i>332.4</i>

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>
<b>TOTAL</b>	<b>3,161</b>	<b>5,789</b>	<b>595</b>	<b>1,373</b>	<b>1,625</b>	<b>12,543</b>
% 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 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**

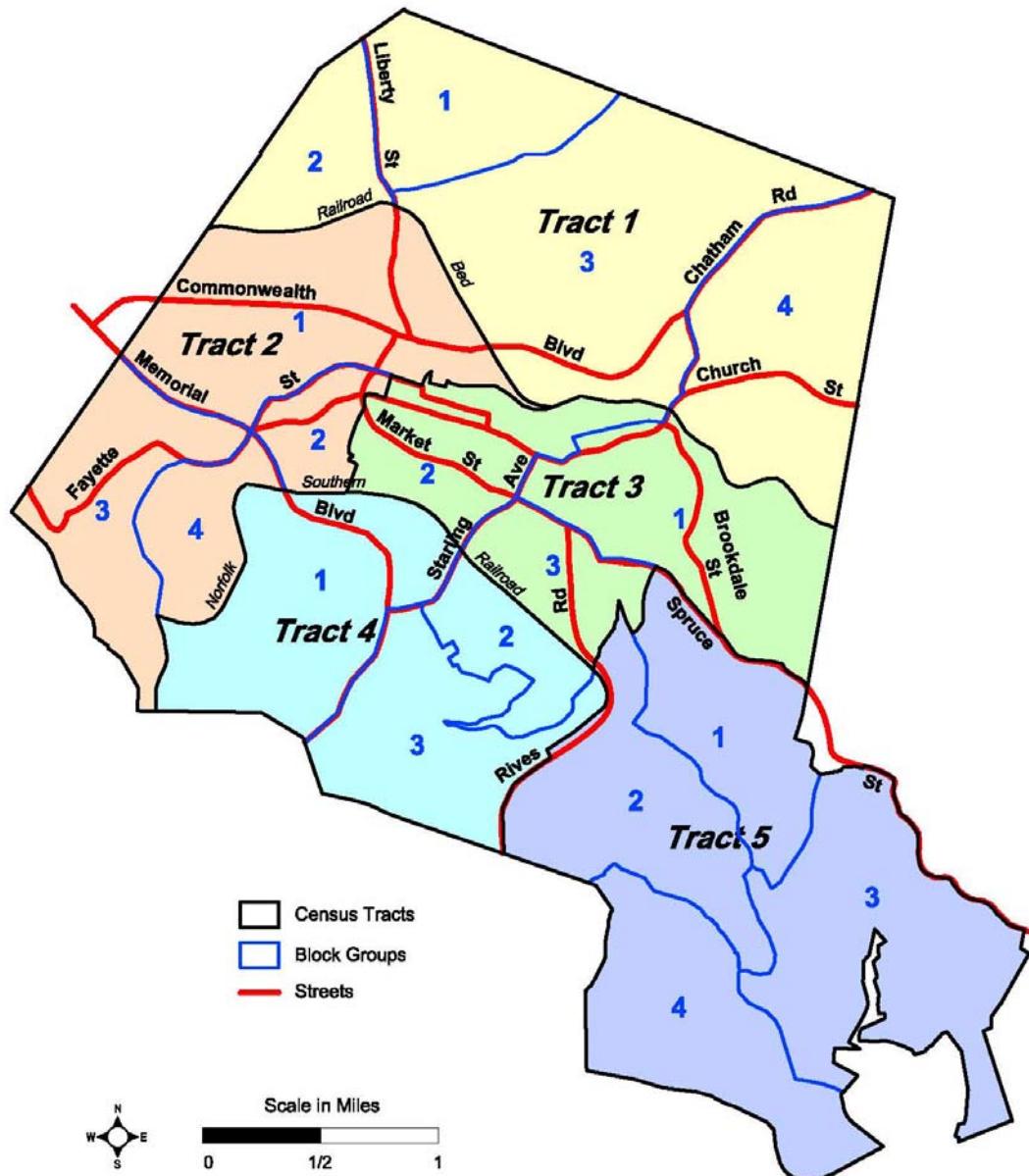
The following section sets out demographic and economic characteristics by Census Tract for each of the City's five populated tracts. Census tracts are special units of geography that are intended to be maintained without change from census year to census year in order to provide continuity and provide 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.

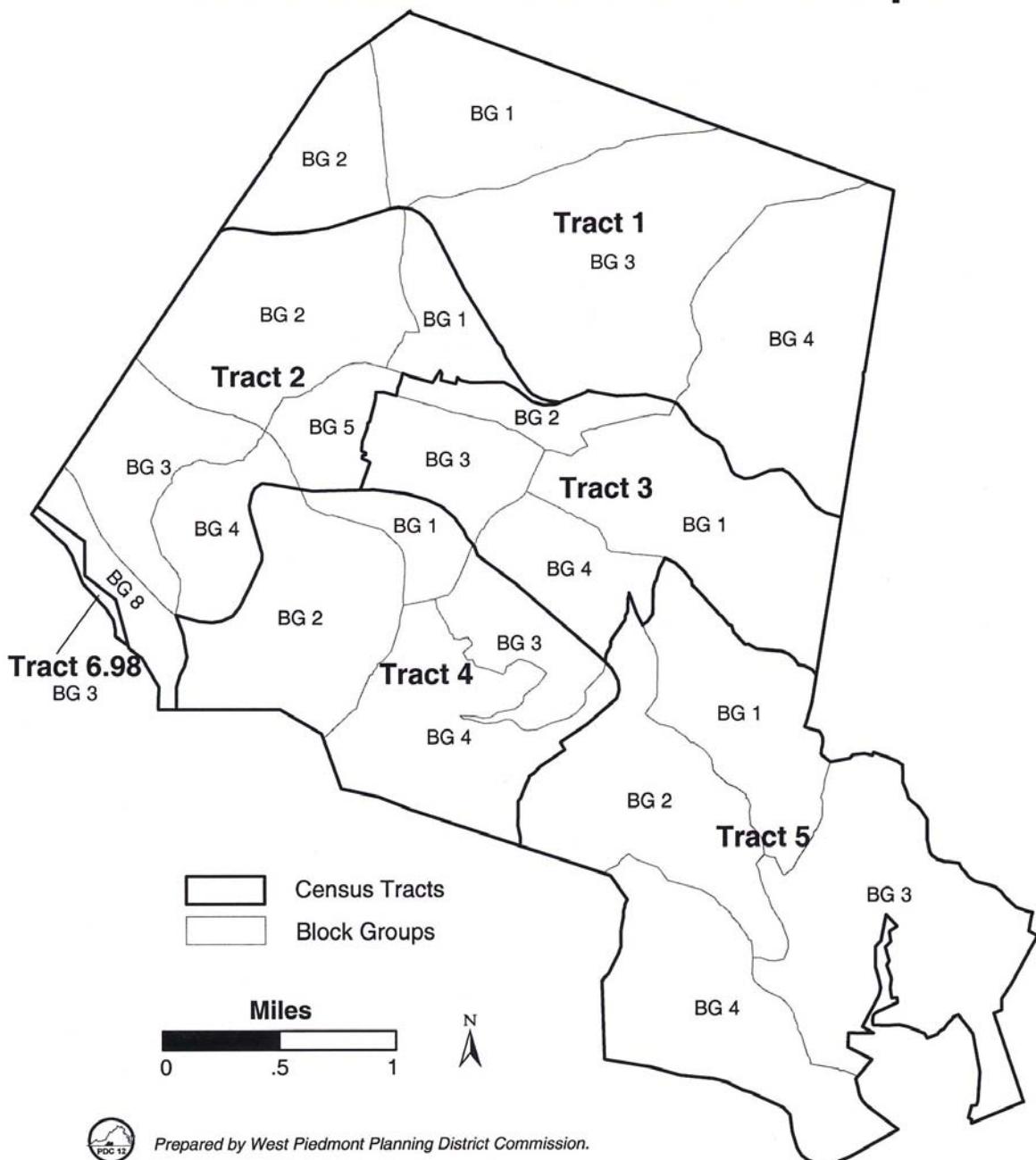
# City of Martinsville, VA

## 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.

	<b>1990</b>	<b>2000</b>		<b>1990</b>	<b>2000</b>
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
Median Age	40.4	39.8	% Single-Parent Families	42.9	40.7
% Pre-school (<5 yrs.)	6.5	5.0	% of Families below Poverty	12.2	11.4
% School Age (5-14 yrs.)	10.2	10.3	% of Persons below Poverty	15.9	15.9
% 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
% Pop with High School Degree	67.4	74.4	% Whole-Retail Trade Employ.	16.3	7.3
% Pop with Bachelor's Degree+	18.3	16.2	% Fin-Ins-Real Estate Employ.	4.8	5.7
Number of Households	1,413	1,282	% Trans-Util-Comm Employ.	2.8	2.7
No. of Employed Persons	1,215	1,183	% Service Employment	25.5	44.0
			% 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.

	<b>1990</b>	<b>2000</b>		<b>1990</b>	<b>2000</b>
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
Median Age	38.8	36.5	% Single-Parent Families	41.0	39.2
% Pre-school (<5 yrs.)	6.5	6.9	% of Families below Poverty	11.0	19.8
% School Age (5-14 yrs.)	11.9	14.2	% of Persons below Poverty	15.3	26.6
% 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
% Pop with High School Degree	50.5	57.2	% Whole-Retail Trade Employ.	14.9	13.5
% Pop with Bachelor's Degree+	4.2	4.7	% Fin-Ins-Real Estate Employ.	1.3	3.8
Number of Households	1,151	1,191	% Trans-Util-Comm Employ.	4.0	6.1
No. of Employed Persons	1,134	1,058	% Service Employment	20.9	33.8
			% 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.

	<b>1990</b>	<b>2000</b>		<b>1990</b>	<b>2000</b>
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>			
			% of Total 2000	% Chg 90-00			% of Total 2000	% Chg 90-00
	1990	2000			1990	2000		
<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 2000	Employees 2005	No. of Firms 2000	No. of Firms 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
Ggnscc 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 from Martinsville to:			# of In-Commuters to Martinsville from:		
	1990	2000	% Chg	1990	2000	% Chg
<b>Virginia Localities</b>						
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
<b>North Carolina Localities</b>						
Forsyth County	0	48	N/A	0	0	0.0
Guildford 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 & 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>	<b>--</b>	<b>--</b>	<b>--</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**

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

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)**

	<u>2004</u>	<u>2007</u>	<u>% Change '04-'07</u>
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 VA PCI	1999	% of VA PCI	% Change 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 make 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.

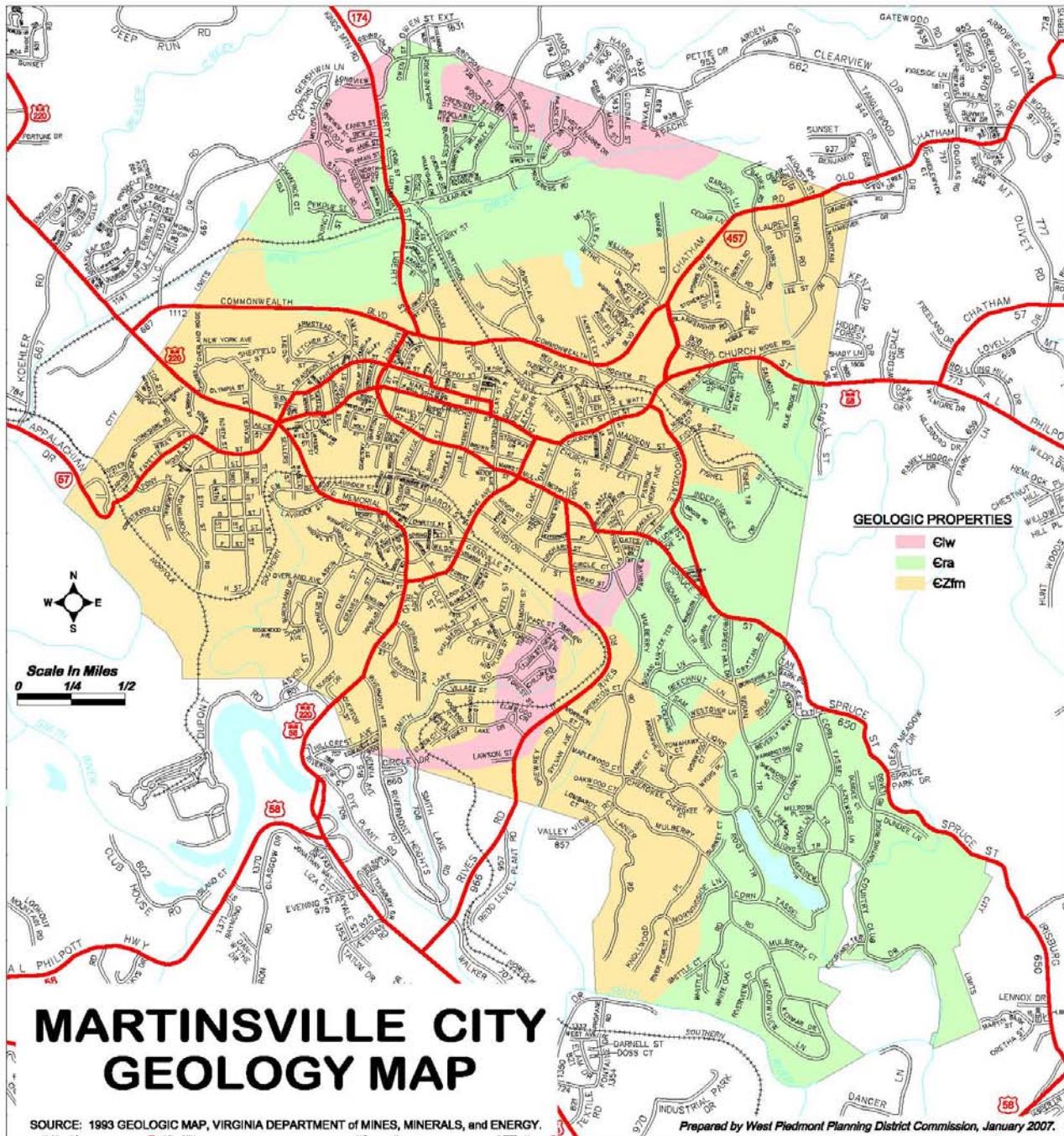
Currently, some quarries operate in Henry County producing crushed stone, but at this time there are no quarries commercially operating within the City.

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

Map Symbol	Geologic Formation	Geologic Units
Era	Rich Acres Formation	Norite, metagabbro, diorite
Elw	--	Leatherwood granite
EZfm	Fork Mountain Formation	quartz 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 3 3	2 2 3	1 2 2	2 2 2	1 3 3	1 1 2
2 – Cecil-Wilkes	2 3	2 3	1 2	2 2	1 3	1 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.

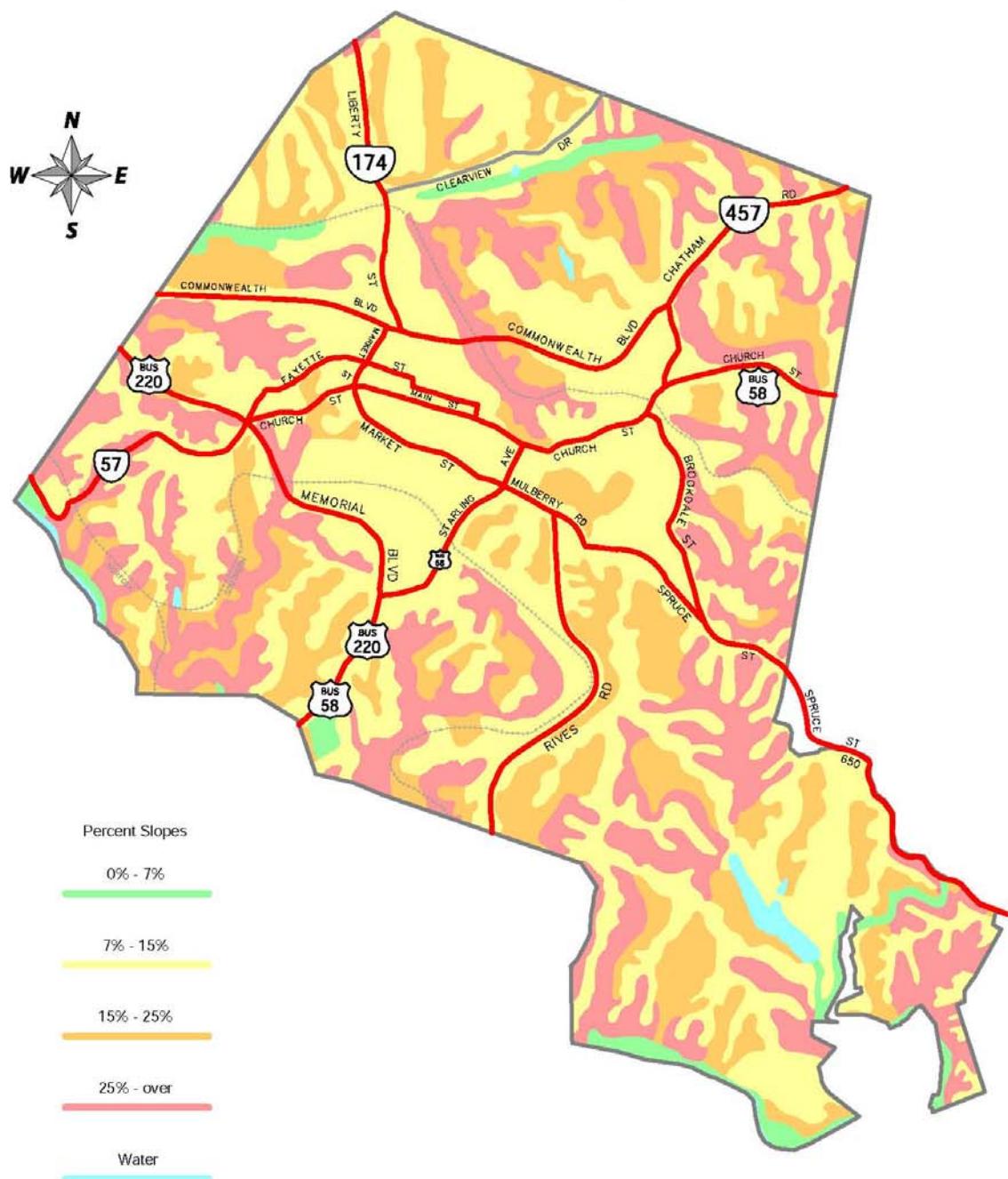
- **Water Resources**

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.

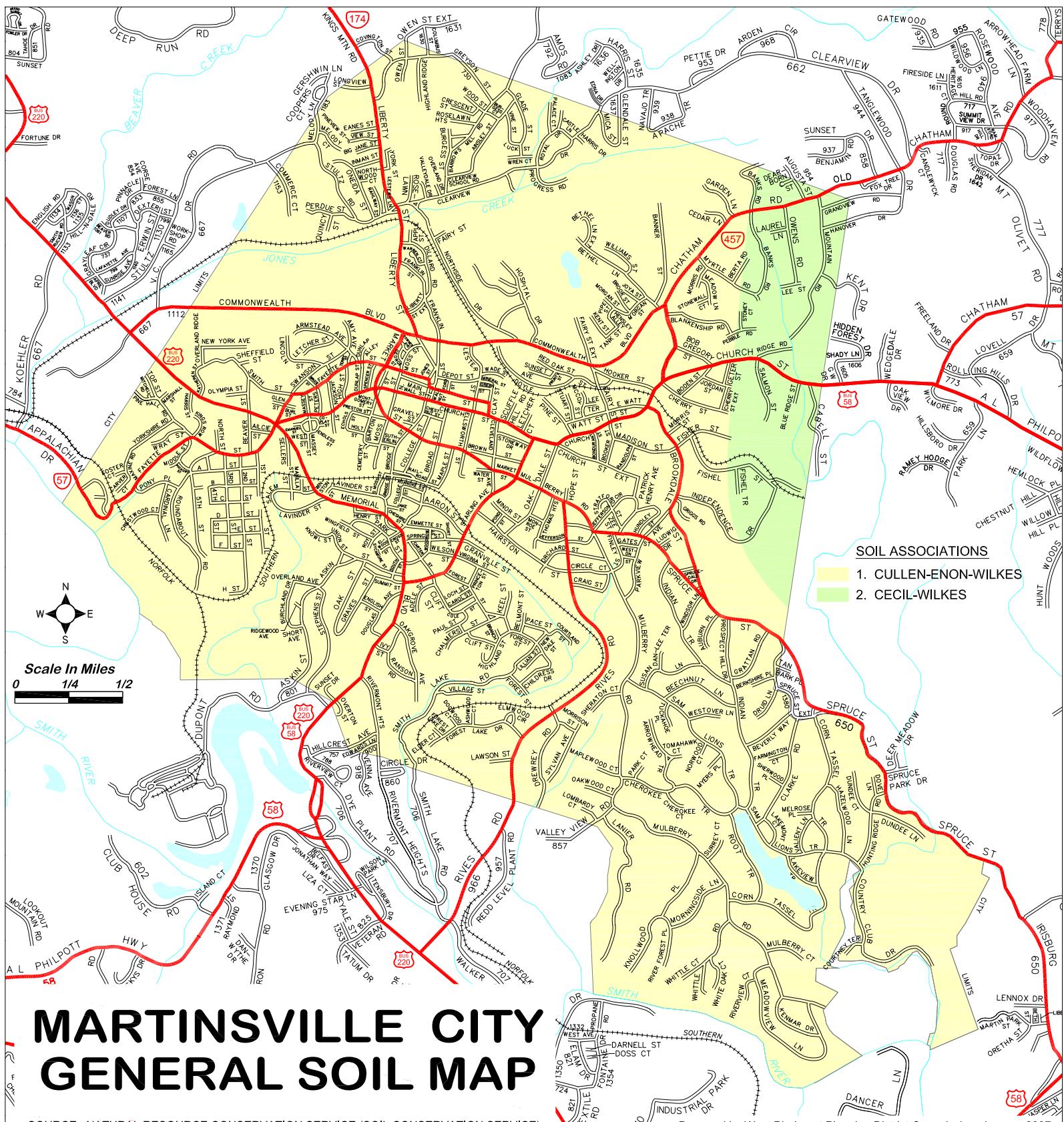
Water impoundments are scattered throughout Henry County, but the primary one serving the City is the 175-acre Beaver Creek Reservoir located within the County just off Route 108. With a 1.3 billion gallon capacity, the City relies on this for its primary water supply. The Smith River serves as an important 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 Slope Map



Source: Natural Resources Conservation Service, U.S.D.A.  
Prepared By West Piedmont PDC, February 15, 2007.



# 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:

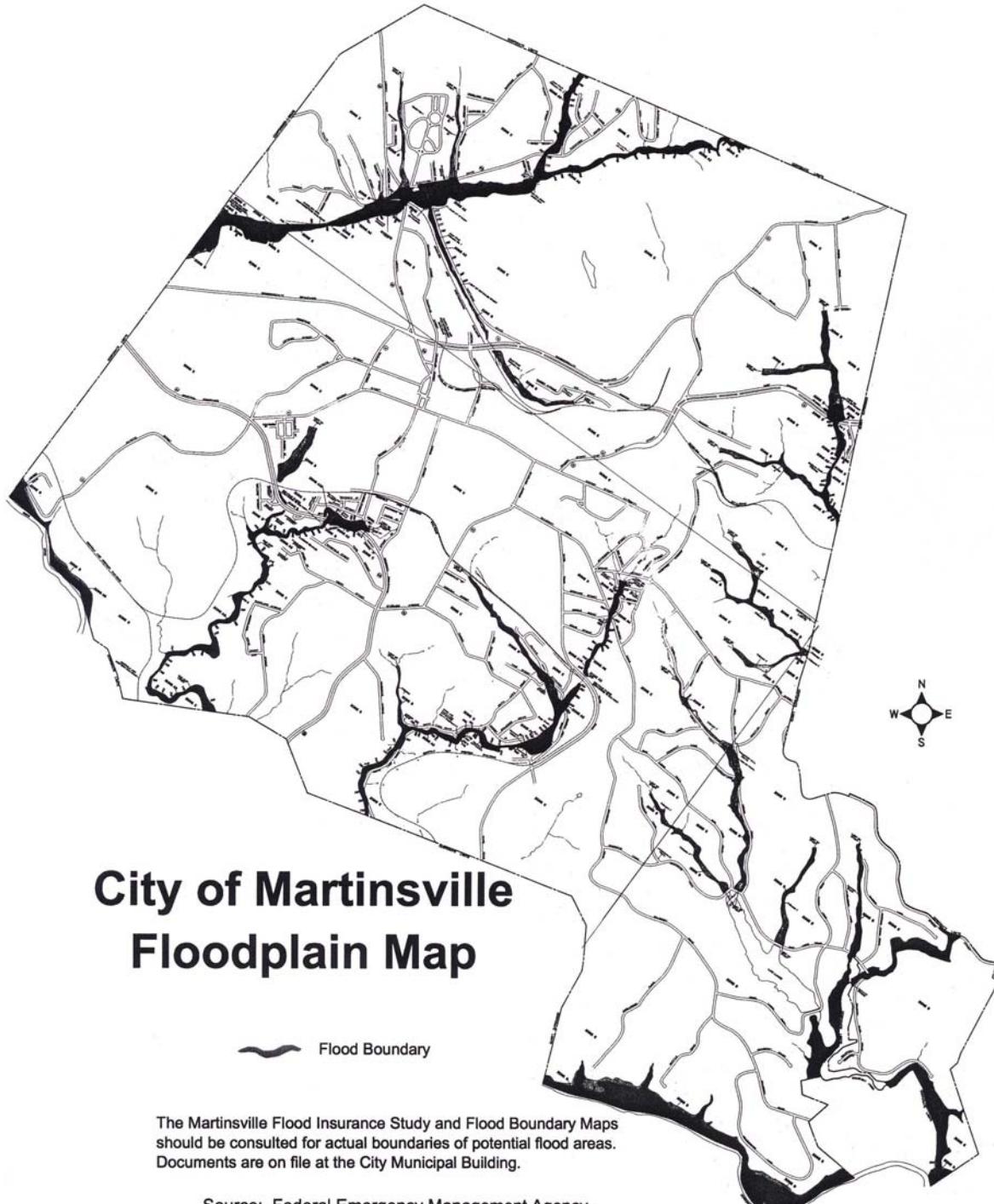
- Protect City's facilities to ensure continued functionality after disaster.
- Address stormwater drainage issues. Consider increasing capacity of drainage pipes at Bridge Street.
- Develop debris management plan.
- Educate the public about "sheltering in place" and other preparedness issues.

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.

Division	Personnel
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 protection 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.

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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 HCPA'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.

The **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

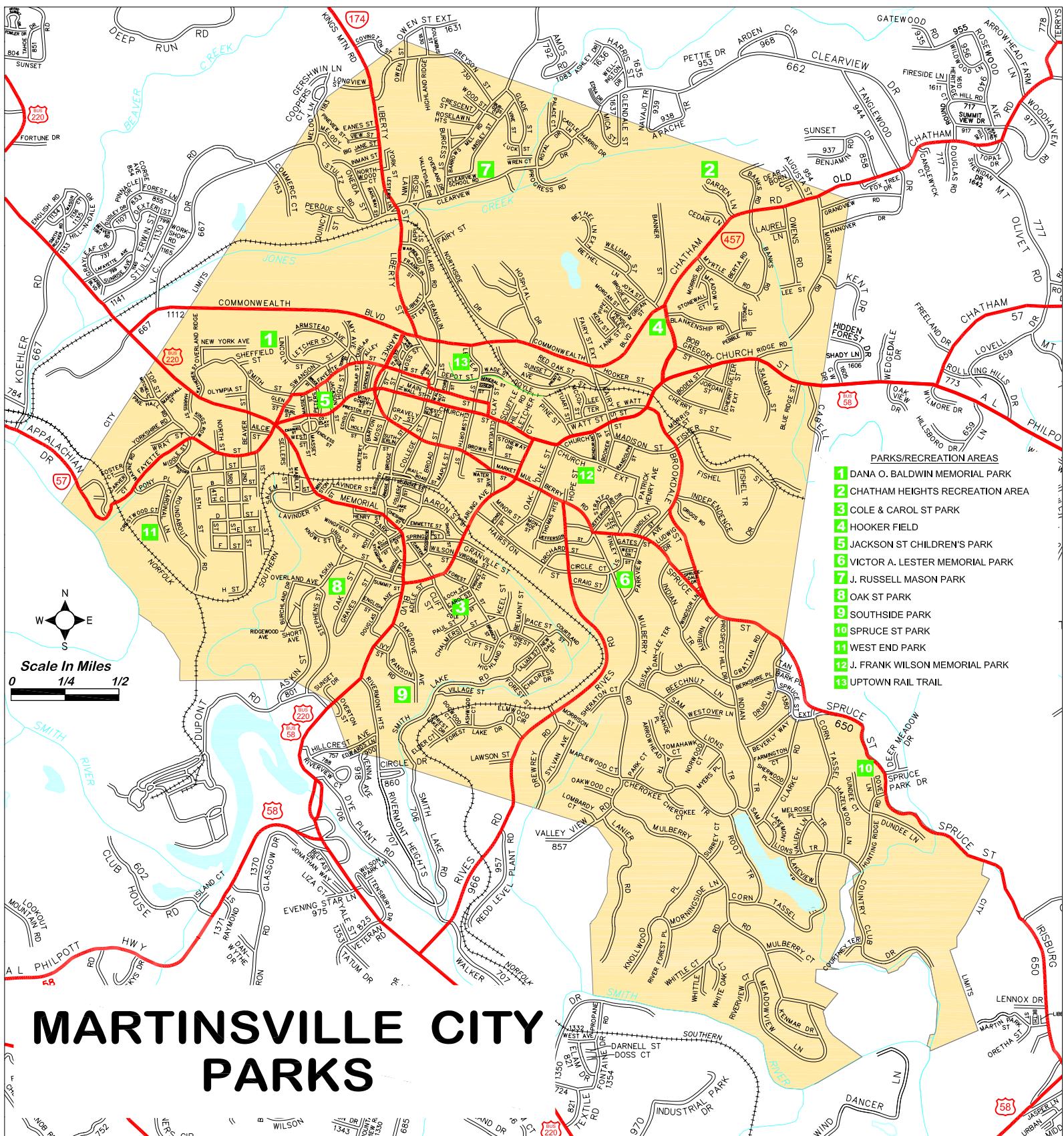
Martinsville to end at the former Prillaman Chemical site off Brookdale Road. When fully completed, the trail will be approximately seven miles in length and will be open to multiple uses including walking, biking, and perhaps horseback riding. The City of Martinsville recently developed the rail spur 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).



## 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  
Martinsville City School System  
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

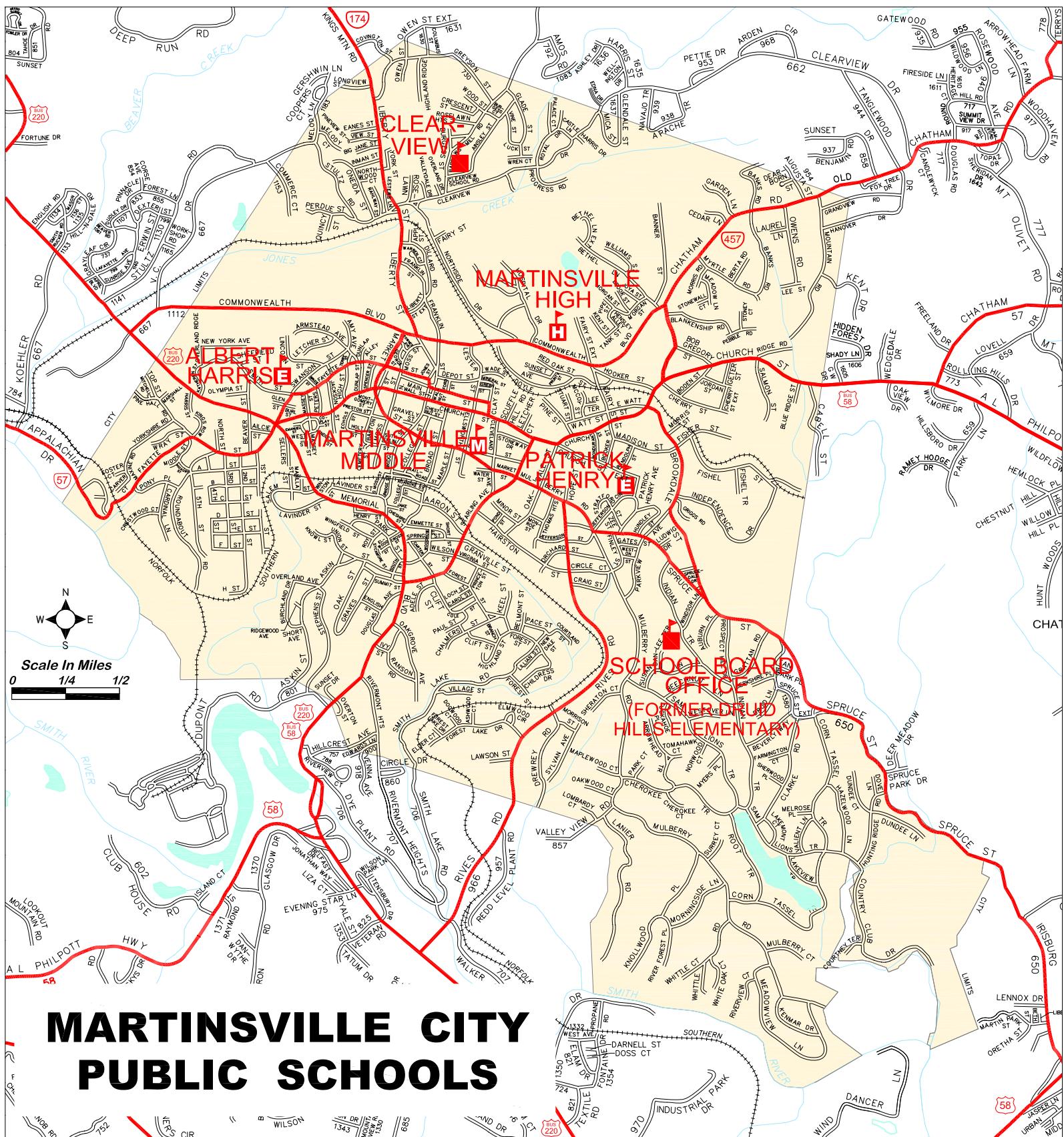
Source: *Summary of Historic & Projected Membership*, Weldon Cooper Center for Public Service, University of Virginia, August 2007.

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>.

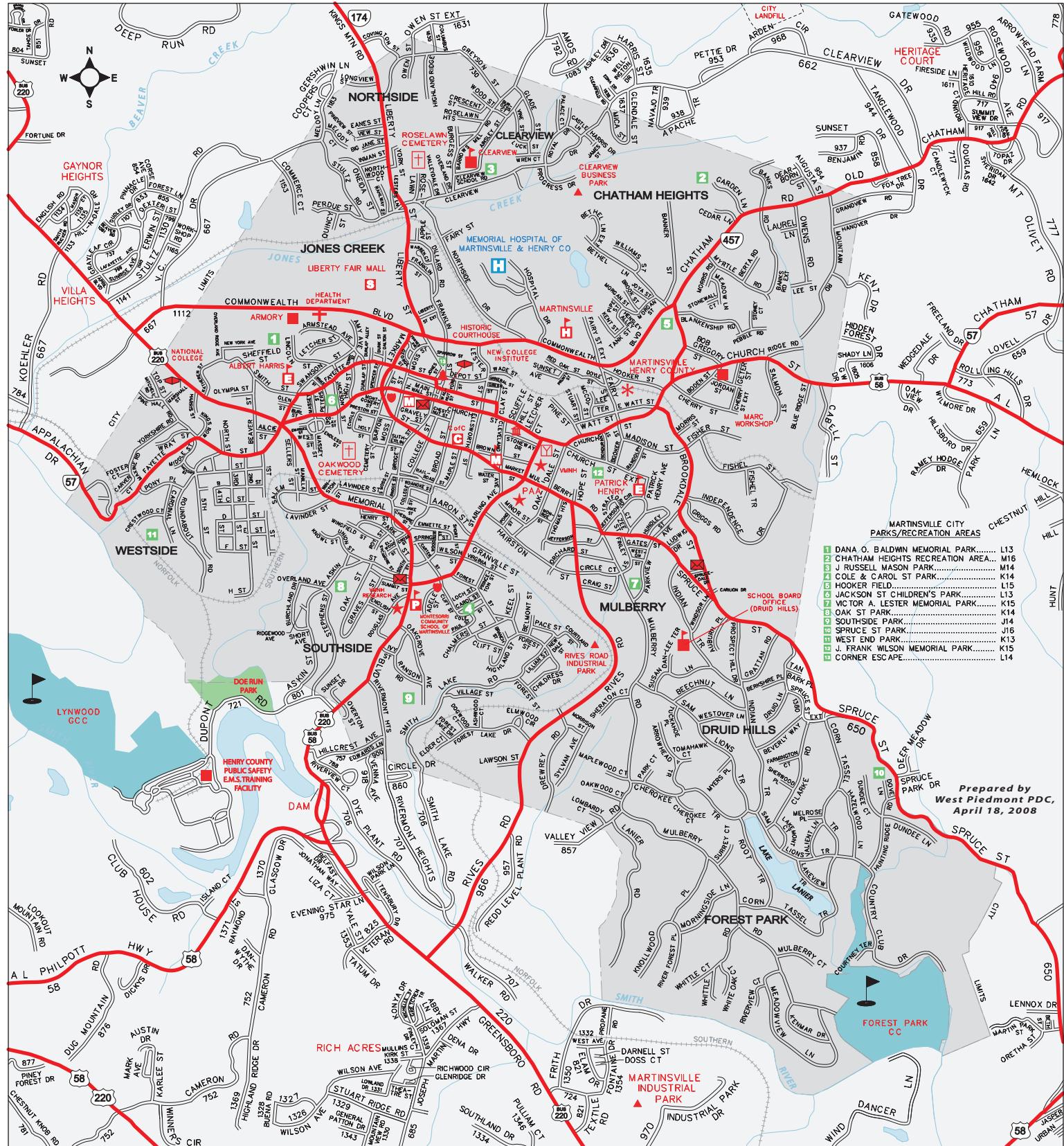
### **Workforce Training**

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**



# 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.

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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 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.

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	September
Oktoberfest (Uptown Martinsville)	2 <sup>nd</sup> Saturday in September
Great Goblin 5-K Foot Race	October
Malloween (Liberty Fair Mall)	October
Lobster Fest (Armory)	October 31 (Halloween night)
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. Kefratt.

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 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.

## 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 Code	Historical Site	VHLC 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>	<i>Carter-Whitener House (The Gray Lady)</i>
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	120-5001-0017	First United Methodist Church
120-0017	House, 112 Broad Street	120-5001-0018	Former Lee Telephone Building
120-0018	House, 109 Broad Street	120-5001-0019	Former Globman's Department Store
120-0019	House, 17-21 Ellsworth Street	120-5001-0030	Masonic Temple/Holt's Department Store
120-0020	Factory (Jobbers Pants Company)	120-5002	East Church St-Starling Ave Historic District
120-0021	Pannill Place on Moss Street	120-5003	Fayette Street Historic District
120-0022	Lattice Porch House	120-5004	Bridge #1802
120-0023	House, 119 Moss Street	120-5008	House, 712 Liberty Street
120-0024	Spencer Place	120-5009	House, 710 Liberty Street
120-0025	C.Y. Thomas Homeplace	120-5010	House, 708 Liberty Street
120-0026	Thomas Jefferson Hotel	120-5011	House, 114 Clearview Drive
120-0027	Henry Hotel	120-5012	House, 116 Clearview Drive
120-0028	First Baptist Church	120-5013	House, 122 Clearview Drive
120-0029	House, Broad Street		
120-0030	Dudley-Brown House		
120-0031	Henry C. Lester House		
120-0033	Burch Place		

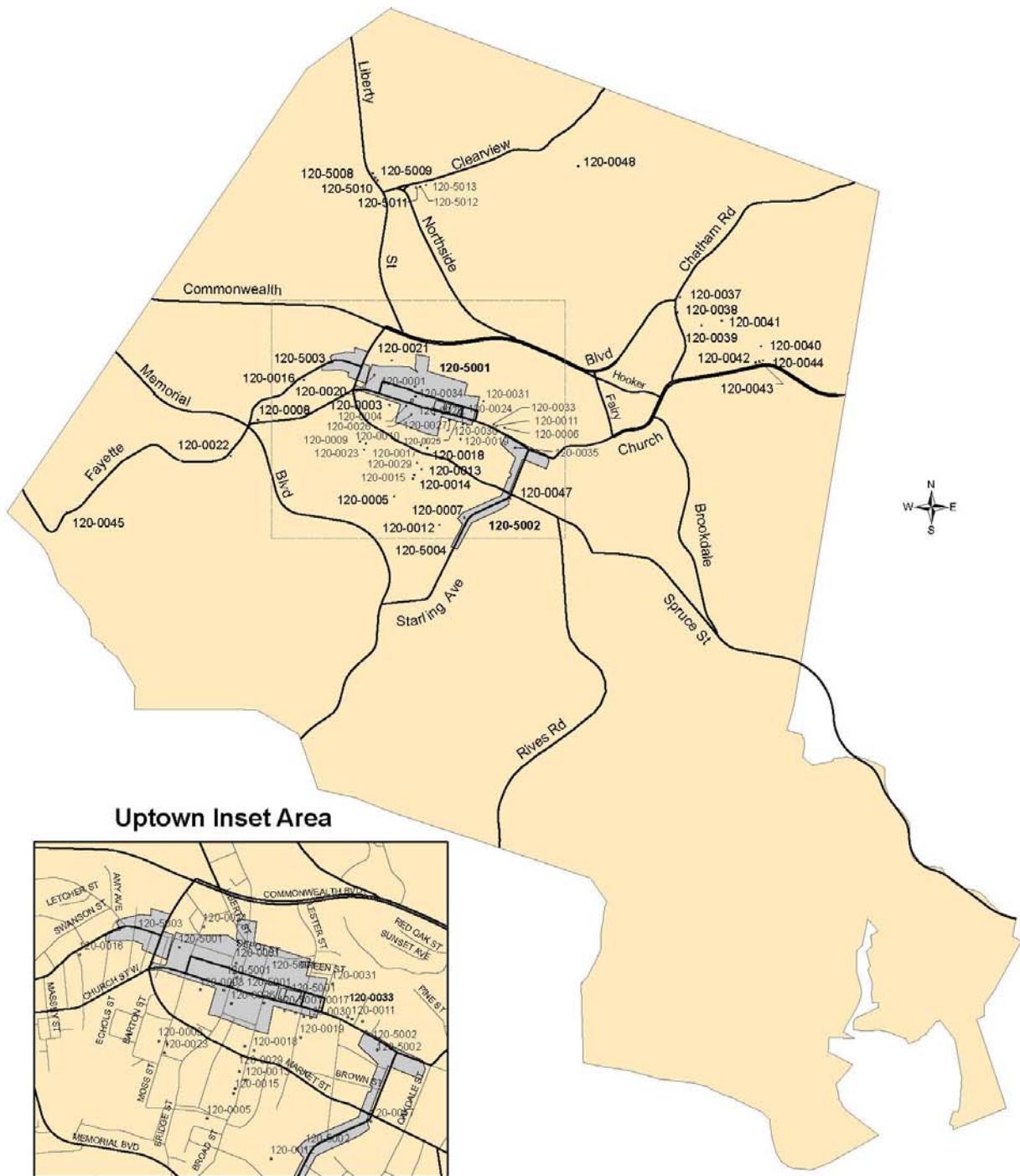
Note: ***Bold italicized*** entries in the preceding table denote sites listed on the National Register of Historic Places as well as the Virginia Landmarks Register.

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.

0.5 Miles

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

	Martinsville City			Henry County		
	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 City	Henry County	Martinsville City	Henry County	Martinsville City	Henry 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	Martinsville City		Henry County	
	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
<b>TOTAL WITH CASH RENT</b>	<b>2,442</b>	<b>94.6</b>	<b>4,853</b>	<b>91.0</b>
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

	1980		1990		2000	
	Martinsville City	Henry County	Martinsville City	Henry County	Martinsville City	Henry 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 1.0 or less	Units with 1.01 to 1.50	Units with 1.51 or more	Total Units
1980	6,360	227	49	6,636
% of Total Occupied Units	95.8	3.4	0.7	100.0
1990	6,672	133	34	6,839
% of Total Occupied Units	97.6	1.9	0.5	100.0
% Change 1980-1990	4.9	-41.4	-30.6	3.1
2000	6,367	69	62	6,498
% of Total Occupied Units	98.0	1.1	1.0	100.0
% Change 1990-2000	-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 City	% of Total Units	Henry 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
<b>TOTALS</b>	<b>7,249</b>	<b>100.0</b>	<b>25,921</b>	<b>100.0</b>

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](http://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</b> (Total Housing Units)					
One Unit	5,391	74.4%	Renters	2,584	39.8%
2-4 Units	926	12.8%	Owners / (Homeownership Rate)	3,914	60.2%
5 or More Units	913	12.6%	Homeownership Rate, 25-34 Year-Olds	37.3%	
Mobile Homes, Trailers & Other	19	0.3%	Homeownership Rate, 35-44 Year-Olds	50.9%	
			Homeownership Rate, 65 and Older	73.7%	
<b>Year Structure Built</b> (Total Housing Units)					
Pre- 1939	947	13.1%	Population per Household	2.27	
1940 to 1959	2,972	41.0%	1.01 Persons or More per Room	2.0%	
1960 to 1979	2,458	33.9%			
1980 to 1989	486	6.7%			
1990 and After	386	5.3%			
<b>Vacancy Status</b>					
Owner Vacancy Rate		3.7%	Lacking Complete Plumbing	24	0.4%
Renter Vacancy Rate		12.9%	Lacking Complete Kitchen	24	0.4%
Seasonal / Migratory (Percent of Total Units)		0.3%			
<b>Gross Rent</b>					
Median	\$401		Renters		
Below \$300	21.9%		Paying 30% or More of Income	36.8%	
\$750 or More	4.3%		Paying 30% or More of Income		
No Cash Rent	5.4%		with Income Less Than \$20,000	68.4%	
<b>Owner Costs</b>					
Median Owner Costs Without Mortgage	\$206		Owners		
Median Owner Costs With Mortgage	\$686		Paying 30% or More of Income	21.2%	
Owners with Mortgage	55.8%		Paying 30% or More of Income		
			with Income Less Than \$20,000	50.8%	
<b>Owner Value</b>					
Median	\$69,100		<b>Income</b>		
Below \$100,000	74.8%		Median Household Income	\$27,441	
\$150,000 or More	12.0%		Median Household Income Owners	\$35,567	
\$300,000 or More	1.8%		Median Household Income Renters	\$18,713	
			Median Family Income	\$35,321	
<b>Household Type</b>					
Total Households	6,498		<b>Poverty</b>		
Family Households	4,025		Total Persons Below Poverty	2,839	19.2%
Total Married Couple Households	2,533		Under 18, Below Poverty	911	26.6%
Percent of all Households	39.0%		18 - 64, Below Poverty	1,458	17.0%
Female Headed Families, No Spouse	1,243		65 and Older, Below Poverty	470	16.9%
Percent of all Households	19.1%				
Male Headed Families, No Spouse	249		<b>Adults with Disabilities</b>		
Percent of all Households	3.8%		Age 21-64	1,967	24.2%
Non-Family Households	2,473		Age 65+	1,363	49.1%
Percent of all Households	38.1%				
<b>Subfamilies</b>					
Subfamilies with Children Under 18	197		<b>Population in Nursing Homes</b>		
Ratio to Total Families	4.9%		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

### Units in Structure (Total Housing Units)

			<b>Tenure</b>
One Unit	18,030	69.6%	Renters
2 - 4 Units	860	3.3%	Owners / (Homeownership Rate)
5 or More Units	1,261	4.9%	Homeownership Rate, 25-34 Year-Olds
Mobile Homes, Trailers & Other	5,770	22.3%	Homeownership Rate, 35-44 Year-Olds
			Homeownership Rate, 65 and Older

### Year Structure Built (Total Housing Units)

			<b>Household Size and Crowding</b>
Pre- 1939	1,600	6.2%	Population per Household
1940 to 1959	5,506	21.2%	1.01 Persons or More per Room
1960 to 1979	10,416	40.2%	
1980 to 1989	4,222	16.3%	
1990 and After	4,177	16.1%	

### Vacancy Status

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%			

### Gross Rent

		<b>Cost Burden</b>
Median	\$389	Renters
Below \$300	17.4%	Paying 30% or More of Income
\$750 or More	3.6%	Paying 30% or More of Income
No Cash Rent	9.0%	with Income Less Than \$20,000

### Owner Costs

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	43.8%

### Owner Value

		<b>Income</b>
Median	\$75,500	Median Household Income
Below \$100,000	76.4%	Median Household Income Owners
\$150,000 or More	8.7%	Median Household Income Renters
\$300,000 or More	1.5%	Median Family Income

### Household Type

Total Households	23,910	Poverty	
Family Households	16,953	Total Persons Below Poverty	6,679 11.7%
Total Married Couple Households	12,977	Under 18, Below Poverty	1,964 15.5%
Percent of all Households	54.3%	18 - 64, Below Poverty	3,644 10.1%
Female Headed Families, No Spouse	2,911	65 and Older, Below Poverty	1,071 12.6%
Percent of all Households	12.2%		
Male Headed Families, No Spouse	1,065	Adults with Disabilities	
Percent of all Households	4.5%	Age 21-64	8,634 25.4%
Non-Family Households	6,957	Age 65+	3,922 46.1%
Percent of all Households	29.1%		

### Subfamilies

		<b>Population in Nursing Homes</b>
Subfamilies with Children Under 18	605	Age < 65
Ratio to Total Families	3.6%	Age 65+

## 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</b> (Total Housing Units)		<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</b> (Total Housing Units)		<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>Owners</b>	
Median Owner Costs Without Mortgage	\$ 193	Paying 30% or More of Income	17.0%
Median Owner Costs With Mortgage	\$721	Paying 30% or More of Income	
Owners with Mortgage	57.1%	with Income Less Than \$20,000	44.9%
<b>Owner Value</b>		<b>Income</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>Poverty</b>	
Total Households	102,803	Total Persons Below Poverty	33,157 13.5%
Family Households	71,869	Under 18, Below Poverty	10,801 19.4%
Total Married Couple Households	54,186	18 - 64, Below Poverty	17,067 11.3%
Percent of all Households	52.7%	65 and Older, Below Poverty	5,289 13.7%
Female Headed Families, No Spouse	13,564		
Percent of all Households	13.2%		
Male Headed Families, No Spouse	4,119	<b>Adults with Disabilities</b>	
Percent of all Households	4.0%	Age 21-64	34,035 23.7%
Non-Family Households	30,934	Age 65+	17,560 45.4%
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 of income 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

**Updated & Adopted July 27, 2021**

The City of Martinsville offers its citizenry a comprehensive – and increasingly multimodal – transportation system, as well as close proximity to interstate, air, and passenger rail service. Martinsville is serviced by 21 miles of primary roadways and nearly 79 miles of secondary roadways, representing approximately 100 miles of total roadway maintained by the City. Martinsville (and adjoining sections of Henry County) is served by Piedmont Area Regional Transit (PART), a deviated fixed-route bus service which is operated by RADAR of Roanoke and jointly managed by the City of Martinsville and Henry County. The City also provides infrastructure for active transportation including the Dick & Willie Passage Trail, a 7.2-mile paved multi-use path, which supplants the former Danville and Western Railroad. These components – and more - of Martinsville's transportation system will be described in greater detail within this chapter.

Five interstate highways are located within a 50-mile radius of the City of Martinsville, and include Interstates 81, 77, 40, 85, and future 73 which, according to the Martinsville-Henry County Economic Development Corporation (EDC) distinguish the community as an ideal business location. Interstate 81 is a north-south highway extending from Knoxville, TN north through the Shenandoah Valley and into other cities including Harrisburg and Wilkes-Barre/Scranton, PA and Syracuse, NY before terminating at the Canadian border north of Watertown, NY. Interstate 77 can be most closely accessed from the City via Hillsville to the west, on which motorists can travel continuously north to Cleveland, OH and the Midwest U.S., or south to Columbia, SC. Interstate 40, which can be accessed south of the City in Greensboro, NC, extends from Wilmington, NC at its eastern terminus to Barstow, CA, located northeast of Los Angeles. This prominent Interstate highway serves a variety of important population and business centers including Raleigh/Durham, NC; Nashville and Memphis, TN; Little Rock, AR; Oklahoma City, OK; and Albuquerque, NM. Interstate 85 can also be most easily accessed in Greensboro, NC, from which it provides northbound access to cities such as Durham, NC and Petersburg, VA, located south of Richmond where it terminates. From Greensboro, I-85 proceeds southbound through the major business centers of Charlotte, NC and Atlanta, GA, before terminating in Montgomery, AL. Interstate 73 is proposed to extend from Myrtle Beach, SC north to the Canadian Border in Michigan, and is planned to pass just outside of Martinsville as it continues north through Henry and Franklin counties into Roanoke. In 2017, a 9.4-mile section of I-73 opened in North Carolina, extending from the junction of U.S. Route 220/Route 68 in the vicinity of the Haw River south to Bryan Boulevard near the Piedmont Triad International (PTI) Airport, providing passengers and freight from the Greensboro area faster access to Martinsville than ever before.

The City of Martinsville is directly served by two federal four-lane highways, U.S. Route 220 and U.S. Route 58, both identified as Virginia Corridors of Statewide Significance (CoSS). U.S. Route 220 extends from Rockingham, NC north to Waverly, NY. U.S. Route 58 traverses southern Virginia from west to east, beginning at Cumberland Gap, TN and terminating at Virginia Beach. This CoSS provides direct service from Martinsville east to the Port of Virginia, a major international seaport. CoSS corridors are identified by the Commonwealth Transportation Board (CTB) as possessing four distinct attributes, which include forging connections among states, regions, or significant activity centers; encompassing a variety of travel modes and serving as major freight corridors; accommodating a significant volume of travel; and satisfying a statewide goal and/or a unique function at the state level.

U.S. Routes 220 Business (Memorial Boulevard) and 58 Business (Memorial Boulevard from the City's southern limit north to Starling Avenue, Starling Avenue, and East Church Street) are part of the National Highway System (NHS). The Federal Highway Administration (FHWA) defines NHS roadways as imperative to mobility, defense, and the economy of the United States. The FHWA describes Other Principal Arterials, represented by Business Routes 220 and 58 in Martinsville, as highways fulfilling these functions. The agency classifies such highways as serving urban and rural areas, serving to link urban centers with outlying areas, facilitating travel at the statewide or interstate level, and connecting most or all urbanized areas and urban clusters having populations of at least 25,000, among other functions.

Freight rail service is provided directly to the City of Martinsville via Norfolk Southern Railroad, whose track extends from the City north to Roanoke and south to Winston-Salem, NC. Norfolk Southern commands a major presence in the eastern portion of the U.S. and serves multiple ports including the Port of Virginia 225 miles to the east. Amtrak provides passenger rail service from Danville and Roanoke, from which passengers can travel north to

Washington, D.C. and points beyond, or south to destinations including Charlotte, Atlanta, and New Orleans (via Danville). The Virginia Breeze intercity bus service, operated by the Virginia Department of Rail and Public Transportation (DRPT), recently launched service to the Cities of Martinsville and Danville, offering routes to Washington, D.C., and many other locations in between.

Commercial scheduled air service is provided conveniently via PTI Airport in nearby Greensboro and the Roanoke-Blacksburg Regional Airport in Roanoke. From PTI Airport, five airlines serve 13 destinations throughout the U.S. From the Roanoke-Blacksburg Regional Airport, four airlines serve eight destinations. Blue Ridge Airport, located minutes west of Martinsville in Henry County, offers general aviation services including 100LL and Jet-A fuel, and aircraft maintenance and repair. The airport provides an approximately 5,000 foot paved runway.

## **Recent Planning Efforts**

Transportation planning efforts in the City of Martinsville are typically initiated via the City's Department of Planning and Zoning or through the Department of Public Works. The planning process, as it pertains to transportation initiatives, often has as its source regional and state plans that present needs for various documented deficiencies or opportunities to improve some aspect of the transportation system.

### **VTrans 2045**

VTrans 2045 is the Commonwealth's multimodal, long-range transportation plan which, rather than setting goals for each locality or transportation network, identifies needs. The Plan may be found at: <https://www.vtrans.org/>. The Vision portion of this plan sets forth a vision statement, guiding principles, and goals and their associated objectives. The heart of this document, however, could be considered the Mid-Term Needs section, and this establishes needs, or opportunities for transportation investments, over a 10-year period. Needs are based on five travel markets including Corridors of Statewide Significance (CoSS), Regional Networks, Urban Development Areas (UDAs), Industrial and Economic Development Area (IEDAs), and identified safety deficiencies. These five need categories are summarized below:

- **Corridors of Statewide Significance (CoSS):** According to VTrans 2045, a Corridor of Statewide Significance (CoSS) is:

*An integrated, multimodal network of transportation facilities that connect major centers of activity within and through the Commonwealth and promote the movement of people and goods essential to the economic prosperity of the state. These corridors include highways, rail lines, seaports, and airport facilities.*

Twelve CoSS corridors currently crisscross the state, and to be considered a CoSS, a corridor must be multimodal; must facilitate connectivity between significant activity centers, regions, and/or states; must accommodate a significant travel volume; and must satisfy statewide goals and/or furnish a distinctive statewide function.

U.S. Route 220/220 Business and U.S. Route 58/58 Business are two Corridors of Statewide Significance that pass through and in the vicinity of the City of Martinsville. Needs identified for the U.S. Route 220 Business corridor through the City, expressed in VTrans 2045, include Transportation Demand Management (TDM), corridor safety needs, as well as a number of needs associated with the Martinsville Urban Development Area (UDA). Likewise, TDM needs have been identified for the U.S. Route 58 Business corridor through the City. In addition, numerous UDA needs are noted for the Martinsville City – Sara Lee – Baldwin UDA, as well as a safety need near the east end of the corridor in the vicinity of the city line. TDM, noted later in this chapter, refers to any one of a number of strategies designed to manage transportation demand. Additionally, information pertaining to UDAs is listed later in this section.



U.S. Route 58, east of the City of Martinsville, is an example of a Corridor of Statewide Significance (CoSS).

- **Regional Networks:** Regional Networks are transportation networks based in and around jurisdictions, or sections thereof, comprising Metropolitan Planning Organizations (MPOs). Regional Networks typically constitute the urban core of the MPO area as well as the commute shed, or surrounding residential communities from which workers travel to the urban core for employment. Regional Networks include the MPO area as well as the entirety of the surrounding county, even if the MPO occupies only a portion of that county. An example of this is the Danville MPO, in which the MPO occupies the southern portion of Pittsylvania County, but the entire county is included in the Regional Network. If a transportation linkage is determined to contribute to the Region's economy but is located outside of the area of analysis, it can be included as part of the Regional Network. The City of Martinsville does not constitute an MPO, so it is not eligible to apply for (Smart Scale [discussed later in this chapter]) funding based on Regional Network-identified needs.
- **Urban Development Areas (UDAs):** VTrans 2045 promotes Traditional Neighborhood Development (TND) and alternative means of travel aside from the automobile, via Smart Scale funding opportunities by way of Urban Development Areas (UDAs) and, as of the recent adoption of VTrans 2045, Industrial and Economic Development Areas (IEDAs). Localities in the Commonwealth can voluntarily designate UDAs within the urban, suburban, or rural contexts, and these designated areas must adhere to several guiding principles. One guiding principle is that UDAs must comprise elements of TND, such as walkability, a mixed assortment of land uses, and compact density – attributes common in most communities prior to World War II. Second, UDAs must be able to adequately accommodate a locality's commercial and residential growth for a minimum period of ten years. Third, a UDA must mandate residential zoning at a minimal developable area of four single-family residential units per acre; likewise, UDAs must be able to accommodate at least 12 apartments, or six townhouses or condominium units per acre. Commercial development standards mandate a minimum Floor Area Ratio (FAR) of 0.4 per acre. If, for example, the total parcel area was 10,000 square feet, the minimum developed commercial floor area would be required to be 4,000 square feet. UDA's are defined by the *Policy Guide for the Identification and Prioritization of the VTrans Mid-Term Needs* as "[L]ocally-designated growth areas based on local initiatives pursuant to VA Code § 15.2-2223."

Based on VTrans 2045, the purpose of UDAs is:

*"(1) support local, walkable places; and (2) to the extent possible, to direct federal, state and local transportation, housing, water and sewer facility, economic development, and other public infrastructure*

*funding to designated UDAs.” (Policy Guide for the Identification and Prioritization of the VTrans Mid-Term Needs, Draft October 2020)*

The City of Martinsville has designated three UDAs, though technically they are now considered two. The UDAs are described below and are illustrated in Figure 3:

- *The Martinsville City – Sara Lee – Baldwin Urban Development Area (UDA).* This UDA was originally developed as two separate entities, but was included under the heading of one UDA under VTrans 2045. The western portion of this UDA, formerly known as the Baldwin Block UDA, comprises 18 acres in the western side of uptown, and is bounded on the east by Moss Street and on the west by Dunlap and Spencer streets; it extends just south of Church Street and just north of Fayette Street. The eastern-most portion of the UDA, formerly known as the Sara Lee UDA, comprises 23 acres and is located south of Market Street, west of Cleveland Avenue, generally east of Maple Street, and north of the Norfolk Southern Railroad track. Figure 1 presents information about the Martinsville City – Sara Lee – Baldwin UDA.

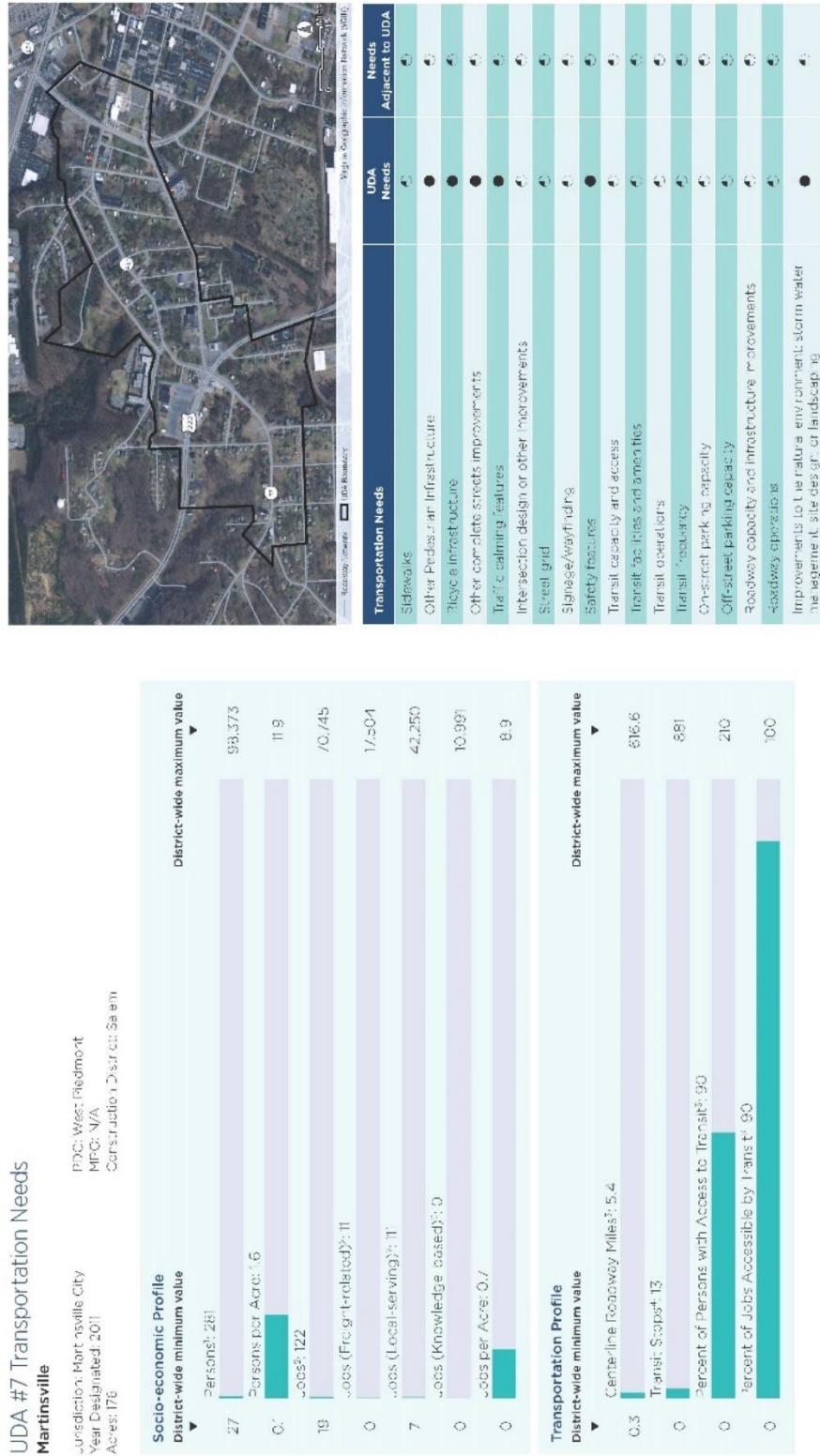
*Figure 1*



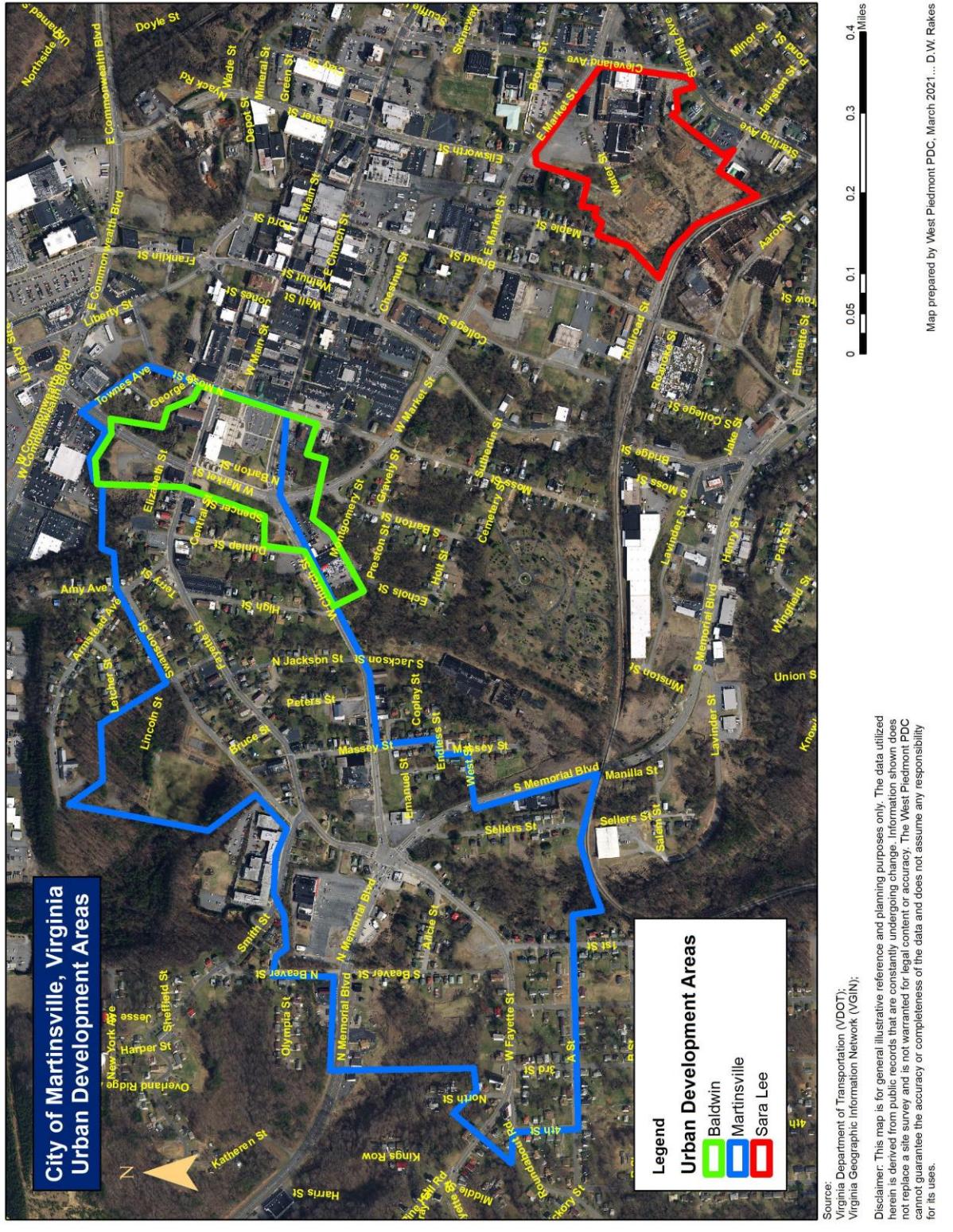
- *Martinsville Urban Development Area (UDA)*. In July 2018, the City approved the Martinsville UDA, formerly named the West End UDA. This UDA encompasses a significant portion of the Fayette Street corridor and, in doing so, promotes revitalization of the corridor, both east and west of Memorial Boulevard (U.S. Route 220 Business). The City worked with Renaissance Planning Group as well as Michael Baker International, to define the West End/Fayette Street corridor as a UDA. This corridor, which extends from about Fayette Street's intersection with Moss Street, westward across Memorial Boulevard to the Pine Hall Road vicinity – a distance of just over one mile – has historically been the center of Martinsville's African-American community, but has also been an economically distressed area of the City. The presence of the UDA along this corridor improves the likelihood of transportation funding to construct/improve multimodal transportation infrastructure, thereby enhancing mobility to better enable current residents to travel for shopping, work, health care, and other trips, as well as to prime the area for economic development opportunities which can create additional employment opportunities and shopping destinations for residents.

Memorial Boulevard acts as a barrier to pedestrians and bicyclists wishing to travel between the western and eastern portions of the Fayette Street corridor due to its wide geometry resulting from the convergence of five streets, in conjunction with relatively high traffic volumes. Future improvements to Fayette Street will undoubtedly include bridging the gap between these two segments of the Fayette Street corridor. Figure 2 presents additional information about the Martinsville UDA. Figure 3 presents an overview of both of the City's UDAs in the wider context of uptown Martinsville.

**Figure 2**



*Figure 3*

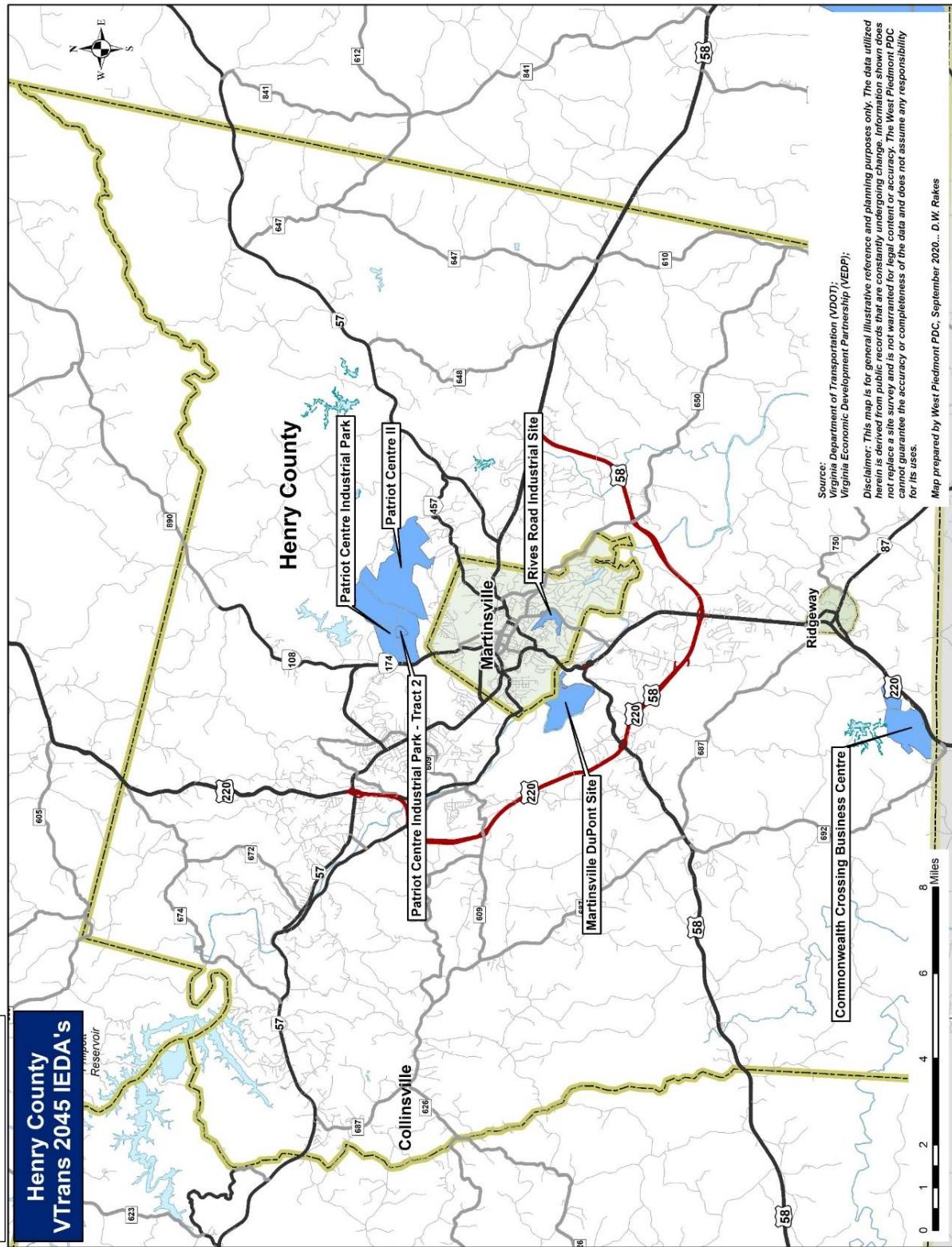


- **Industrial and Economic Development Areas (IEDAs)**

In contrast to Urban Development Areas, Industrial and Economic Development Areas (IEDAs) are economic development sites identified by local interests. IEDAs must be consistent with the Business Ready Sites Program of the Virginia Economic Development Partnership (VEDP). Specifically, sites must comprise at least 100 contiguous acres, but the agency will accept sites having a minimum of 25 acres. Additionally, the sites must be employed for the use of research or industrial parks, and program applicants must be political subdivisions of the Commonwealth of Virginia, which can include industrial and/or economic development authorities, as well as cities, towns, and counties. Indeed, VTrans' 2045 *Policy Guide for the Identification and Prioritization of the VTrans Mid-Term Needs* defines IEDAs as "[D]evelopment sites submitted to Virginia Economic Development Partnership (VEDP)'s Business Ready Site Program pursuant to § 2.2-2238."

One Industrial and Economic Development Area (IEDA) – Rives Road Industrial Site – is located within the City of Martinsville, while several others are located within very close proximity of the City. These sites include the Martinsville DuPont Site, several sites comprising Patriot Centre Industrial Park, and numerous sites comprising Commonwealth Crossing Business Centre, which is a new industrial park located in Henry County along the North Carolina state line. Figure 4 presents a map of these sites, while Table 1 provides details about each of these sites.

Figure 4



**Table 1**

Industrial and Economic Development Area Sites				
Industrial and Economic Development Area Site	Locality	Total Acreage	Business Ready Site Program Tier*	VTrans 2045 Need
Rives Road Industrial Site	City of Martinsville	42.31	--	Need to connect or improve access to and from the nearest CoSS for Sites that have achieved readiness status of Tier 3 or higher in VEDP's Business Ready Site Program. (UDA only)
Martinsville DuPont Site	Henry County	200	--	Need to connect or improve access to and from the nearest CoSS for Sites that have achieved readiness status of Tier 3 or higher in VEDP's Business Ready Site Program. (UDA only)
Patriot Centre Industrial Park	Henry County	1,000	4	Need to connect or improve access to and from the nearest CoSS for Sites that have achieved readiness status of Tier 3 or higher in VEDP's Business Ready Site Program. (UDA only)
Patriot Centre Industrial Park Tract 2	Henry County	32	5	Need to connect or improve access to and from the nearest CoSS for Sites that have achieved readiness status of Tier 3 or higher in VEDP's Business Ready Site Program. (UDA only)
Patriot Centre II	Henry County	1,206	--	Need to connect or improve access to and from the nearest CoSS for Sites that have achieved readiness status of Tier 3 or higher in VEDP's Business Ready Site Program. (UDA only)
Commonwealth Crossing Business Centre	Henry County	720	4	Need to connect or improve access to and from the nearest CoSS for Sites that have achieved readiness status of Tier 3 or higher in VEDP's Business Ready Site Program. (UDA only)
Commonwealth Crossing Tract 1	Henry County	145	4	Need to connect or improve access to and from the nearest CoSS for Sites that have achieved readiness status of Tier 3 or higher in VEDP's Business Ready Site Program. (UDA only)
Commonwealth Crossing Tract 4	Henry County	55	4	Need to connect or improve access to and from the nearest CoSS for Sites that have achieved readiness status of Tier 3 or higher in VEDP's Business Ready Site Program. (UDA only)

Source: VTrans 2045, Mid-Term Planning, InteractVTrans

\*Tier 3: Site is zoned for commercial or industrial, but little to no infrastructure has been prepared. Additionally, due diligence such as Phase I Environmental Site Assessment, U.S. Army Corps of Engineers approved wetland survey, and other environmental/cultural reviews, etc., have not been completed. Additionally, development cost estimates have not been developed.

Tier 4: Any issues with required permits have been addressed, and all infrastructure has been installed or will be deliverable within 12 months.

Tier 5: All permits have obtained and are in place, and a site disturbance permit can be obtained by the locality having jurisdiction over the site.

- **Safety:** As prescribed by VTrans 2045, the Commonwealth of Virginia establishes safety needs annually based on a Potential for Safety Improvement (PSI) ranking, which compares observed crashes with the predicted number of crashes for a roadway intersection or segment. Through this process, safety needs are identified and presented on an interactive map for localities throughout Virginia.
- **VTrans Consolidated Tier 1 Needs:** The Office of Intermodal Planning and Investment (OIP), with input from local and regional agencies and stakeholders, had consolidated the needs within VTrans 2040 into three tiers of projects, having as their basis the 2025 VMTP portion of VTrans 2040. Tier 1 needs are those considered "shovel ready" and, therefore most likely to be funded. The Tier 1 needs for projects throughout the Commonwealth are currently in the development process and are not yet available.

### **Smart Scale**

Smart Scale is a relatively new mechanism for allocating funding resources to transportation projects throughout the Commonwealth. Via the Smart Scale process, localities and regional entities apply for transportation project funding based on needs outlined in VTrans 2045, noted above. In the West Piedmont Planning District,

transportation funding applications are ranked based on five factors, and weighted according to the importance localities put on each factor individually. The factors and weights established for the West Piedmont Planning District include:

1. Economic Development (weighted at 35% of score)
2. Safety (weighted at 30% of score)
3. Accessibility (weighted at 15% of score)
4. Environmental Quality (weighted at 10% of score)
5. Congestion Mitigation (weighted at 10% of score)

Smart Scale funding is divided into two pots of money which include the Statewide High-Priority Program and the District Grant Program. Applications requesting funding for the Statewide High Priority Program compete with other applications at the statewide level for this funding source. Applications requesting funding through the District Grant Program can only be awarded funds allocated to the VDOT district within which the locality/regional entity is located. In the case of Martinsville, District Grant funds would include those allocated only to VDOT's Salem Construction District. The City of Martinsville is permitted to apply for projects within all need areas including Corridors of Statewide Significance, Urban Development Areas, Industrial and Economic Development Areas, and identified safety needs (PSI); the one exception is Regional Networks, which are associated with MPOs, as noted earlier. When requesting Smart Scale funds, the City must provide a resolution of support from a regional entity, that entity being the Board of the West Piedmont Planning District Commission.

The types of projects Smart Scale funds include the following:

- Highway improvements
- Expansion of rail and transit capacity
- Pedestrian and bicycle enhancements
- Implementation of TDM strategies such as park & ride lots, carpools, vanpools, etc.

In 2020, the City of Martinsville submitted three Smart Scale applications, two of which requested funding for safety improvements along the Fayette Street corridor. The proposals sought to reinforce Fayette Street as a multimodal corridor, emphasizing Complete Streets principles. These two proposals were initially submitted during Round 3 of Smart Scale in 2018, but were not funded at that time. Figure 5 illustrates the general boundaries of these two project areas. The City submitted a third Smart Scale application in 2020, which sought funding for pedestrian safety improvements at the intersection of Market and Moss streets. Detailed information regarding the three Smart Scale applications the City of Martinsville submitted in 2020 follows:

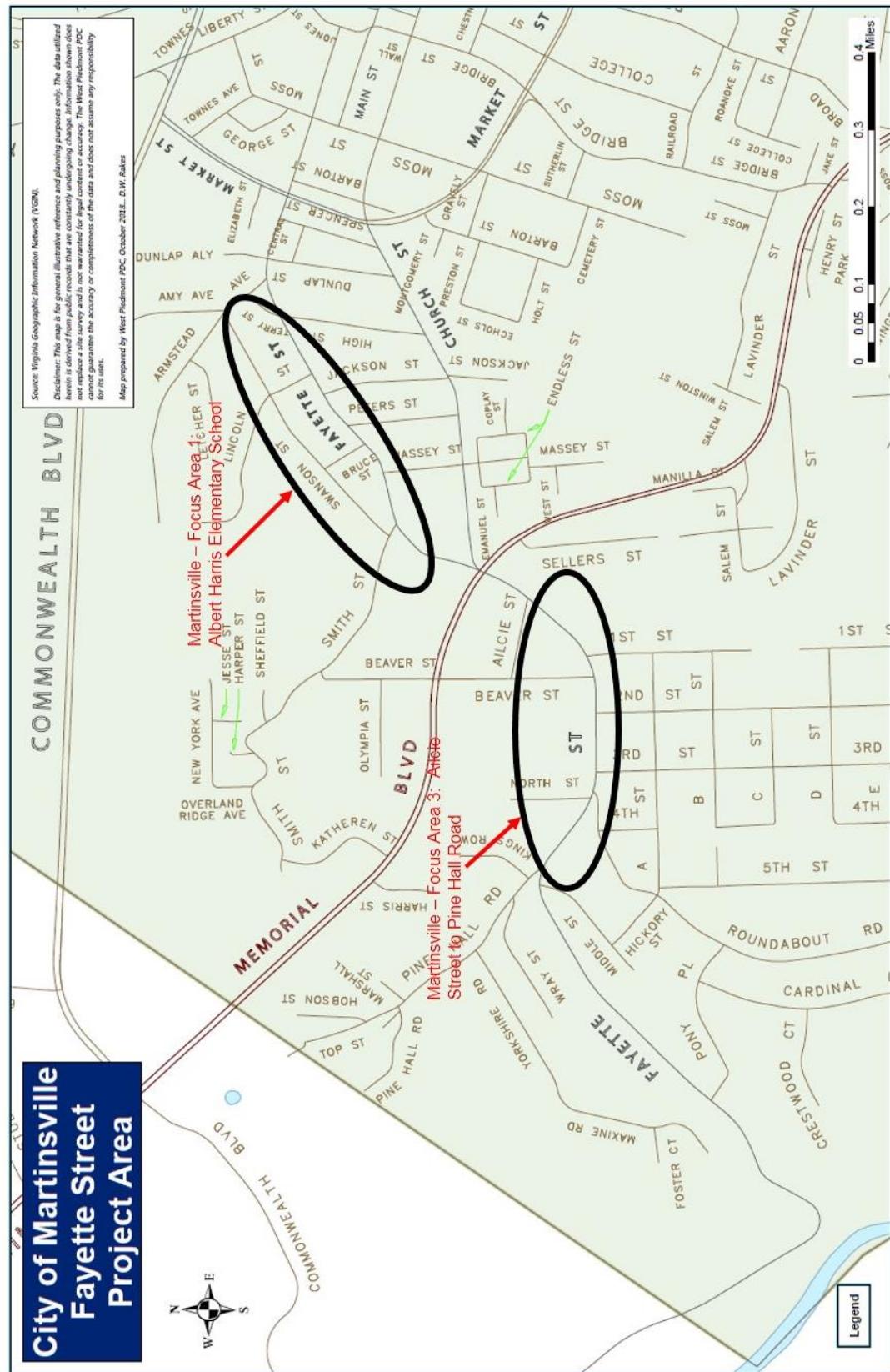
#### *1. Martinsville – Focus Area 1: Albert Harris Elementary School*

This project involves the reconfiguration of a 0.46-mile segment of Fayette Street from Armstead Avenue to Glen Street which would widen the travel lanes to 12 feet so as to accommodate bicycles, while eliminating parking on one side of the street; reconstruction of the existing sidewalks to adhere to Americans with Disabilities Act (ADA) standards; installation of curb bump-outs to establish on-street parking limits while minimizing the width of pavement pedestrians must cross; the relocation and addition of crosswalks; utilities relocation; and upgrades to the stormwater system. Additionally, a new sidewalk segment was proposed to be installed on Swanson Street to enhance access to the Albert Harris Elementary School. As part of this Smart Scale application, the City of Martinsville requested a total of \$12,346,734 in Smart Scale funds, as part of its application submittal in 2020; however, the project was not recommended for funding during the most recent Smart Scale round.

#### *2. Martinsville – Focus Area 3: Ailcie Street to Pine Hall Road*

The project involved reconfiguration of a 0.8-mile segment of Fayette Street from Ailcie Street to Roundabout Road to improve vehicular, pedestrian, and bicyclist safety. Specifically, the project would eliminate most on-street parking and create 14-foot travel lanes to facilitate the safe accommodation of automobiles and bicyclists, result in the addition of a center turn lane to enhance vehicular safety, reconstruct the sidewalks along this segment of Fayette Street to adhere to ADA standards, add new crosswalks at intersecting streets, and implement stormwater upgrades. The City requested a total of \$8,818,736 in Smart Scale funds for this project, as part of its application submittal in 2020; however, the project was not recommended for funding during the most recent Smart Scale round.

**Figure 5**



### 3. Market and Moss Street Pedestrian Safety Project

The proposed project includes the addition of three crosswalks at the intersection of Market and Moss streets, with one crossing Market Street and two crossing Moss Street. Other project components include pedestrian-actuated signalization, a pedestrian refuge island on Market Street, and upgrades to ADA ramps and adjacent sections of sidewalk. Total funding in the amount of \$2,443,317 in Smart Scale funds is requested for this project. A 2019 pedestrian fatality at this intersection serves as the impetus for this project which, if funded, would greatly enhance pedestrian safety on Market Street, which is very wide with few deterrents to speeding.

## **Commonwealth of Virginia Transportation Project Funding Sources**

While Smart Scale serves as a major tool by which the Commonwealth Transportation Board (CTB) selects projects for funding, it is only one resource in the transportation funding “toolbox.” More information may be found at <http://www.vasmartscale.org/>. Table 2, occupying the following pages, presents a compendium of funding sources – including Smart Scale – which are available throughout the Commonwealth.

<b>Smart Scale</b>					
Purpose	Funding	Eligible Projects	Eligible Applicants	Evaluation Criteria	Website
SMART SCALE is a statewide program that intends to distribute funding based on a standard and objective evaluation of projects that will determine how effectively they help the state achieve its transportation goals.	There are two main pathways to funding within the SMART SCALE process—the construction District Grant Program (DGP) and the High Priority Projects Program (HPPP). A project applying to funds from the DGP is prioritized with projects from the same construction district. A project applying for funds from the HPPP is prioritized with projects statewide. The CTB then makes a final decision on which projects to fund.	Projects must address improvements to a Corridor of Statewide Significance, Regional Network, or Urban Development Area (UDA). The Town of Amherst's Town Development Area study qualifies the study area as a UDA. Project types can include highway improvements such as widening, operational improvements, access management, and intelligent transportation systems, transit and rail capacity expansion, and transportation demand management including park and ride facilities.	Projects may be submitted by regional entities including MPOS and PDCs, along with public transit agencies, counties, cities, and towns that maintain their own infrastructure. Projects pertaining to UDAs can only be submitted by localities.	There are five factors evaluated for all projects: Safety, Congestion Mitigation, Accessibility, Environmental Quality, and Economic Development. MPOs with a population greater than 200,000 are also evaluated by land use policy consistency.	<a href="http://www.vasmartscale.org/">http://www.vasmartscale.org/</a>

## Highway Safety Improvement Program (HSIP)

Purpose	Funding	Eligible Projects	Eligible Applicants	Evaluation Criteria	Website
Established by the federal transportation legislation MAP-21 and carried forward under the reauthorization, FAST-Act, this program is structured and funded to make significant progress in reducing highway fatalities and injuries on all public roads. The three programs comprising the HSIP include the Highway Safety Program (HSP), Bicycle and Pedestrian Safety Program (BPSP), and Highway-Rail Grade Crossing Safety Program (HRGCP).	The Federal share for highway safety improvements is 90%, with certain types of projects (including treatments such as maintaining retro-reflectivity of pavement markings and the installation of traffic signs) eligible to be funded at 100%. If project cost is higher than what was originally submitted, the project manager and sponsor will be responsible for identifying sources for funding those estimates.	Projects involve the identification of high-crash intersection or corridor segments, an analysis of crash trends and existing conditions, and the prioritization and scheduling of improvement projects  Eligible Applicants Local governments, VDOT District and Regional Staff.	Localities and VDOT offices are eligible to apply for HSIP projects.	<ul style="list-style-type: none"> <li>Evaluated on a statewide basis rather than on a local or district basis</li> <li>Locations or corridors where a known "substantive safety" problem exists as indicated by location-specific data on severe crashes, and where it is determined that the specific project action can with confidence produce a measurable and significant reduction in the number and/or consequences of severe crashes</li> <li>To achieve the maximum benefit, the focus of the program is on costeffective use of funds allocated for safety improvements</li> <li>Priority will be given to projects having higher total number of deaths and serious injuries</li> </ul>	<a href="http://www.virginiadot.org/business/hsip/appro.aspx">http://www.virginiadot.org/business/hsip/appro.aspx</a>

Transportation Alternatives (TA) Program					
Purpose	Funding	Eligible Projects	Eligible Applicants	Evaluation Criteria	Website
<p>This program is intended to help local sponsors fund community based projects that expand non-motorized travel choices and enhance the transportation experience by improving the cultural, historical, and environmental aspects of transportation infrastructure. It focuses on providing pedestrian and bicycle facilities and other community improvements. Four components of the program include Transportation Alternatives, the Safe Routes to School program, Recreational Trails program, and the "Boulevard" program.</p>	<p>TA is not a traditional grant program and funds are only available on a reimbursement basis. It is therefore important to have the necessary funding available to pay for services and materials until appropriate documentation can be submitted and processed for reimbursement. The program will allow a maximum federal reimbursement of 80% of the eligible project costs and requires a 20% local match.</p>	<ul style="list-style-type: none"> <li>Pedestrian and bicycle facilities such as sidewalks, bike lanes, and shared use paths</li> <li>Pedestrian and bicycle safety and educational activities such as classroom projects, safety handouts and directional signage for trails (Safe Routes to School)</li> <li>Preservation of abandoned railway corridors such as the development of a rails-to-trails facility</li> </ul>	Any local governments, regional transportation authorities, transit agencies, natural resource or public land agencies, school districts, local educational agencies, or school, tribal government, and any other local or regional government entity with responsibility for oversight of transportation or recreation trails.	<ul style="list-style-type: none"> <li>Number of federal enhancement categories</li> <li>Inclusion in a state, regional, or local plan</li> <li>Public/private venture-cooperation (multi-jurisdictional)</li> <li>Total cost and matching funds in excess of minimum</li> <li>Demonstrable need, community improvement</li> <li>Community support and public accessibility</li> <li>Compatibility with adjacent land use</li> <li>Environmental and ecological benefits</li> <li>Historic criteria met, significant aesthetic value to be achieved and visibility from a public right of way</li> <li>Economic impact and effect on tourism</li> </ul>	<a href="http://www.virginiadot.org/business/prenhance/grants.asp">http://www.virginiadot.org/business/prenhance/grants.asp</a>

## VDOT Revenue Share Program

Purpose	Funding	Eligible Projects	Eligible Applicants	Evaluation Criteria	Website
<p>This program provides additional funding for use by a county, city, or town to construct, reconstruct, improve, or maintain the highway systems within such county, city, or town and for eligible rural additions in certain counties of the Commonwealth. Locality funds are matched, dollar for dollar, with state funds, with statutory limitations on the amount of state funds authorized per locality.</p>	<p>Application for program funding must be made by resolution of the governing body of the jurisdiction requesting funds. Project funding is allocated by resolution of the CTB. Project costs are divided equally between the Revenue Share Fund and locality funding.</p>	<ul style="list-style-type: none"> <li>Supplemental funding for projects listed in the adopted six-year plan</li> <li>Construction, reconstruction, or improvement projects not included in the adopted six-year plan</li> <li>Improvements necessary for the acceptance of specific subdivision of streets otherwise eligible for acceptance into the secondary system for maintenance (rural additions)</li> <li>Maintenance projects consistent with the department's operating policies</li> <li>New hardsurfacing (paving)</li> <li>New roadway</li> <li>Deficits on completed construction, reconstruction, or improvement projects</li> </ul>	<p>Any county, city, or town in the Commonwealth of Virginia</p>	<ul style="list-style-type: none"> <li>Priority 1: Construction projects that have previously received Revenue Share funding</li> <li>Priority 2: Construction projects that meet a transportation need identified in the Statewide Transportation Plan or projects that will be accelerated in a locality's capital plan by receiving Revenue Share funding</li> <li>Priority 3: Projects that address deficient pavement resurfacing and bridge rehabilitation</li> <li>Priority 4: All other projects</li> </ul>	<p><a href="http://www.virginiadot.org/business/local-assistance-access-programs.asp">http://www.virginiadot.org/business/local-assistance-access-programs.asp</a></p>

Economic Development Access Funding					
Purpose	Funding	Eligible Projects	Eligible Applicants	Evaluation Criteria	Website
This program provides access to economic development sites which qualify for the program, and fundable activities include improving an existing roadway, constructing a new roadway, or a combination of both.	\$500,000 in unmatched funding and \$150,000 in matched state funds disbursed annually to cities, towns, or counties, up to 20% of capital expenditures by the locality.	Eligible projects are those that provide adequate access to an economic development site to include improving an existing roadway, constructing a new roadway, or a combination of both.	County, town, or city.	Used to attract investment for economic development projects considered either new or significantly expanding. Eligibility is limited to those establishments specializing in manufacturing or research and development, or distribution centers, processing centers, corporate headquarters, and regional service centers. Civic institutions including hospitals, libraries, schools, airports, residential developments, shopping centers, lodging establishments, places of worship, armories, professional offices, office buildings intended for speculation, and apartment buildings are excluded.	<a href="http://www.virginiadot.org/business/local-assistance-access-programs.asp">http://www.virginiadot.org/business/local-assistance-access-programs.asp</a>

Recreational Access					
Purpose	Funding	Eligible Projects	Eligible Applicants	Evaluation Criteria	Website
The purpose of this program is the provision of access to historic or recreation areas owned by the Commonwealth or by localities for use by motor vehicles and bicycles, via construction of new or upgraded facilities.	\$400,000 for state-owned facilities, or \$250,000 for those facilities owned by localities. An additional \$100,000 will be provided if the amount is matched dollar for dollar.	Eligible projects include roads for motor vehicles in combination with bicycle facilities, or separate bicycle facility which must link the historic or recreation area with an existing bicycle route or bikeway.	The governing body of a town, city, or county.	Funds must be used for facility engineering and construction, and cannot be used for utility relocation or right of way acquisition.	<a href="http://www.virginiadot.org/business/local-assistance-access-programs.asp">http://www.virginiadot.org/business/local-assistance-access-programs.asp</a>

Source: Virginia Department of Transportation (VDOT)

State of Good Repair (SGR) Program					
Purpose	Funding	Eligible Projects	Eligible Applicants	Evaluation Criteria	Website
The purpose of the State of Good Repair (SGR) program is to upgrade deteriorated pavement as well as deficient bridges maintained by localities or VDOT.	The Commonwealth Transportation Board (CTB) allocates funding proportionally between VDOT and localities, with 5.5% to 17.5% of SGR funds allotted to each VDOT district. SGR funding requests are made through the Smart Portal.	Eligible projects include upgrading of deteriorated pavements and deficient bridges on state-maintained primary and interstate highways, as well as on locality-maintained primary road extensions.	Localities are eligible to apply.	<b>Pavement:</b> Degree of pavement distress, pavement subgrade and structural integrity, traffic volume, and maintenance history. <b>Bridge:</b> General condition of structure, cost-effectiveness, number and cost (traffic-based highway traffic impacts), condition (design redundancy and safety), and condition (structural capacity).	<a href="https://www.virginiadot.org/projects/state-of-good-repair/">https://www.virginiadot.org/projects/state-of-good-repair/</a>

Source: Virginia Department of Transportation (VDOT)

Other funding sources available throughout the Commonwealth include development proffers and local funds.

### **Development Proffer**

Proffers are contributions by developers of either land, cash, or in-kind services to localities to promote future development of capital infrastructure. Proffers can be provided to localities as a condition of rezoning land, and the purpose of these mechanisms is to offset impacts of development.

### **Local Funds**

Local funds can be utilized as a revenue source to provide local transportation infrastructure, or more commonly, as match for other allocated funds.

### **Six-Year Improvement Program (SYIP)**

The Six-Year Improvement Program (SYIP) is a state document which lists transportation projects selected for funding, having a six-year horizon. The SYIP typically contains a brief description of a project including project limits, the fiscal years in which various stages of a project are scheduled to be implemented, and the funding amounts to be allocated to a project annually over the life of the SYIP. The SYIP is updated by the Commonwealth Transportation Board annually and is typically published in June of any given year. Table 3 summarizes the **four** items within the Fiscal Year (FY) 2021 SYIP for the City of Martinsville. The first project, UPC 118185, pertains to resurfacing sections of Memorial Boulevard (U.S. Route 220 Business). The second and third projects pertain to reconstruction of sections of U.S. Route 220 Business (Memorial Boulevard), while the fourth project refers to upgrades to the Commonwealth Boulevard Bridge; construction on this last project was recently completed.

**Table 3**

Fiscal Year 2021 Six-Year Improvement Program (SYIP), City of Martinsville										
Total Line Item Estimate: \$2,293 (K)										
UPC	Description	Route	District	Road System	Jurisdiction	Estimate	Previous	FY21	FY22-26	Balance
						(Values in Thousands of Dollars)				
118185	#SGR21VP - MARTINSVILLE FKEY 648 S MEMORIAL BLVD	0	Salem	Urban	Martinsville	\$295	\$0	\$295	\$0	\$0
115787	PRIMARY EXTENSION - MARTINSVILLE - S MEMORIAL BLVD	220	Salem	Urban	Martinsville	\$56	\$175	\$0	\$0	(\$119)
115788	PRIMARY EXTENSION - MARTINSVILLE - S MEMORIAL BLVD	220	Salem	Urban	Martinsville	\$153	\$250	\$0	\$0	(\$97)
104078	COMMONWEALTH BLVD BRIDGE REPAIRS	457	Salem	Urban	Martinsville	\$1,788	\$2,489	\$87	\$0	(\$787)

Source: VDOT

### **Rural Long-Range Transportation Plan**

Staff of the West Piedmont Planning District Commission (WPPDC), its member localities (the Cities of Martinsville and Danville; Franklin, Henry, Patrick, and Pittsylvania Counties; and the Town of Rocky Mount), and the Virginia Department of Transportation, have collaborated in the development of the *West Piedmont Planning District 2045 Rural Long-Range Transportation Plan*, which was adopted in May 2020. This document, which replaced the *West Piedmont Planning District 2035 Rural Long Range Transportation Plan*, covers the area of the Region classified as rural and non-MPO. All of the West Piedmont Planning District is considered rural, except for Danville and the surrounding urbanizing areas of Pittsylvania County. This updated plan provides a variety of demographic trends and performance indicators of the transportation system by chapter. Specific project recommendations, which are considered to be the heart of the plan, can be found at the end of each locality chapter. Project recommendations were identified primarily via locality input and safety needs. In addition to local input, WPPDC staff used a matrix tool, created by VDOT, as a means to rank potential projects. Staff used factors including crashes per mile, Level of Service, Volume to Capacity Ratio, economic development data, and potential environmental impacts to rank potential project areas.

# *West Piedmont Planning District 2045 Rural Long Range Transportation Plan*

Prepared by the West Piedmont Planning District Commission

Adopted May 28, 2020



Table 4, entitled “City of Martinsville Priority Projects,” lists the top 20-ranked locations of identified needs and their associated project recommendations. Most locality chapters contain a similar Priority list as well as a Vision list, the latter of which contains those projects ranking less than the top 20. Table 4 shows that many of the priority project recommendations in the City are located on its most heavily-traveled roads such as Memorial Boulevard (U.S. Route 220 Business), Commonwealth Boulevard, Starling Avenue or Church Street (U.S. Route 58 Business), or one of their intersecting streets. Table 5, entitled “City of Martinsville Vision Projects,” also comprises many project recommendations along the most heavily-trafficked roads, but a larger share of recommendations are also on intersecting roads or other parts of the road network more distant from these arterials. Figure 6 illustrates the City’s priority projects in map format, while Figure 7 illustrates the City’s vision projects.

**Table 4**

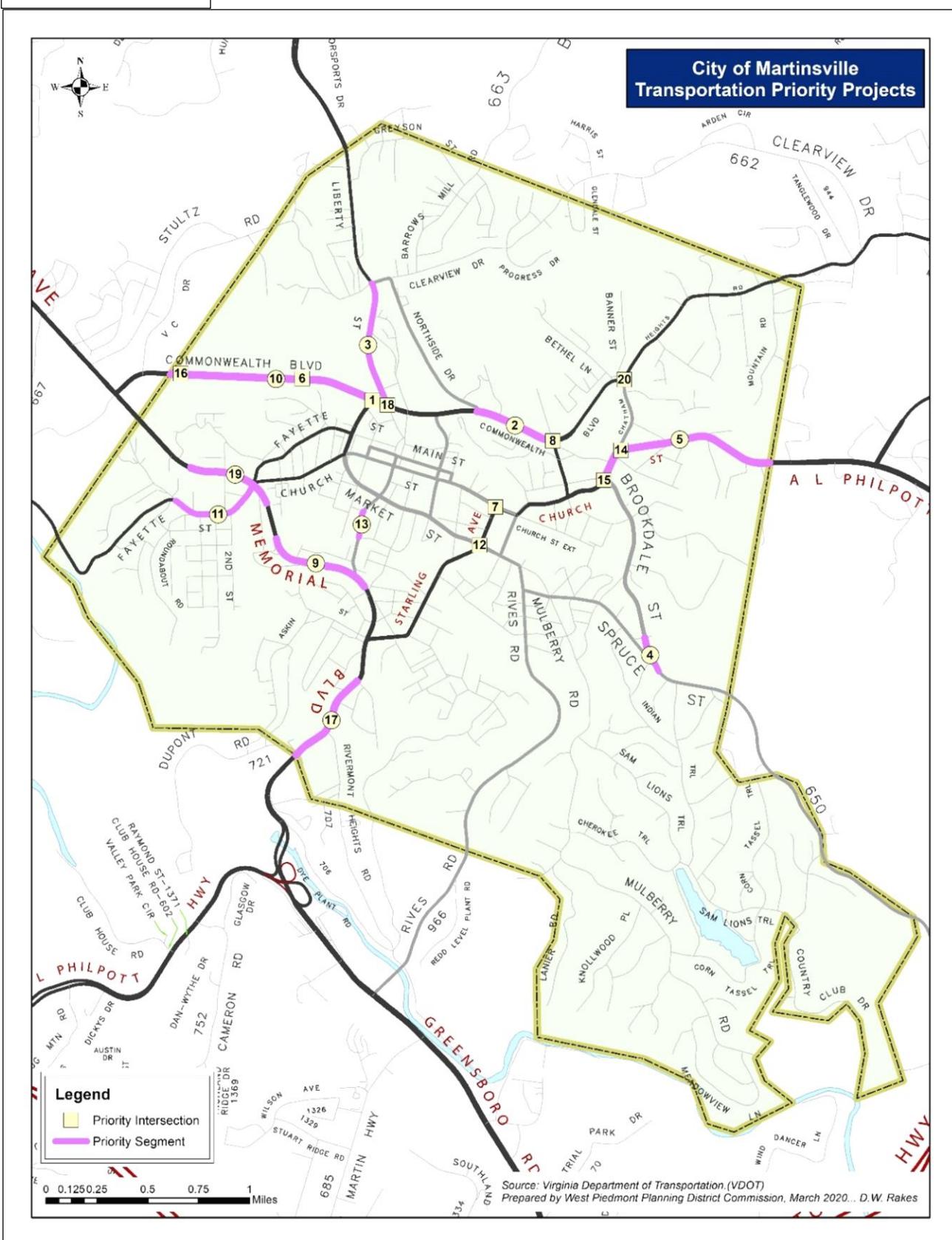
City of Martinsville Priority Projects												
Rank	Route	Segment or Intersection	From:	To:	Average Score	2017 AADT	2017 Level of Service	2017 Volume to Capacity Ratio	Fatal + Injury Crashes per Mile (2014 - 2018)	Justification	Recommendations	
1	Commonwealth Blvd / Market St	Intersection	-	-	7.59	16,000	B	0.41	53	Identified in 2013 - 2017 and 2014 - 2018 Potential for Safety Improvement (PSI); VTrans 2045 Draft Needs Intersection; Rural Long-Range Plan, #1	Short-term: Repaint faded pavement markings; use thermoplastic markings where feasible. Move stop bar for right-turning vehicles on northbound approach of Market St farther back to reduce angle crashes. Install left turn yield on green ball sign on westbound approach; consider flashing yellow arrow when upgrading traffic signal. Upgrade and coordinate timing of traffic signal in concert with traffic signal at Commonwealth Blvd and Liberty St to improve traffic flow; review clearance interval on Commonwealth Blvd approaches. Replace overhead signage on Commonwealth Blvd east of the intersection with diamond-grade sheeting to enhance visibility. Mid-Term: Install ADA-compliant ramps as needed to accommodate pedestrians. Install left-turn lanes on the southbound approaches.	
2	Commonwealth Blvd	Segment	Northside Dr	Fairy St	7.43	18,000	C	0.46	25	Identified in 2013 - 2017 and 2014 - 2018 Potential for Safety Improvement (PSI); VTrans 2045 Draft Segment Need	Short-term: Install rumble strips and possibly <i>Be Prepared to Stop When Flashing</i> signage on Commonwealth Blvd West, east of the intersection. Check signal timing to ensure the yellow provides adequate time for westbound traffic to stop and/or add clearance time between phases. Install high-visibility crosswalks and curb cuts at Hospital Dr and Northside Dr to promote pedestrian safety. Consider adding pedestrian phase to signal. Continue to monitor remainder of segment for potential improvements.	
3	Liberty St	Segment	Commonwealth Blvd	Clearview Dr	7.21	8,500	C	0.34	33	Identified in VTrans 2013 - 2017 Potential for Safety Improvement (PSI); VTrans 2045 Draft Needs Segment; documented in ride-along project analysis	Short-term: Install left-turn yield on green ball sign on all approaches; consider flashing yellow arrow when upgrading traffic signal. Upgrade and coordinate timing of traffic signal in concert with traffic signal at Commonwealth Blvd and Market St to improve traffic flow; review clearance interval on Commonwealth Blvd approaches. Replace current markings with thermoplastic markings to enhance visibility. Install ADA-compliant ramps and high-visibility crosswalks as needed to accommodate pedestrians; add yield to pedestrian signage and high-visibility crosswalks across Liberty St. Consider adding pedestrian phase to signal. Convert Chick-fil-A access point to right-in, right-out only. Mid-term: Install left-turn lanes on the southbound approaches. Change "free" southbound right-turn operation to signal controlled right turn and prohibit right turn on red. Long-term: Consider constructing additional northbound lane between Liberty St and Clearview Dr.	
4	Brookdale St	Segment	Sprucedale Dr	Spruce St	7.13	7,200	A	0.10	50	Identified in VTrans 2013 - 2017 and 2014 - 2018 Potential for Safety Improvement (PSI); VTrans 2045 Draft Needs Segment; traffic congestion at south end of segment during PM peak hour.	Short-term: Make pedestrian improvements where warranted, including improvements to sidewalks, and the addition of crosswalks and curb cuts to promote pedestrian circulation. Consider addition of bike lanes or signage. Mid-term: Apply access management techniques where warranted along the segment. Long-term: Consider constructing roundabout at intersection of Brookdale St and Spruce St.	
5	E Church St	Segment	Watt St	ECL Martinsville	6.75	15,000	C	0.47	28	Identified as need in VTrans 2040 and VTrans 2045 Draft Needs Segment (Southside Corridor); "19 severe crashes"; Identified in 2013 - 17 and 2014 - 2018 Potential for Safety Improvement (PSI)	Short-term: Repaint stop bars at intersection of E Church St and Brookdale St. Consider Share the Road signage to promote safety of bicyclists. Upgrade signals and improve timing of signals for improved traffic flow at E Church St and Watt/Brookdale St. Mid-term: Apply access management techniques along corridor to minimize number of entrances/exits. Make pedestrian improvements where warranted, including improvements to sidewalks and curb cuts, and the addition of curb cuts and crosswalks; construct new sections of sidewalk to close gaps. Reconstruct "pork chop" island on Brookdale Street to accommodate ADA pedestrians and to improve channelization for right turns. Long-term: Consider replacing intersection of E Church St and Watt/Brookdale St with innovative intersection design to improve traffic flow and safety.	

Rank	Route	Segment or Intersection	From:	To:	Average Score	2017 AADT	2017 Level of Service	2017 Volume to Capacity Ratio	Fatal + Injury Crashes per Mile (2014 - 2018)	Justification	Recommendations
6	Commonwealth Blvd / Kroger Gas Station	Intersection	-	-	6.69	16,000	B	0.41	35	Cluster of crashes along this section of corridor; no pedestrian accommodations	Deficiency with low priority; continue to monitor for potential improvements.
7	E Church / Starling Ave	Intersection	-	-	6.57	10,000	D	0.62	13	Cluster of crashes at this intersection	Deficiency with low priority; continue to monitor for potential improvements.
8	Commonwealth Blvd / Fairy St Ext	Intersection	-	-	6.53	18,000	C	0.46	10	Identified in 2013 - 2017 and 2014 - 2018 VTrans Potential for Safety Improvement (PSI); traffic congestion on Fairy St and Hooker St at various times due to presence of multiple traffic signals; #6 2035 Rural Long-Range Transportation Plan	<u>Short-term</u> : Lengthen left-turn lanes on Commonwealth Boulevard. Upgrade signals and improve timing of signals for enhanced traffic flow. <u>Long-term</u> : Consider replacing intersection with innovative design such as a roundabout to improve traffic flow and safety.
9	Memorial Blvd (US 220 Business)	Segment	Norfolk Southern RR Bridge	0.02 Mi south Broad St	6.43	11,000	C	0.27	17	Identified in VTrans 2013 - 2017, 2014 - 2018 Potential for Safety Improvement (PSI), and VTrans 2045 Draft Segment Need	Apply access management techniques along corridor to minimize number of entrances/exits.
10	Commonwealth Blvd	Segment	WCL Martinsville	W Market St	6.39	16,000	B	0.41	31	Identified in VTrans 2013 - 2017 and 2014 - 2018 Potential for Safety Improvement (PSI); VTrans 2045 Draft Segment Need; limited pedestrian accommodations	<u>Short-term</u> : Construct mid-block pedestrian crossing, along with pedestrian hybrid beacons, across Commonwealth Blvd west of Village of Martinsville main entrance. <u>Mid-term</u> : Extend sidewalk in front of Village of Martinsville west to Henry County Line, and include curb cuts and crosswalks in appropriate locations. Extend sidewalk in front of City Trends and auto dealership west to National Guard Armory, and include curb cuts and crosswalks in appropriate locations. <u>Long-term</u> : Apply access management techniques along corridor to minimize number of entrances/exits. As per E-CO A. (7) of the city's zoning ordinance, encourage interparcel connectivity via construction of connector roads to reduce traffic volume on Commonwealth Blvd, facilitate direct access to businesses, and promote safe bicycle travel.
11	Fayette St	Segment	Memorial Blvd	Pine Hall Rd	6.30	3,800	C	0.21	33	Identified in VTrans 2013 - 2017 Potential for Safety Improvement (PSI); VTrans 2045 Draft Segment Need	<u>Mid-term</u> : Construct widened travel lanes for shared vehicle and bicycle use as well as two-way left-turn lane. Reconstruct sidewalks along corridor to meet ADA standards, and add crosswalks at intersecting streets. Upgrade storm water system.
12	Starling Ave / Market St	Intersection	-	-	6.28	9,100	C	0.50	23	Cluster of crashes at this intersection	<u>Long-term</u> : Consider converting intersection to innovative design such as mini roundabout to improve safety and efficiency.
13	Bridge St	Segment	Sutherlin St	Norfolk Southern RR Bridge	6.26	5,900	C	0.29	40	VTrans 2045 Draft Segment Need	Deficiency with low priority; continue to monitor for potential improvements.

Rank	Route	Segment or Intersection	From:	To:	Average Score	2017 AADT	2017 Level of Service	2017 Volume to Capacity Ratio	Fatal + Injury Crashes per Mile (2014 - 2018)	Justification	Recommendations
14	E Church St / Chatham Heights Rd	Intersection	-	-	5.99	15,000	C	0.47	17	Identified in VTrans 2013 - 2017 and 2014 - 2018 Potential for Safety Improvement (PSI); VTrans 2045 Draft Needs Intersection.	Deficiency with low priority; continue to monitor for potential improvements.
15	E Church St / Brookdale St	Intersection	-	-	5.95	12,000	C	0.31	20	Identified in VTrans 2013 - 2017 and 2014 - 2018 Potential for Safety Improvement (PSI); #8 in 2035 Rural Long-Range Transportation Plan.	<u>Short-term</u> : Repaint stop bars. Upgrade signals and improve timing of signals for improved traffic flow. <u>Mid-term</u> : Reconstruct "pork chop" island on Brookdale Street to accommodate ADA pedestrians and to improve channelization for right turns. <u>Long-term</u> : Consider converting intersection to innovative configuration to improve traffic flow and safety.
16	Commonwealth Blvd / Aldi	Intersection	-	-	5.79	16,000	B	0.41	20	Cluster of crashes at this intersection.	Deficiency with low priority; continue to monitor for potential improvements.
17	Memorial Blvd (US 220 Business)	Segment	Oakgrove Ave	Martinsville CL	5.72	19,000	C	0.50	16	Cluster of crashes along this section of corridor	<u>Short-term</u> : Improve sidewalks if needed, and add crosswalks in appropriate locations. <u>Mid-term</u> : Apply access management techniques along corridor to minimize number of entrances/exits.
18	Commonwealth Blvd / Liberty St	Intersection	-	-	5.68	14,000	C	0.34	8	Rural Long Range Plan, #2; need for pedestrian connections	<u>Short-term</u> : Install left-turn yield on green ball sign on all approaches; consider flashing yellow arrow when upgrading traffic signal. Upgrade and coordinate timing of signal as well as signal at Commonwealth Blvd and Market St for improved traffic flow; review clearance interval on Commonwealth Blvd approaches. Replace current markings with thermoplastic markings to enhance visibility. Install ADA-compliant ramps as needed to accommodate pedestrians; add yield to pedestrian signage and high-visibility crosswalks across Liberty St. Consider adding pedestrian phase to signal. Replace overhead signage on Commonwealth Blvd east of the intersection with diamond-grade sheeting to enhance visibility. <u>Md-term</u> : Install left-turn lanes on the southbound approaches. Change "free" southbound right turn operation to signal-controlled right-turn and prohibit right-turn on red.
19	Memorial Blvd (US 220 Business)	Segment	0.12 Mi S Fayette St	0.17 Mi N Beaver St	5.49	12,000	B	0.30	20	2014 - 2018 Segment PSI, VTrans 2045 Draft Segment Need	<u>Mid-term</u> : Apply access management techniques along corridor to minimize number of entrances/exits.
20	Commonwealth Blvd / Chatham Rd	Intersection	-	-	5.39	5,500	B	0.27	13	Possible need for pedestrian facilities due to proximity of sports facility.	<u>Mid-term</u> : Install high-visibility crosswalk across Commonwealth Blvd, in combination with "pork chop" island / pedestrian refuge. Consider adding pedestrian phase to signal.

Source: 2017 Level of Service, Volume to Capacity Ratio, and 2014 - 2018 crash data provided by VDOT. 2017 AADT data obtained from VDOT website.

Figure 6

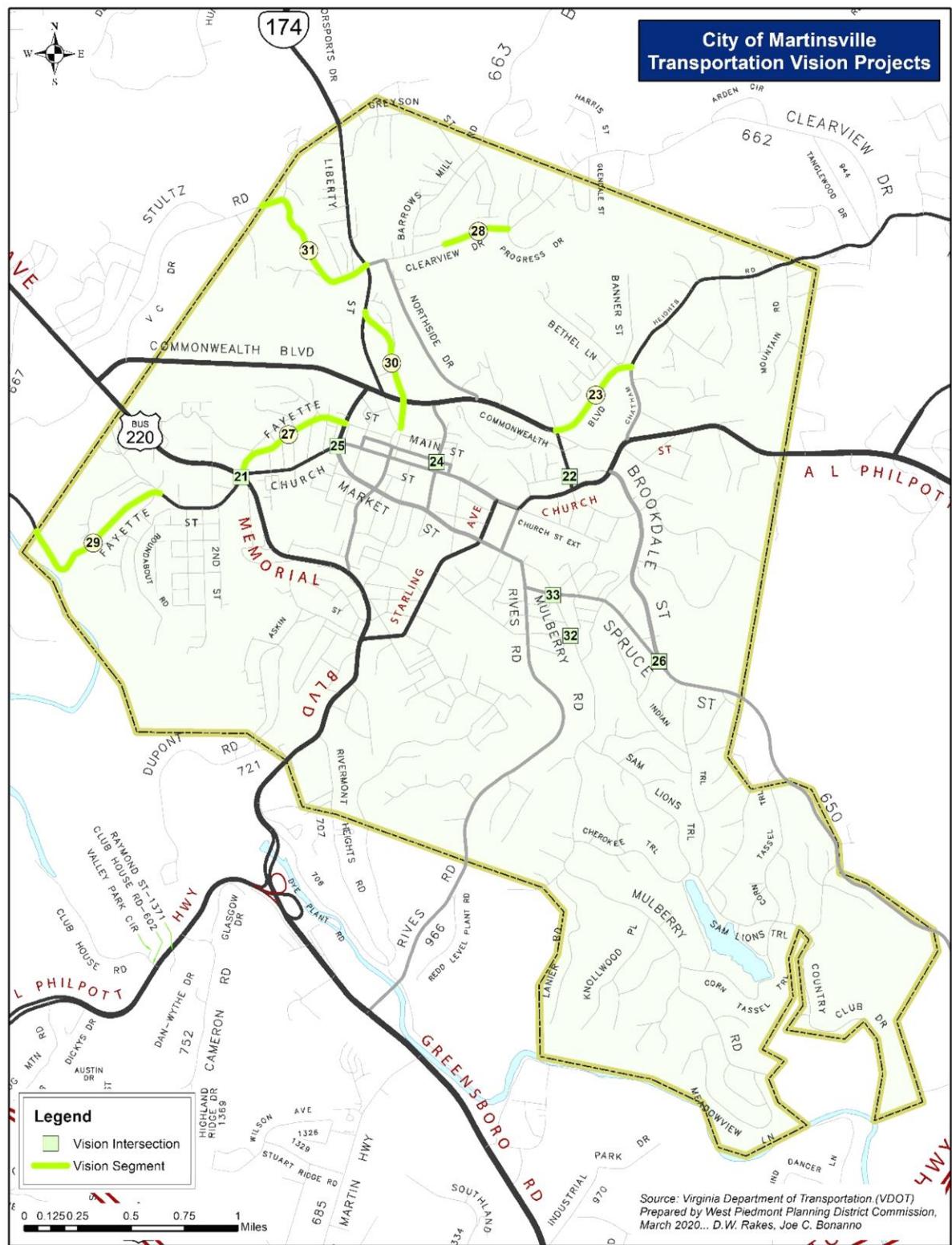


**Table 5**

City of Martinsville Vision Projects											
Rank	Route	Segment or Intersection	From:	To:	Average Score	2017 AADT	2017 Level of Service	2017 Volume to Capacity Ratio	Fatal + Injury Crashes per Mile (2014 - 2018)	Justification	Recommendations
21	US Route 220 Business (Memorial Blvd) / Fayette St	Intersection	-	-	5.26	12,000	B	0.30	8	Rural Long Range Plan, #4; VTrans 2045 Draft Needs Segment; PSI segment	Short-term: Replace existing crosswalks with high-visibility material to increase pedestrian visibility. Install curb extensions to improve pedestrian safety. Install left turn yield on green ball signs on Fayette Street approaches. Eliminate right turns on red on westbound Fayette Street. Consider increasing cycle length and revise east/ westbound left turn phases to permitted/protected. Install left turn lane on Church Street. Mid-term: Eliminate eastbound Fayette Street free right turn movement and prohibit right turn on red. Long-term: relocate Church Street to intersect with Memorial Boulevard and reconstruct current intersection to traditional 4-leg intersection.
22	Fairy St / Watt St	Intersection	-	-	5.15	7,700	C	0.44	18	Crash cluster	Short-term: Construct additional sidewalks at and in the vicinity of intersection. Install high-visibility crosswalks across both Fairy St and Watt St, and install pedestrian refuges within Fairy St. Long-term: Consider reconfiguring existing intersection as innovative configuration such as mini roundabout.
23	Commonwealth Blvd	Segment	Fairy St	Old Chatham Rd	5.09	5,500	B	0.27	8	Road project inventory	Long-term: Widen to four lanes, and include bicycle and pedestrian accommodations.
24	Main St / Lester St	Intersection	-	-	5.00	2,900	D	0.18	10	Crash cluster	Deficiency with low priority, continue to monitor for potential improvements.
25	Church St / Market St	Intersection	-	-	4.98	7,500	C	0.18	10	Crash cluster	Short-term: Replace crosswalks with high-visibility material to promote pedestrian safety. Mid-term: convert rounded corners at intersection quadrants to 90 degrees to create smaller, more pedestrian-friendly intersection. Long-term: consider reconfiguring intersection as innovative configuration such as a roundabout.
26	Spruce Street / Brookdale St	Intersection	-	-	4.62	12,000	C	0.31	20	Rural Long Range Plan, #8; PSI intersection; VTrans 2045 Draft Needs Node	Short-term: Repaint stop bars. Mid-term: reconstruct "pork chop" island at east end of intersection to accommodate ADA pedestrians and to improve channelization for right turns. Long-term: Consider reconfiguring intersection to innovative configuration such as a roundabout.
27	Fayette St	Segment	US 220 Bus (Memorial Blvd)	W Market St	4.61	3,700	B	0.19	12	Past, potential future project application.	Short-term: Reconfigure corridor to wider travel lanes for shared bicycle use. Reconstruct sidewalks on both sides of street to meet ADA standards. Install curb extensions and crosswalks to improve pedestrian safety. Add new section of sidewalk to Swanson Street adjacent to school.
28	Clearview Dr	Segment	Royal Dr	0.3 mi west Royal Dr	4.44	2,500	B	0.10	10	VTrans 2045 Draft Segment Need	Short-term: Install signage and rumble strips to alert drivers to signal ahead.
29	Fayette St	Segment	Martinsville CL	Pine Hall Dr	4.43	3,100	C	0.21	6	VTrans 2045 Draft Segment Need	Long-term: Reconstruct road to address geometric deficiencies (including full-width lanes, buffers, sidewalk, and replace existing Norfolk Southern rail bridge with modern structure).
30	Franklin St	Segment	Liberty St	Jones St	4.31	2,000	B	0.17	3	Rural Long Range Plan, #14	Long-term: Reconstruct as urban two-lane roadway.
31	Stultz Rd	Segment	Liberty St	NCL Martinsville	4.23	3,400	B	0.21	11	Rural Long Range Plan, #13	Long-term: Reconstruct as urban two-lane roadway.
32	Mulberry Rd / Circle Ct	Intersection	-	-	4.19	2,400	C	0.22	13	Crash cluster	Deficiency with low priority, continue to monitor for potential improvements.
33	Spruce St / Mulberry Rd	Intersection	-	-	3.54	5,000	B	0.23	5	Crash cluster	Deficiency with low priority, continue to monitor for potential improvements.

Source: 2017 Level of Service, Volume to Capacity Ratio, and 2014 - 2018 crash data provided by VDOT. 2017 AADT data obtained from VDOT website.

*Figure 7*



## **Key City Projects**

The City of Martinsville has plans to implement a number of projects, provided funding becomes available. The most recent project the City has been pursuing involves upgrades to the Fayette Street corridor, including its intersection with Memorial Boulevard (U.S. Route 220 Business). As noted earlier in this chapter, the City submitted two Smart Scale applications in 2020 to request funding to upgrade key sections of Fayette Street into a corridor with greater multimodal functionality. The following includes a summary of details of the broader Fayette Street initiative, among other projects the City plans to pursue.

- **Fayette Street Corridor Enhancements:** With the assistance of Renaissance Planning Group, the City is working to render Fayette Street, extending from about Moss Street west to approximately Pine Hall Road, into a corridor embracing elements of Complete Streets, so as to promote greater bicycle and pedestrian safety and mobility. Part of this initiative includes the implementation of a more seamless transition for pedestrians and bicyclists within this corridor's intersection with Memorial Boulevard (U.S. Route 220 Business), at which five streets converge, and where a relatively high volume of vehicular traffic volume is often present. This intersection acts as a barrier between the east and west segments of the Fayette Street corridor, discouraging pedestrian and bicycle movements between these two segments. A \$65,000 Urban Development Area (UDA) Planning Assistance grant was provided to the City for the purpose of studying this intersection. In 2018, two Smart Scale applications were submitted to reconstruct sidewalks, add and improve crosswalks, widen travel lanes and eliminate some on-street parking to improve comfort and safety for bicyclists, upgrade stormwater infrastructure, and add a turn lane along part of Fayette Street west of Memorial Boulevard. These applications were not funded, but both were resubmitted during Round 4 of Smart Scale in 2020.
- **Fayette Street Improvements from Pine Hall Road to Martinsville Corporate Limits:** Another project the City would like to pursue involving the Fayette Street corridor is the realignment and widening of this corridor between the City's corporate limit and Pine Hall Road. Improvements would include the provision of sidewalk, curb and gutter, and the replacement of an existing railroad overpass which is obsolete, as it is too small for many trucks to pass underneath.
- **Liberty Street Improvements:** While improvements have been completed on Liberty Street from York Street north to the City's corporate limit as well as along Clearview Drive from Liberty Street east to Northside Drive, the City would like to pursue enhancements to the following segments:
  - Clearview Drive from Barrows Mill Road east to Progress Drive.
  - Liberty Street from Clearview Drive south to Commonwealth Boulevard, which would involve the addition of a northbound travel lane.
- **Commonwealth Boulevard Bridge Improvements:** The Commonwealth Boulevard Bridge, located on Commonwealth Boulevard just east of Lester Street, has been characterized by a number of deficiencies requiring remediation. The bridge work was completed in fall 2020.
- **Commonwealth Boulevard at Liberty/Market Streets:** Commonwealth Boulevard in the vicinity of Liberty Street and the Village of Martinsville shopping center (formerly known as the Liberty Fair Mall), is characterized by multiple intersections converging in one area, along with three traffic signals in the space of approximately 0.25-mile. This road configuration not only results in traffic congestion, but many vehicles turning right from Liberty Street westbound onto Commonwealth Boulevard immediately attempt to transition to Commonwealth Boulevard's left lane to turn onto West Market Street, resulting in additional congestion. During summer 2019, staff of the University of Virginia Safety Circuit Rider Program met with Martinsville City staff to conduct a road safety assessment at this intersection area and formulate low-cost solutions to enhance safety. Recommendations put forth by the team included the following:
  - Enhanced overhead signage above Commonwealth Boulevard as well as above the Liberty Street approach to Commonwealth Boulevard, to consist of diamond-grade sheeting to enhance sign visibility.
  - Installation of thermoplastic pavement markings – such as turn arrows – which are more visible to drivers than traditional arrows painted on the pavement.
  - Move the stop bar on the Market Street approach to Commonwealth Boulevard farther south (back from the intersection) to discourage drivers from turning right on the red, which has resulted in collisions with left turning vehicles from a shopping center access point near McDonald's.

- The installation of thermoplastic crosswalks at Liberty Street's intersection with Commonwealth Boulevard to facilitate safer pedestrian movements across Liberty Street.
- Consideration of a mid-block crossing consisting of a crosswalk and pedestrian-hybrid beacon on Commonwealth Boulevard west of the Market Street intersection.
- **Commonwealth Boulevard Improvements:** Closely tied to the need for improvements at the intersection of Commonwealth Boulevard and Liberty Street, access management, pedestrian crossing, and safety improvements are proposed along the Commonwealth Boulevard corridor. More recommended improvements to the Commonwealth Boulevard corridor can be found in the *West Piedmont Planning District 2045 Rural Long Range Transportation Plan*.
- **Pedestrian Improvements at Market and Moss Streets:** As noted under the Smart Scale section of this chapter, the City applied for pedestrian safety improvements at the intersection of Market and Moss Streets, via a Smart Scale application in 2020. The proposed improvements consist of four separate crosswalks, two across Market Street and two across Moss Street; a pedestrian-actuated signal and pedestrian refuge crossing on Market Street; and improvements to existing pedestrian ramps and their adjacent portions of sidewalk to enhance ADA access. This proposal resulted due to concern with safety at this intersection following a pedestrian death in 2019.

## **Other Transportation Plans Important to the City**

### **Interstate 73**

In Virginia, Interstate 73 is a proposed Interstate highway which would extend from the North Carolina state line north through Henry, Franklin, and Roanoke counties to Interstate 581 in the City of Roanoke. This noted portion of I-73 would comprise just one component of the much larger Interstate project planned to extend from Charleston, South Carolina north to Detroit, Michigan. The Federal Highway Administration (FHWA) notes that the I-73 corridor is a Congressionally-designated High-Priority Corridor as part of the National Highway System (NHS), among more than 80 designated as such in 2005.

The cost of the I-73 project has been estimated at approximately \$4 billion. Chmura Economics released a report in 2008 which projected that over a nine-year period, 5,303 construction jobs would be created as a result of the project. Additionally, travel-efficiency cost savings by 2025 would accrue to \$161 million. This report also estimated that by 2020, 141 businesses would be established within close proximity to the Interstate, generating 2,455 jobs. More recently, an economic impact analysis associated with I-73 found that this Interstate would not only generate additional revenue for the Region's localities – including the City of Martinsville – but could also be responsible for generating 53,000 permanent jobs. The Interstate could serve to attract distribution facilities to the area, considering the presence of a large FedEx hub in nearby Greensboro, NC.

In 2015, the Interstate 73 Corridor Compact bill was signed into Virginia law, which established a partnership between numerous states including Virginia, North Carolina, South Carolina, West Virginia, Ohio, and Michigan to support the Interstate. That same year, Roanoke, Franklin, and Henry counties, along with the cities of Martinsville and Roanoke, established a regional partnership by jointly retaining the services of a Washington, D.C. lobbying firm, Alcalde & Fay, LLC, for the purpose of promoting the I-73 project at the Congressional level.

While I-73 would not pass through the Martinsville city limits, the alignment is planned to be within close proximity of the City. An early plan brought the alignment somewhat east of Martinsville, however, City officials asked VDOT to consider shifting the alignment somewhat further west, so as to be in closer proximity of the City. In June 2011, a resolution was passed by the Commonwealth Transportation Board to shift the I-73 alignment further west, in what had become known as the "Henry County Alternative." However, due to cost and opposition to this alignment because of anticipated impacts on local neighborhoods, a more recent suggestion has been to utilize the existing U.S. Route 220/58 Bypass west of Martinsville as the segment of I-73 within closest proximity of the City. There is currently no funding for I-73, however, and \$8.5 million which had previously been allocated for a portion of the Interstate was repurposed for safety improvements on the U.S. Route 220 corridor. An estimated \$12.9 million would be needed for the design phase of the project.

### **U.S. Route 220 Upgrades**

U.S. Route 220 serves as the primary transportation corridor between Greensboro, NC and Roanoke, with the City of Martinsville located in between. This roadway will remain the principal transportation conduit between these two population centers until I-73 is constructed, and resources will likewise continue to be allocated to it.

In 2019, VDOT developed a study for the U.S. Route 220 corridor, known as the *Route 220 Arterial Preservation Plan*, whose goal it is to improve the function of the corridor while enhancing its safety. The study did not focus on any corridors within the City of Martinsville, but rather, on the non-bypass segments of the corridor between the North Carolina state line and the City of Roanoke. Corridor-wide recommendations generally include flattening roadway curvature, turn lane improvements, correcting improper access spacing, adding shoulders, and installing rumble strips.

Improvements have been recommended for major intersections as well. In Henry County, for example, the intersection of U.S. Route 220 and U.S. Route 87 (Morehead Avenue) has been recommended to be reconfigured as a non-signalized Continuous Green-T, while the intersection of U.S. Route 220 at Dyer Street in Bassett Forks is proposed to be reconfigured as a signalized Through-Cut. In 2020, Henry County submitted a Smart Scale application to request funding for the Continuous Green-T at U.S. Route 220 and Morehead Avenue. The *Route 220 Arterial Preservation Plan* can be viewed at [https://www.virginiadot.org/projects/salem/route\\_220\\_preservation\\_and\\_improvement\\_plan.asp](https://www.virginiadot.org/projects/salem/route_220_preservation_and_improvement_plan.asp).

### **Martinsville Southern Connector**

The Virginia Department of Transportation (VDOT), the Federal Highway Administration (FHWA), the U.S. Army Corps of Engineers, the U.S. Environmental Protection Agency (EPA) and other federal agencies are working together to establish plans for a roadway that promotes safety and efficiency between the U.S. Route 58/220 Bypass in Henry County and the North Carolina state line. Designated as the Martinsville Southern Connector, the purpose of this road is multi-faceted and is intended to more effectively accommodate both local and regional traffic than is the existing U.S. Route 220 (Greensboro Road), and to overcome geometric deficiencies present on this roadway. VDOT has generated a series of alternative alignments which include taking no action, upgrading the existing U.S. Route 220 alignment, and constructing a new roadway generally parallel to and west of U.S. Route 220. "Alternative C" has been selected as the preferred alternative for this route, which, at an estimated cost of \$616 million, would be approximately 7.4 miles in length, requiring three interchanges. The environmental impact study for this project was initiated in early 2018, and the Final Environmental Impact Statement (FEIS) is scheduled to be completed in early 2021. While this project would not directly impact the City of Martinsville, it would provide benefits in the form of greater traveler safety and mobility, especially since the U.S. Route 220 corridor is instrumental to freight transportation. For more information about the Martinsville Southern Connector, visit [http://www.virginiadot.org/projects/salem-old/martinsville\\_southern\\_connector\\_study.asp](http://www.virginiadot.org/projects/salem-old/martinsville_southern_connector_study.asp).

### **U.S. Route 58 Corridor Development Program**

The City of Martinsville supports the completion of the U.S. Route 58 Corridor Development Program west to Interstate 77 in Hillsdale. This Corridor Development Program, which began in 1989, focuses on the enhancement of the more than 500 miles that constitute the road, extending from Virginia Beach to the Cumberland Gap in Tennessee. At this time, only 10.8 miles of U.S. Route 58 – comprising the mountainous section between the Town of Stuart and Meadows of Dan – remain two lanes between Martinsville and I-77. However, funds have been programmed, via the Six-Year Improvement Program, to widen this portion of U.S. Route 58 to four lanes with shoulders beginning in Fiscal Year 2021.

### **Roadway Functional Classification**

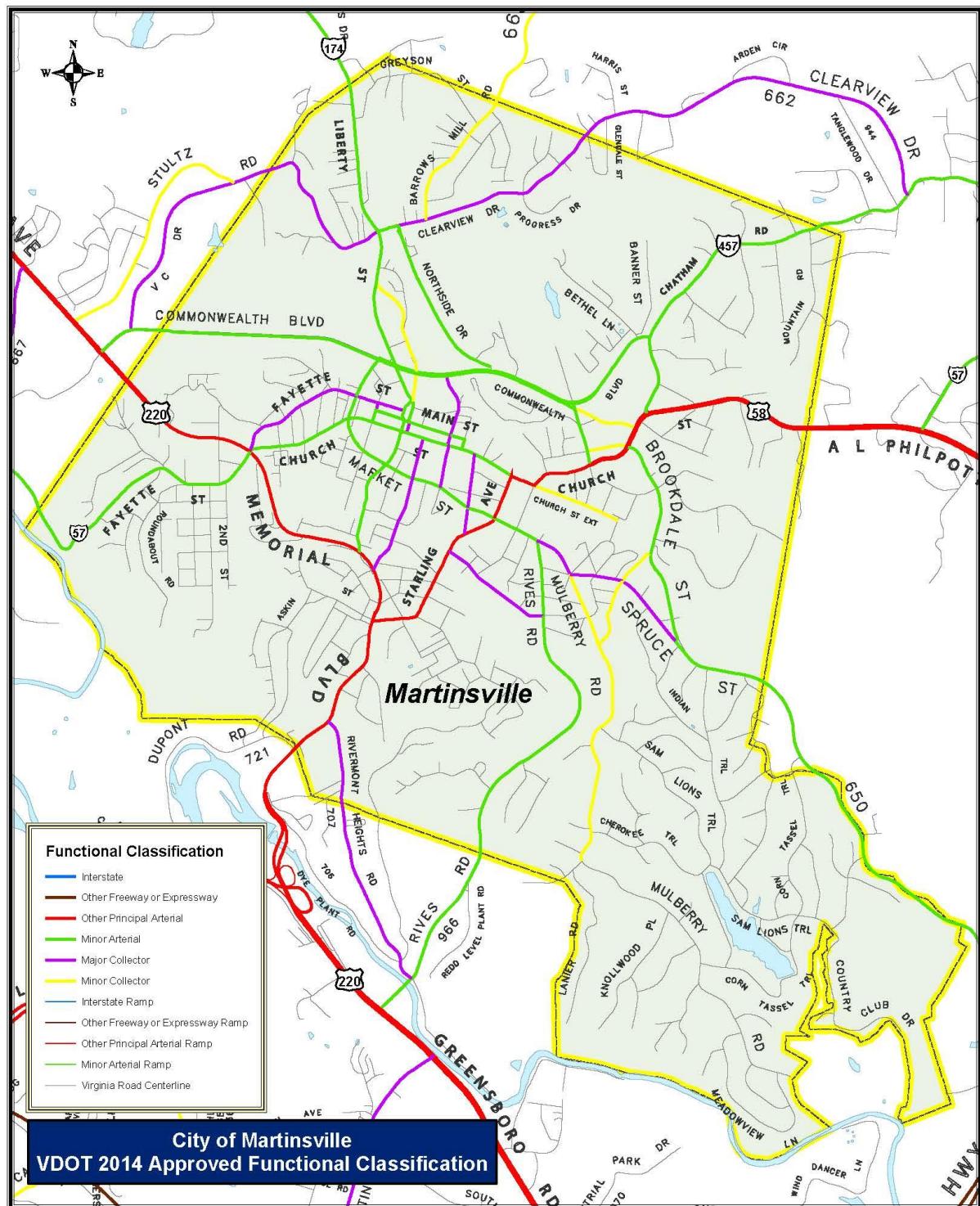
The City of Martinsville, in collaboration with VDOT, classifies roads as part of a federal Functional Classification effort. Functional classification categorizes roads within a hierarchical system based on the function they perform with regard to the movement of traffic. The Federal Aid Act of 1921 represented the advent of the functional classification system and, at the time, the purpose of such classification had to do with the provision of a coherent interstate system of roadways for the purpose of national defense. Functional classification also determines the level of federal funding to be allocated to each roadway type for the purposes of maintenance and road enhancements. Table 6 describes the main aspects of each of the roadway functional classifications present in Martinsville, while Figure 8 illustrates the functional classification of roads in the City.

**Table 6**

Roadway Functional Classification	
Other Principal Arterials	In the urban context, Other Principal Arterials perform the function of serving focal points of significant activity within a metropolitan area, as well as corridors with the greatest volumes of traffic. These arterials also accommodate a significant quantity of urban traffic within a minimal amount of road mileage, while also serving traffic transitioning between urban and rural areas. Additionally, Other Principal Arterials serve traffic traveling between a metro area's outer sections and its central business district and, in general, accommodate intra-area travel within a metropolitan area. In the rural context, Other Principal Arterials perform the function of significant interstate or statewide travel movements, linking nearly all urbanized areas and most urban clusters having populations of at least 25,000. Examples of Other Principal Arterials in the City of Martinsville include Memorial Boulevard (U.S. Route 220 Business), and Fayette and East Church streets (U.S. Route 58 Business).
Minor Arterials	Minor Arterials provide for vehicular travel at a level lower than that of Principal Arterials and of a moderate distance, and they interconnect with higher-order arterial roadways. In the urban context, Minor Arterials comprise those arterial routes not categorized as Principal Arterials, providing greater land access than their Principal counterparts but not providing direct access at the neighborhood level. They also serve smaller geographies with more limited mobility potential and at trip lengths of moderate range. In the rural context, Minor Arterials help to form an integrated travel network at interstate and inter-county levels, whereby they connect large towns and cities with each other as well as with other major traffic generators. These highways are designed for relatively high speeds, are spaced with population densities in mind so as to ensure reasonable proximity to any one of these roads, and are intended to provide travel over greater distances and serve higher traffic volumes than local roads and collectors. Examples of Minor Arterials in the City of Martinsville include Rives Road, West Church Street, and Commonwealth Boulevard.
Major Collectors	In the urban context, Major Collectors are responsible for providing access to and circulation within commercial areas, industrial zones, and neighborhoods; they also provide mobility through these areas to traffic originating and terminating at local streets and arterial roadways. Major Collectors in rural areas are intended to serve larger towns and county seats not served by arterial routes. They serve to link with arterials, providing an important inter-county travel function, as well as to connect county seats and larger towns to other larger towns and cities. Examples of Major Collectors in the City of Martinsville include Clearview Drive, Stultz Road, Broad Street, and Fayette Street.
Minor Collectors	In the urban context, Minor Collectors serve lower-density commercial, industrial, and residential areas by providing both a circulation and access function, but unlike local roads, they typically provide limited access to the neighborhood level, as they generally do not facilitate access to individual addresses. In the rural context, Minor Collectors are spaced based upon population density. Their primary function in this context is to collect traffic from local roads and to ensure all developed areas are in proximity of a collector. Additionally, Minor Collectors are intended to serve other small communities as well as to link the rural hinterland and traffic generators together. Examples of Minor Collectors in the City of Martinsville include Mulberry Street and Brookdale Street.
Local Roads	Local Roads facilitate direct access to land uses, and are intended for local travel, such as at the neighborhood level. In the urban context, Local Roads serve a variety of land uses and facilities directly - including all of those not served by the higher-classified roadways. In the rural context, any road not classified among the higher-order roads is a local road, and they provide for mobility over short distances, in contrast to roads of higher classifications, which may serve more of an intercounty or interstate function. Examples of Local Roads in the City of Martinsville include 1st and 2nd Streets, which intersect Fayette Street.

Source: *Functional Classification Comprehensive Guide*, Virginia Department of Transportation. October 2, 2020.

Figure 8



## **Street Maintenance Program**

Street maintenance in the City of Martinsville, which involves the construction and maintenance of the City's transportation infrastructure, is accomplished via the Public Works Department. The majority of the funding for this program is obtained from VDOT, however, the City funds one-seventh of the program. Typical activities for which the Public Works Department is responsible include repairs to street pavement, and repairs to and construction of curb and gutter, sidewalks, and drainage infrastructure. The City often contracts with private firms to resurface streets when funds are available. Other activities undertaken by the Public Works Department include cleaning and maintaining infrastructure, such as mowing grass located in rights-of-way; maintaining traffic signals; installing and maintaining road markings and signs; and removing debris from rights-of-way.

Primary Roads within the City of Martinsville comprise approximately 12 miles of roadway, and these are defined by VDOT as those road characterized by two to six lanes and which function to connect towns and cities with each other as well as with interstate highways. A total of 8,111 miles of roadway in Virginia is classified as primary road. Table 7 summarizes the primary roads within the City of Martinsville and their respective mileage.

<b>Inventory of Primary Roads in the City of Martinsville</b>				
<b>Road Name</b>	<b>Route Number</b>	<b>From</b>	<b>To</b>	<b>Road Segment Length</b>
Fayette St	VA 57	Koehler Rd	Pine Hall Rd	1.34
Fayette St	VA 57	Pine Hall Rd	Memorial Blvd	0.34
Memorial Blvd	U.S. 58/220 Business	SCL Martinsville	Starling Avenue	0.71
Starling Ave	U.S. 58 Business/VA 57	Memorial Blvd	Mulberry Rd	0.85
Starling Ave	U.S. 58 Business/VA 57	Mulberry Rd	Church St	0.15
Church St	U.S. 58 Business/VA 57	Starling Ave	Oakdale St; Starling Ave	0.10
Church St	U.S. 58 Business/VA 57	Church St Ext	Fairy St	0.28
E Church Rd	U.S. 58 Business/VA 57	Fairy St	Brookdale St	0.26
E Church Rd	U.S. 58 Business/VA 57	Brookdale St	Hooker St	0.13
E Church Rd	U.S. 57 58 Busin ss	Hooker St	ECL Martinsville	0.77
Liberty St	VA 174	NCL Martinsville	Inman St	0.49
Liberty St	VA 174	Inman St	Clearview Dr	0.20
Liberty St	VA 174	Clearview Dr	Commonwealth Blvd	0.60
Memorial Blvd	U.S. 220 Business/VA 57	Starling Ave	Broad Street	0.25
Memorial Blvd	U.S. 220 Business/VA 57	Broad Street	Fayette St	0.85
Memorial Blvd	U.S. 220 Business	Fayette St	NCL Martinsville	0.65
Church St	VA 457	Memorial Blvd	Moss St	0.59
Market St	VA 457	Fayette St	Commonwealth Blvd	0.20
Commonwealth Blvd	VA 457	Market St	Northside Dr	0.56
Commonwealth Blvd	VA 457	Northside Dr	Fairy St	0.36
Commonwealth Blvd	VA 457	Fairy St	Chatham Rd	0.48
Chatham Rd	VA 457	Commonwealth Blvd	ECL Martinsville	0.99
Fayette St	VA 457	US 220 Memorial Blvd	Market St	0.61
Fairy St	VA 457	Commonwealth Blvd	Bus US 58 Church St	0.29
<b>Total</b>				<b>12.05</b>

Source: VDOT

### **Bridge Program**

VDOT administers a robust bridge program which ensures safety of the 21,000 bridges and other structures throughout the Commonwealth by inspecting all bridges at least every two years. VDOT uses a scale ranging from 0 to 9 to rate bridges and culverts based on their structural condition, with 0 representing a structure which has failed inspection and 9 representing a structure in excellent condition. See Figure 9 for more information relating to VDOT's bridge evaluation scale, which was obtained from VDOT's *State of the Structures and Bridges Fiscal Year 2019* report. According to VDOT, there are 15 bridges and culverts in the City of Martinsville, and five are rated as good and 10 rated as fair. Figure 10 serves as a map to illustrate the locations of these structures in the City, while Figure 11 articulates bridge condition in a graph format.

Figure 9

## APPENDIX D – GENERAL CONDITION RATINGS (BRIDGES AND LARGE CULVERTS)

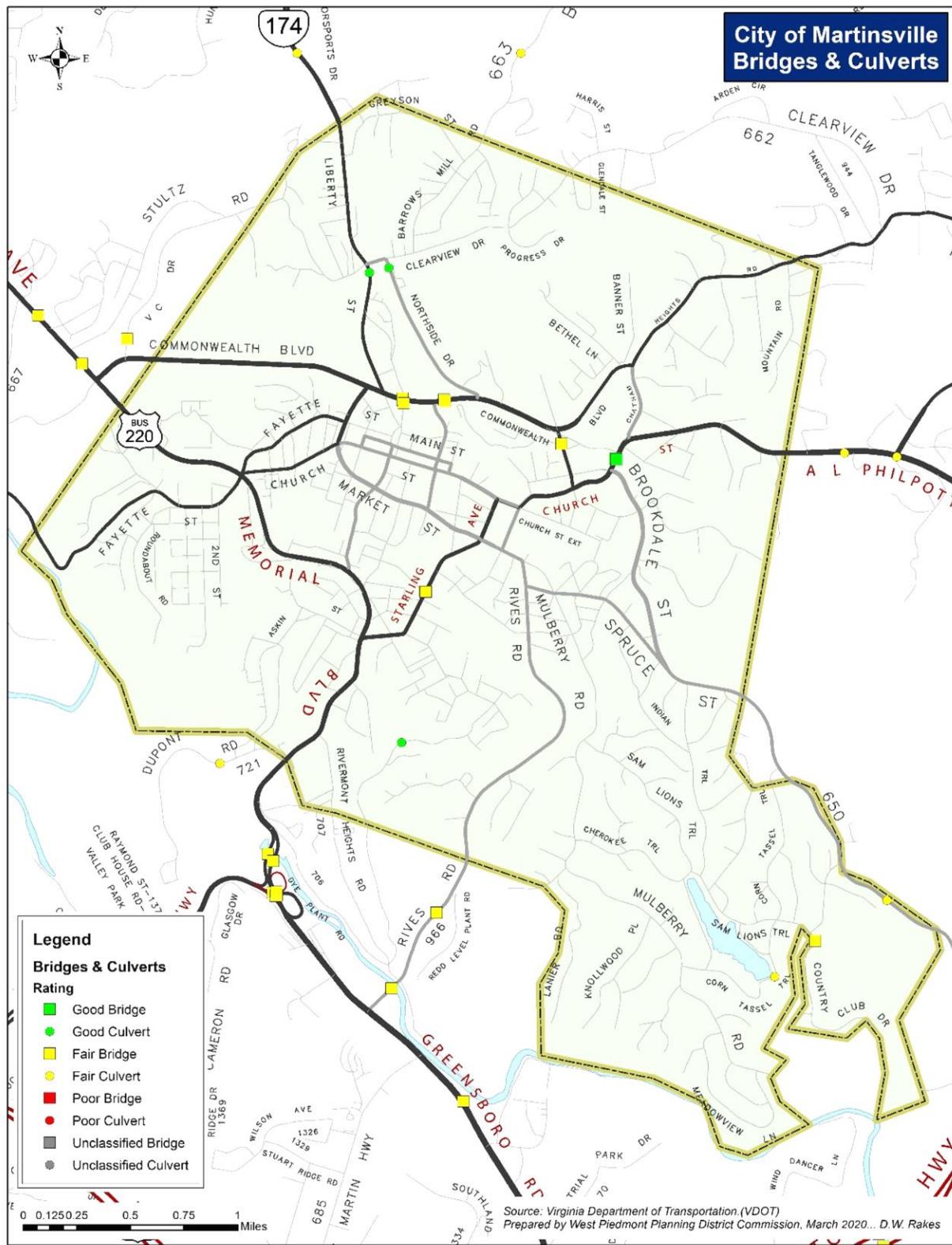
General Condition Ratings (GCRs): In accordance with the requirements of the National Bridge Inventory (NBI), General Condition Ratings are assigned by the structure inspection team after each bridge inspection. These ratings are included in each inspection report to describe the current physical state of the bridge or large culvert. Evaluation is based on the physical condition of the structure at the time of inspection. Separate GCR values are assigned to the deck, superstructure, and substructure components of a bridge. A large culvert receives a single GCR. The GCRs are assigned based on a numerical grading system that ranges from 0 (failed condition) to 9 (excellent condition). The table below describes the general condition ratings. The figures in the following pages provide illustrative examples of these ratings.

0	1	2	3	4	5	6	7	8	9
Failed	Imminent Failure	Critical	Serious	Poor	Fair	Satisfactory	Good	Very Good	Excellent
POOR (SD)					FAIR		GOOD		

A structure is defined as Poor (SD) if one or more of its major components (deck, superstructure, substructure, or large culvert) has a General Condition Rating (GCR) less than or equal to four (4).

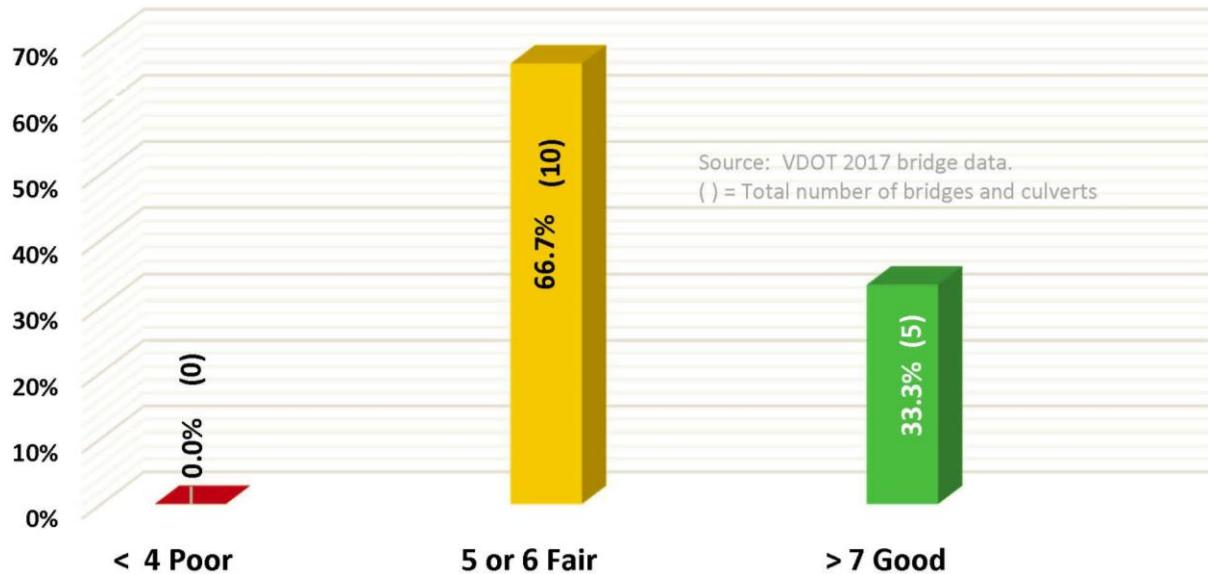
Code	Description
N	NOT APPLICABLE
9	EXCELLENT CONDITION
8	VERY GOOD CONDITION: No problems noted.
7	GOOD CONDITION: Some minor problems.
6	SATISFACTORY CONDITION: Structural components show some minor deterioration.
5	FAIR CONDITION: All primary structural elements are sound but may have some minor section loss, cracking, spalling or scour
4	POOR CONDITION: Advanced section loss, deterioration, spalling or scour.
3	SERIOUS CONDITION: Loss of section, deterioration, spalling or scour have seriously affected primary structural components. Local failures are possible. Fatigue cracks in steel or shear cracks in concrete may be present.
2	CRITICAL CONDITION: Advanced deterioration of primary structural elements. Fatigue cracks in steel or shear cracks in concrete may be present or scour may have removed substructure support. Unless closely monitored it may be necessary to close the bridge until corrective action is taken.
1	"IMMINENT" FAILURE CONDITION: Major deterioration or section loss present in critical structural components or obvious vertical or horizontal movement affecting structure stability. Bridge is closed to traffic but corrective action may put back in light service.
0	FAILED CONDITION: Out of service - beyond corrective action.

Figure 10



**Figure 11**

### City of Martinsville Bridge and Culvert Condition



### Complete Streets Program and Multimodalism

In 2015, following a Complete Streets workshop held at New College Institute by Complete Streets experts associated with Smart Growth America, the West Piedmont Complete Streets Coalition was formed. The Coalition was originally formed as part of Go Healthy West Piedmont, created as part of a U.S. Centers for Disease Control and Prevention (CDC) 1422 grant, aimed at reducing incidences of chronic health conditions such as diabetes, heart disease, and obesity. The mission of the Coalition, in the context of Go Healthy West Piedmont, was to promote Complete Streets principles within the West Piedmont Health District – which includes the City of Martinsville and Franklin, Henry, and Patrick counties – and to encourage localities within this Health District to adopt Complete Streets policies or guidelines. Since the grant period expired, the Coalition has been able to focus its activities throughout the wider West Piedmont Planning District which, in addition to the localities of the West Piedmont Health District, also includes the City of Danville and Pittsylvania County. The Danville Regional Foundation (DRF) has administered a separate complete streets coalition in the City of Danville.

Complete Streets are streets that are designed for all users, including automobile drivers, bicyclists, pedestrians, and transit vehicles where available. In the urban context, a Complete Street may consist of vehicular travel lanes, sidewalks, and bike lanes. Pedestrian elements often go beyond sidewalks to include crosswalks, sidewalk bulbouts, and pedestrian refuges; the latter two of these function to reduce the amount of asphalt pedestrians must walk across to safely cross streets. Bicycle elements may consist of bike lanes, signage, and sharrows, the latter consisting of simple markers on streets indicating to drivers that bicyclists may be present and to remain alert. Transit accommodations may include simple signage to indicate a stop, or possibly bus shelters and/or bus pull-outs to enable these vehicles to exit the stream of traffic, thereby minimizing travel interruptions for motorists. In a more suburban or rural context, Complete Streets may consist of a street having a parallel multi-use path, a street with markings for pedestrians and/or bicyclists, or simply just a street in and of itself within an area having low traffic volumes. Figure 12, obtained from the Virginia Department of Rail and Public Transportation's (DRPT's) *Multimodal System Design Guidelines* presents an example of a Complete Street in the urban context. Figure 13 illustrates an urban context of a Complete Street, while Figure 14 shows a Complete Street in the rural context.

**Figure 12**



**Figure 13**



Craghead Street, located in the City of Danville's River District, is an excellent example of a Complete Street, having an emphasis on pedestrian infrastructure including sidewalks and high-visibility crosswalks.

**Figure 14**



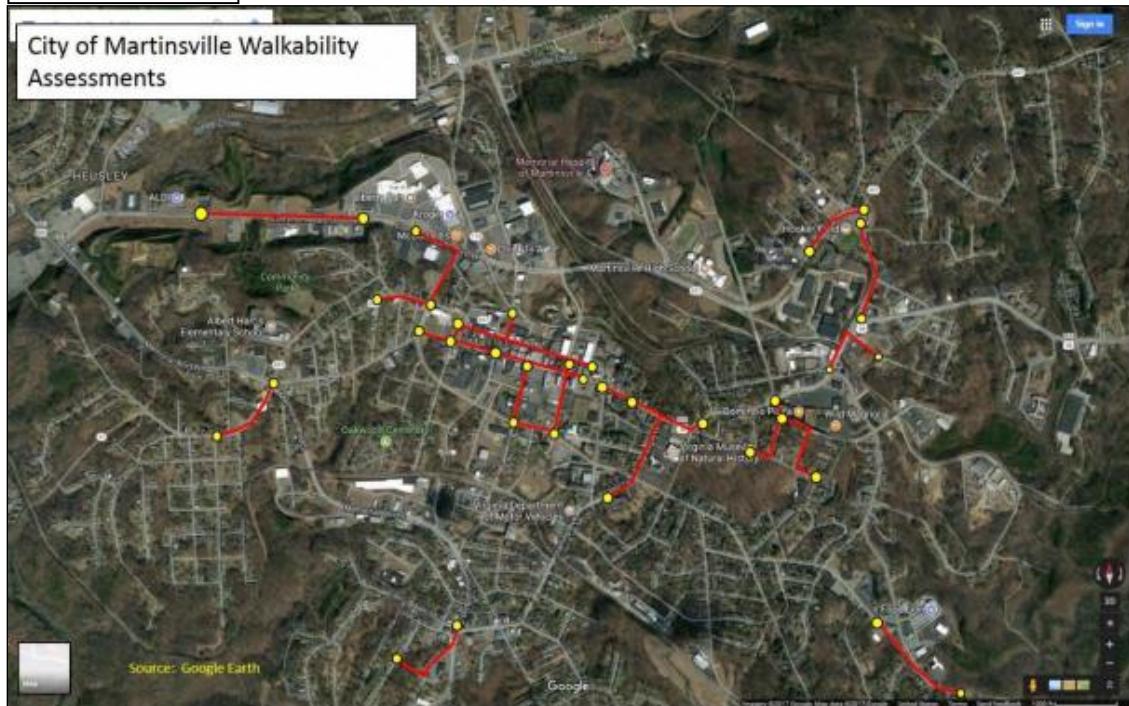
Country Club Drive in the City of Martinsville is an excellent example of a Complete Street in the suburban or rural context.

Complete Streets function to encourage people to travel by foot or by bicycle, thereby promoting a more active lifestyle and, ultimately, improving public health. Complete Streets can help the City of Martinsville realize other benefits. One such benefit is affording residents multiple means of travel - known as multimodalism – particularly if they lack access to reliable transportation. Another asset Complete Streets offers communities is economic development. People generally prefer to be in environments that are people-centered, and alternative transportation investments, particularly in downtown environments, often promote economic development because businesses locate where people are present. The Millennial Generation, represented by those born between the early 1980s and the early 2000s, is now the most prevalent generation within the U.S. workforce, according to Pew Research. This is an important statistic, since many millennials prefer living in towns and cities with multimodal features – particularly those that are walkable and bikeable. Therefore, it would be advantageous to communities looking to attract new residents – particularly those of working age or those looking toward retirement – to implement a multimodal transportation system which offers its residents other mobility options than simply getting behind the wheel.

Complete Streets-related activities that have taken place in Martinsville include walkability assessments in various areas of the City to determine the condition and availability of pedestrian infrastructure in these areas. These assessments, in addition to those which took place throughout other locations within the West Piedmont Health District, were included in a report produced by a Virginia Tech intern, which elaborates on walkability in the Health District. This report, entitled *West Piedmont Health District Walkability Assessment Report*, can be accessed at [http://www.wppdc.org/content/wppdc/uploads/PDF/docs\\_publications/transportation/wppd\\_complete\\_streets\\_colation\\_walkability\\_assessment\\_final\\_report.pdf](http://www.wppdc.org/content/wppdc/uploads/PDF/docs_publications/transportation/wppd_complete_streets_colation_walkability_assessment_final_report.pdf). Figure 15 illustrates locations throughout the City in which walkability assessments were conducted. Some analysis of walkability in Martinsville, found within this report, includes the following:

*Priority segments and areas of concern in the city of Martinsville include Commonwealth Boulevard from the Baymont Inn to Applebees. This segment lacks a sidewalk and is difficult to walk along safely due to heavy traffic, short traffic signal cycles, and lack of crossing signals. Additionally, sidewalk design and conditions could be improved on Brookdale St from Sprucedale Dr to Prospect Hill Dr, as curb cuts and crosswalks/signals are needed. Moss St from E Church to Visitor's Center is also in need of a crosswalk. Meeting attendees agreed that crosswalks and curb cuts are of greatest concern. Additionally, sidewalk connectivity is important for safety and accessibility. Opportunities to improve walkability include applying for Virginia's SMART SCALE funding. Promoting walkability in conjunction with the Paradise project could also open avenues for walkability changes.*

**Figure 15**



As mentioned earlier, the City worked with Renaissance Planning Group to lay the groundwork for an Urban Development Area (UDA) along the Fayette Street corridor, which includes the intersection of Fayette Street and Memorial Boulevard (U.S. Route 220 Business). The designation of a UDA enables the City to apply for Smart Scale funding for bicycle and pedestrian upgrades along the corridor, which would improve mobility for area residents as well as encourage investment.

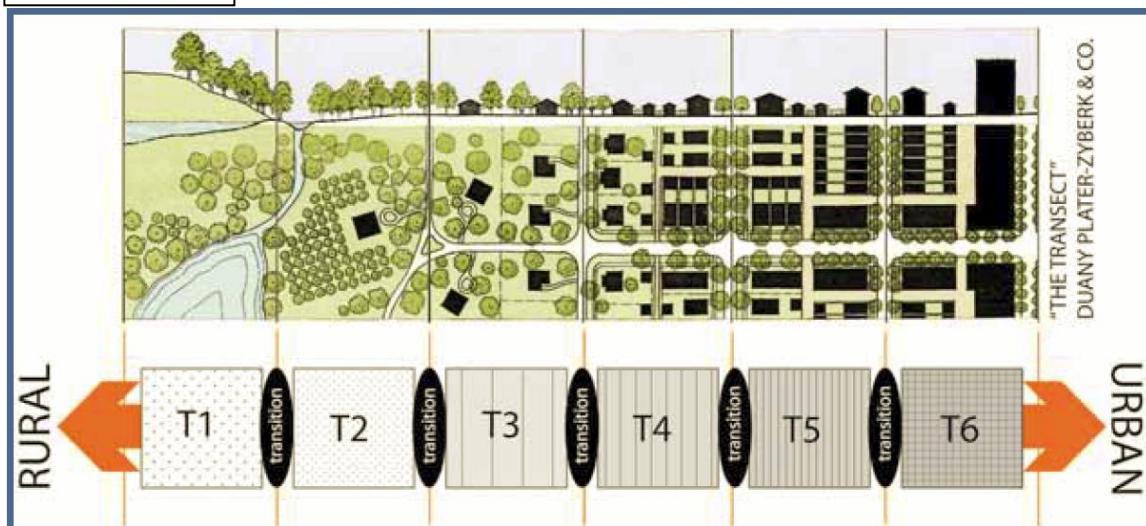
Efforts by the West Piedmont Complete Streets Coalition appear to be bearing fruit in the City. As summarized under the *Recent Planning Efforts* section of this chapter, two Smart Scale applications were submitted by the City in 2018, and then again in 2020, to fund multimodal transportation enhancements along key sections of the Fayette Street corridor. In recent years, the City also created stamped crosswalks in and around uptown in conjunction with a repaving project to promote walkability.

The West Piedmont Complete Streets Coalition includes representation by the West Piedmont Health District, the West Piedmont Planning District Commission, local planners and other local staff, the proprietor of a local bicycle shop, the Southern Area Agency on Aging, and other area representation.

### Multimodalism

Closely related to Complete Streets is multimodal transportation development – a concept the Commonwealth of Virginia adamantly supports. Originally adopted in 2013 and updated in 2020, *Multimodal System Design Guidelines*, is a Virginia Department of Rail and Public Transportation (DRPT) publication which provides guidance to communities seeking to design a multimodal transportation system. The document promotes and emphasizes multiple areas of transportation infrastructure including those for automobile, pedestrian, bicycle, and transit mobility, as well as green (such as street trees) investments, and parking. Multimodal transportation systems are promoted within this document via multiple contexts including corridors, districts and centers, and Transect Zones and activity density. Transect Zones refer to zones of common density and intensity, ranging from very rural to very urban, encompassing a scale from T1 (very rural) to T6 (very urban). See Figure 16 for a visual representation of the Transect Zone paradigm.

**Figure 16**



Source: *Multimodal System Design Guidelines*

The classification of cities and towns based on size is also represented in this document. According to the guidelines therein, the City of Martinsville consists of a P3 – Medium Town or Suburban Center in the continuum ranging from P1 – Rural or Village Center to P6 – Urban Core. Figure 17, obtained from that document, depicts the attributes relating to Medium Town or Suburban Center, of which the City of Martinsville is classified. The *Multimodal System Design Guidelines* document may be accessed at <http://www.drpt.virginia.gov/transit/planning/multimodal-guidelines/>.

Figure 17

56

**P3**

## MEDIUM TOWN/SUBURBAN CENTER

Typical P3 Center (Blacksburg, Virginia)



Typical Street view  
(Blacksburg, Virginia)

**T3**

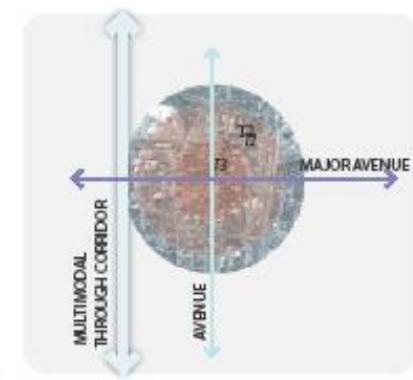
**T2**



MIXED USE INTENSITY	Medium/Low
ACTIVITY DENSITY (jobs + people/ac)	10-25/ac
Avg. Bldg. Height	3 Stories
TYPICAL MAX BLDG. HEIGHT	5 Stories
TYPICAL NET FAR	0.23-0.57
SUPPORTED TRANSIT TECHNOLOGY	Fixed Route Bus

MIXED USE INTENSITY	Medium/Low
ACTIVITY DENSITY (jobs + people/ac)	1-10/ac
Avg. Bldg. Height	1.5 Stories
TYPICAL MAX BLDG. HEIGHT	3 Stories
TYPICAL NET FAR	0.02-0.23
SUPPORTED TRANSIT TECHNOLOGY	Demand Response

Prototypical Arrangement of Multimodal Corridors (P3 Medium Town/Suburban Center)



### P3 MEDIUM TOWN/SUBURBAN CENTER SUMMARY TABLE

ACTIVITY DENSITY (jobs + people/acres)	7 to 14
GROSS DEVELOPMENT FAR (residential + non-residential)	0.1 to 0.2
NET DEVELOPMENT FAR (residential + non-residential)	0.15 to 0.3
SUPPORTED TRANSIT TECHNOLOGY	Fixed Route Bus
Height of Buildings	2 story average 4 story typical maximum

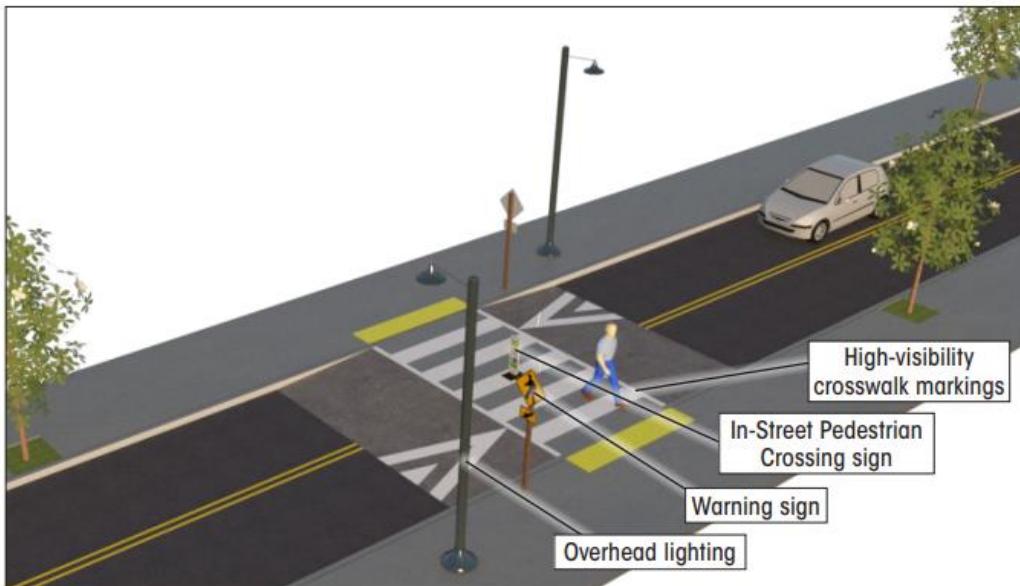
Figure 41: P-3 Medium Town/Suburban Center Multimodal Center Diagrams & Metrics.

Given that many road segments require pedestrians to walk a considerable distance to access a crosswalk, mid-block crossings may at times be a suitable alternative to a traditional intersection-based crosswalk. The Federal Highway Administration's *Field Guide for Selecting Countermeasures at Uncontrolled Pedestrian Crossing Locations* serves as a great resource for identifying and implementing a variety of features to enhance safety for pedestrians crossing at these locations. Figure 18 illustrates one example of a "countermeasure" from this guide - a pedestrian hybrid beacon in this case – which can maximize safety for pedestrians at mid-block crossings.

**Figure 18**

Field Guide for Selecting Countermeasures at Uncontrolled Pedestrian Crossing Locations

## Countermeasure: Raised Crosswalk



### Definition

Raised crosswalks are ramped speed tables spanning the entire width of the roadway, often placed at midblock crossing locations. Refer to the Raised Crosswalks Tech Sheet for more information about this countermeasure.

Source: *Field Guide for Selecting Countermeasures at Uncontrolled Pedestrian Crossing Locations*

## City Gateway Program

Over the past several years, the City of Martinsville has installed gateway signage around the perimeter of various sections of the City's uptown area. This signage has been constructed at East Church Street near the YMCA, at East Church Street and Clay Street, and at West Church Street and Market Street. In addition to this gateway signage, the City installed wayfinding signage in recent years to promote tourism in the City's uptown area. The *Uptown Martinsville Revitalization Plan*, adopted 2010, recommended gateway projects throughout the City. Recommendations within that plan also include the replacement of conventional intersections with roundabouts, banners, ornamental and street trees, monument signs, and other features.

### **Existing and Future Traffic Volumes**

Traffic volume in a locality is typically expressed as Annual Average Daily Traffic (AADT), which is generally defined as the traffic over a period of a year, having been averaged to estimate the daily travel volume. Figure 19 shows a breakout of traffic volume, expressed as AADT, for the City of Martinsville utilizing 2017 data obtained from VDOT. The figure shows that most roads in the City averaged less than 10,000 vehicles per day. Not surprisingly, the roads that averaged more than 10,000 vehicles per day included major roadways such as Memorial Boulevard (U.S. Route 220 Business), Commonwealth Boulevard, Liberty Street, and East Church Street (U.S. Route 58 Business).

Figure 20 illustrates forecasted traffic volumes for the year 2045. The figure shows that while there are many similarities with the 2017 AADT, traffic volumes on some roadways are anticipated to increase over time.

Figure 19

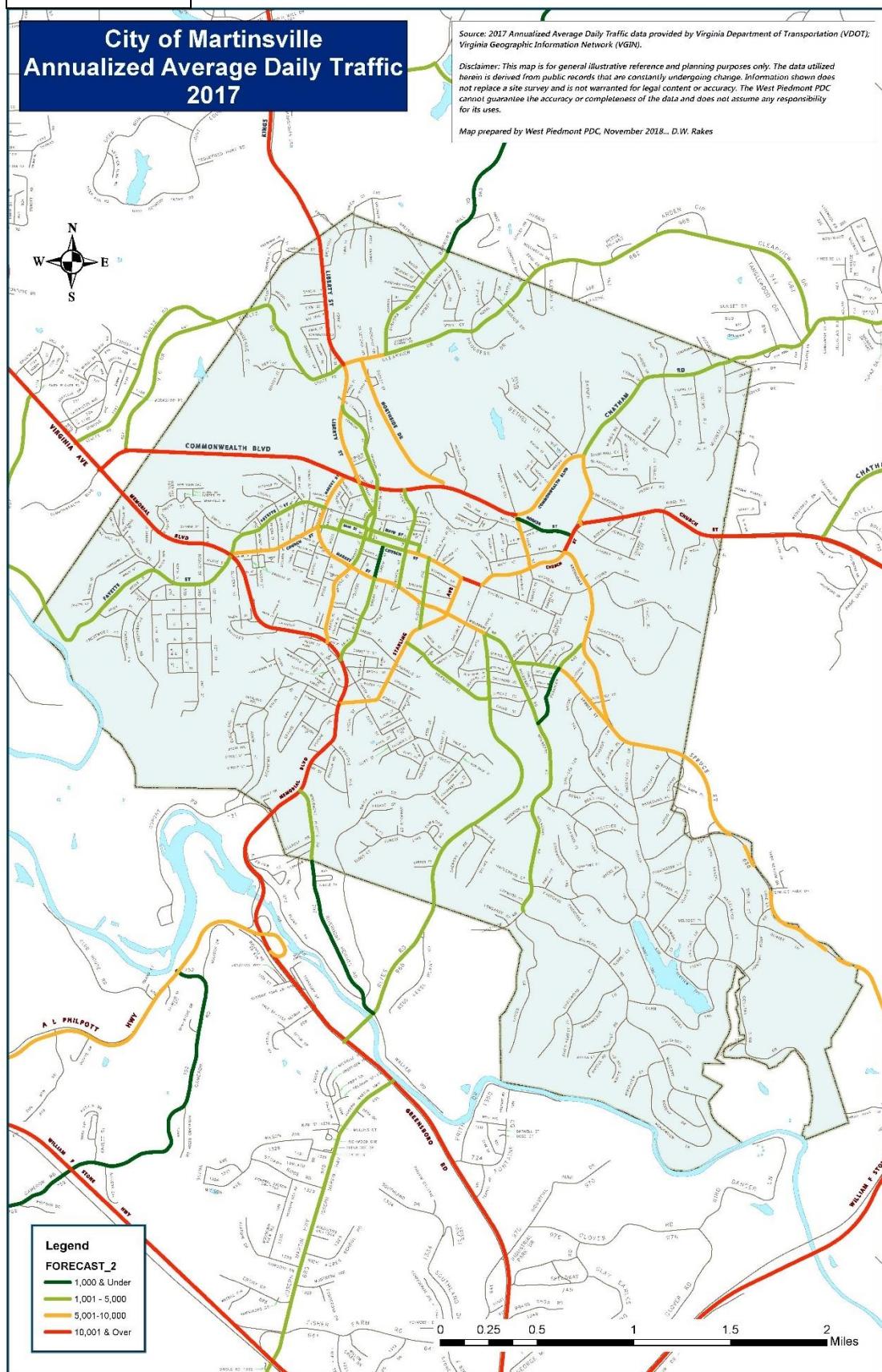
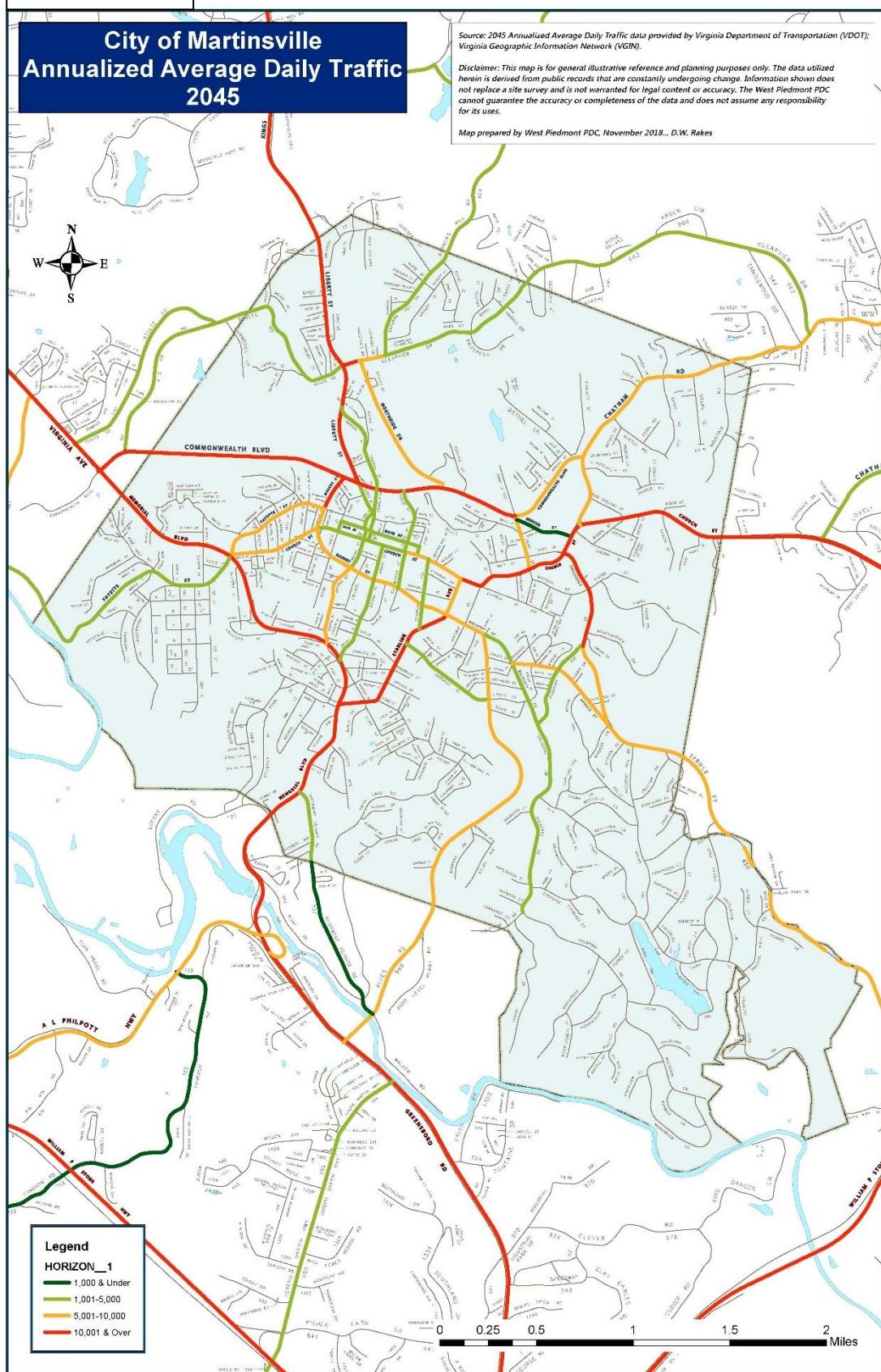


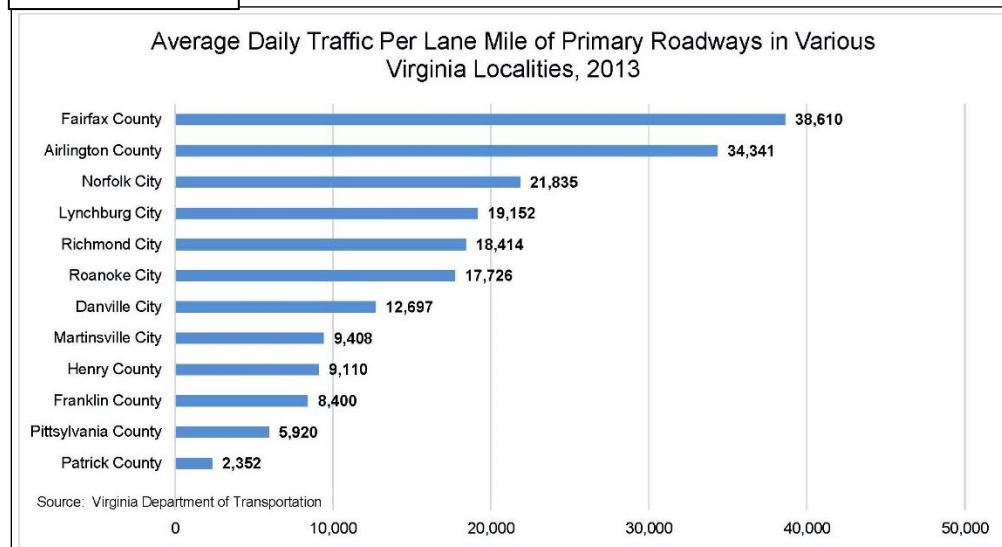
Figure 20



## **Congestion Conditions**

Traffic congestion, to one extent or another, is a reality in just about every locality in the Commonwealth, although it varies greatly depending on population, population density, commercial and industrial development, and other factors. Traffic congestion in the City of Martinsville was analyzed on primary roads, and was calculated by dividing the total Daily Vehicle Miles Traveled (DVMT) by the total length of primary roadway (11.64 miles at the time) in the City. This metric was utilized to compare a number of other localities to Martinsville with regard to traffic congestion, as articulated in Figure 21. Data more recent than 2013 was available at the time of this writing, but the total miles of primary roadway are not provided, rendering the data incomplete. The figure shows the average daily traffic per mile of primary roadway in the City of Martinsville was 9,408. Table 8, associated with the localities presented in Figure 21, shows how a number of localities – out of a total of 134 - ranked, with #1 being most congested and #134 least congested.

**Figure 21**



**Table 8**

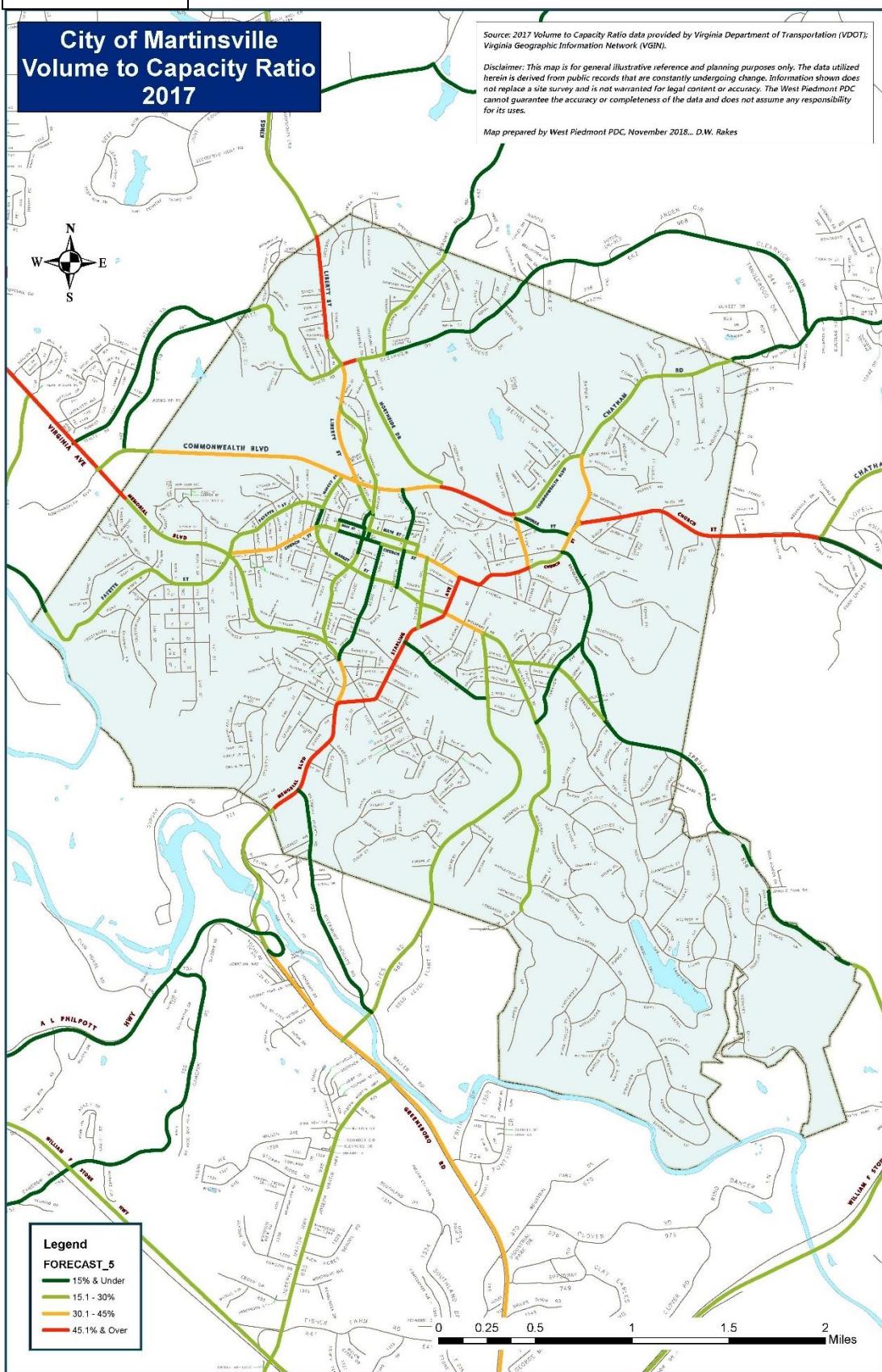
**Congestion Rank (of 134 cities and counties)**

Fairfax County	1
Arlington County	2
Norfolk City	13
Lynchburg City	16
Richmond City	17
Roanoke City	20
Danville City	32
<b>Martinsville City</b>	<b>49</b>
Henry County	53
Franklin County	60
Pittsylvania County	78
Patrick County	123
Highland County	134

Source: Virginia Department of Transportation

Another effective measure which can paint a picture of congestion conditions in a community is the Volume to Capacity (V/C) Ratio. The V/C Ratio indicates the capacity of a particular roadway occupied or “used up” by current levels of traffic. For instance, a V/C Ratio of 0.3 indicates that traffic volume is using 30 percent of a road’s capacity; thus, 70 percent of the road’s capacity remains. Figure 22 provides an overview of the V/C Ratio for the City of Martinsville, based on 2017 data, the most current data available. The figure shows that, in contrast to many downtown areas throughout the U.S., much of uptown Martinsville has exhibited very low levels of congestion. While varying levels of capacity use are shown throughout the City, Martinsville is fortunate to possess a road system with an abundance of available capacity. In fact, the short segment of East Church Street between Starling Avenue and Oakdale Street represents one of the highest V/C ratios in the City, at 0.62. Other road segments exhibiting higher V/C ratios (45.1% and over) include a segment of Clearview Drive, a portion of Commonwealth Boulevard between Northside Drive and Fairy Street, Starling Avenue, most of East Church Street, and the southern-most segment of Memorial Boulevard.

Figure 22



## **Crash Data for Years 2014 - 2018**

A crash data analysis serves as an essential component of the transportation element of a comprehensive plan, as it relays the locations of potential safety issues on a locality's transportation network. Crash data was obtained from the Virginia Department of Transportation (VDOT), encompassing a five-year period inclusive of 2014 - 2018. To be consistent with Smart Scale, the crash data includes crashes that resulted in injuries and fatalities and excludes those resulting in property damage only. Also in keeping with the spirit of Smart Scale consistency, crash data excludes crashes that involved driver impairment by drugs or alcohol.

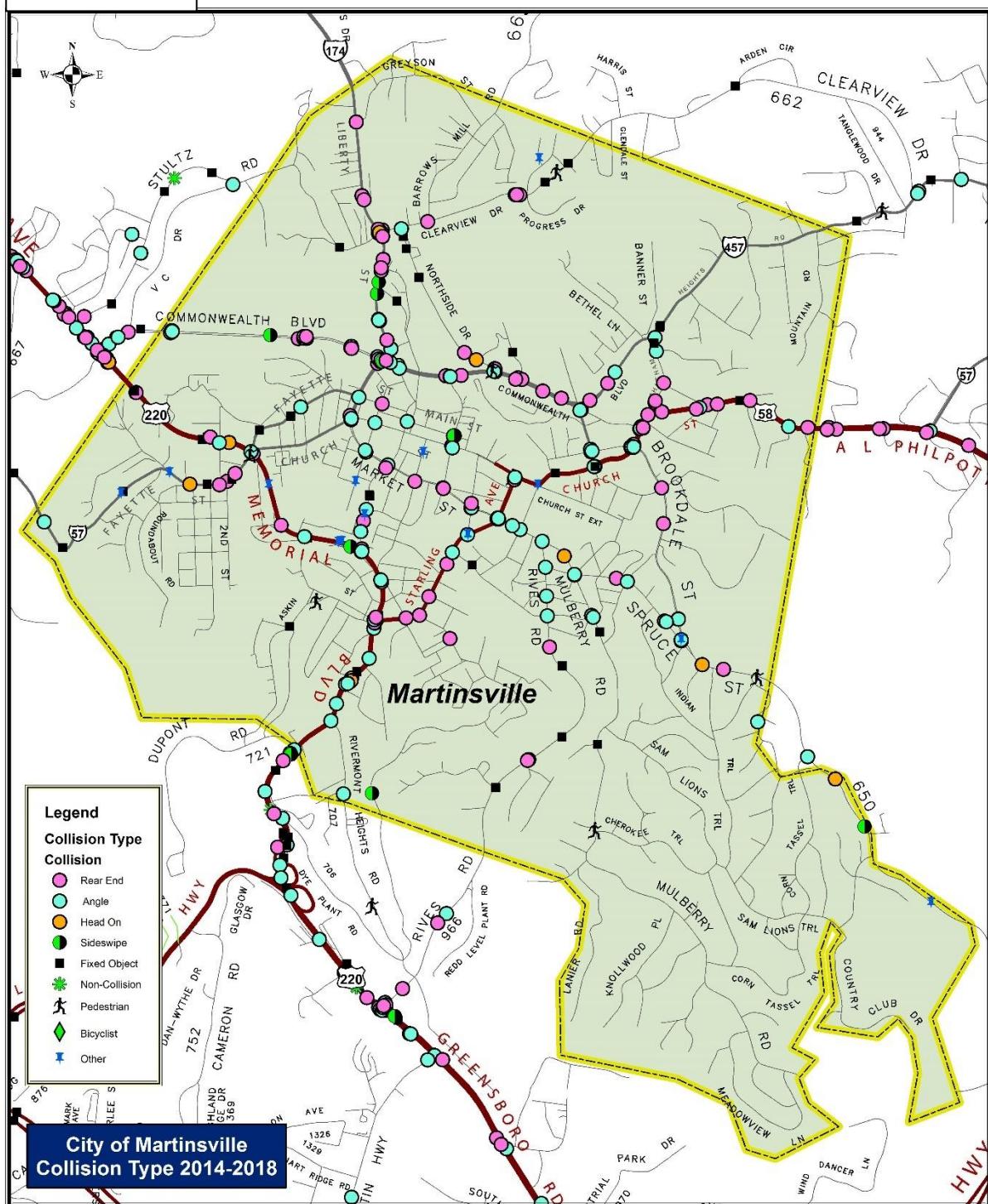
Figure 23 illustrates the location of crashes within Martinsville, by type. As one may expect, the majority of crashes occurred at intersections, with fewer occurrences taking place along road segments. The figure illustrates that Commonwealth Boulevard has experienced numerous crashes, particularly in the vicinities of Market Street/Liberty Street, near the west entrance to the Village of Martinsville shopping center, and at various locations beginning at the intersection with Northside Drive and proceeding eastward. Memorial Boulevard (U.S. Route 220 Business) also exhibited crashes at many of its intersections as well as along its length. Other crash clusters included Fayette Street between Memorial Boulevard and Beaver Street, at the intersections of Fairy Street and Commonwealth Boulevard, Fairy Street and Watt Street, several intersections along East Church Street, and at the intersection of Starling Avenue and East Market Street/Mulberry Road.

Figure 24 illustrates crash severity, depicted by fatality and three types of injury. Non-visible injuries refer to those injuries which are covert and not readily visible, whereas visible injuries refer to those that are readily identifiable upon observation. Ambulatory injury indicates an injury which required transport to a hospital by an ambulance. The map reveals that very few crashes in the City resulted in fatalities, likely due at least in part to the relatively low posted speed limits. Most collisions resulted in either non-visible or visible injuries.

VDOT also maintains a list of Strategically Targeted Affordable Roadway Solutions (STARS) Top 180 crash location intersections in each VDOT district, with the latest inclusive of the years 2013 – 2017. These top crash locations in Martinsville are as follows:

1. Intersection of Commonwealth Boulevard and West Market Street (listed as #5 in VDOT's Salem Construction District)
2. Intersection of East Church Street (U.S. Route 58 Business) and Brookdale Street (listed as #17 in VDOT's Salem Construction District).
3. Intersection of East Church Street (U.S. Route 58 Business) and Chatham Road (listed as #24 in VDOT's Salem Construction District)
4. Intersection of Spruce Street and Brookdale Street (listed as #38 in VDOT's Salem Construction District)
5. Intersection of Commonwealth Boulevard and Fairy Street Ext (listed as #44 in VDOT's Salem Construction District)

**Figure 23**



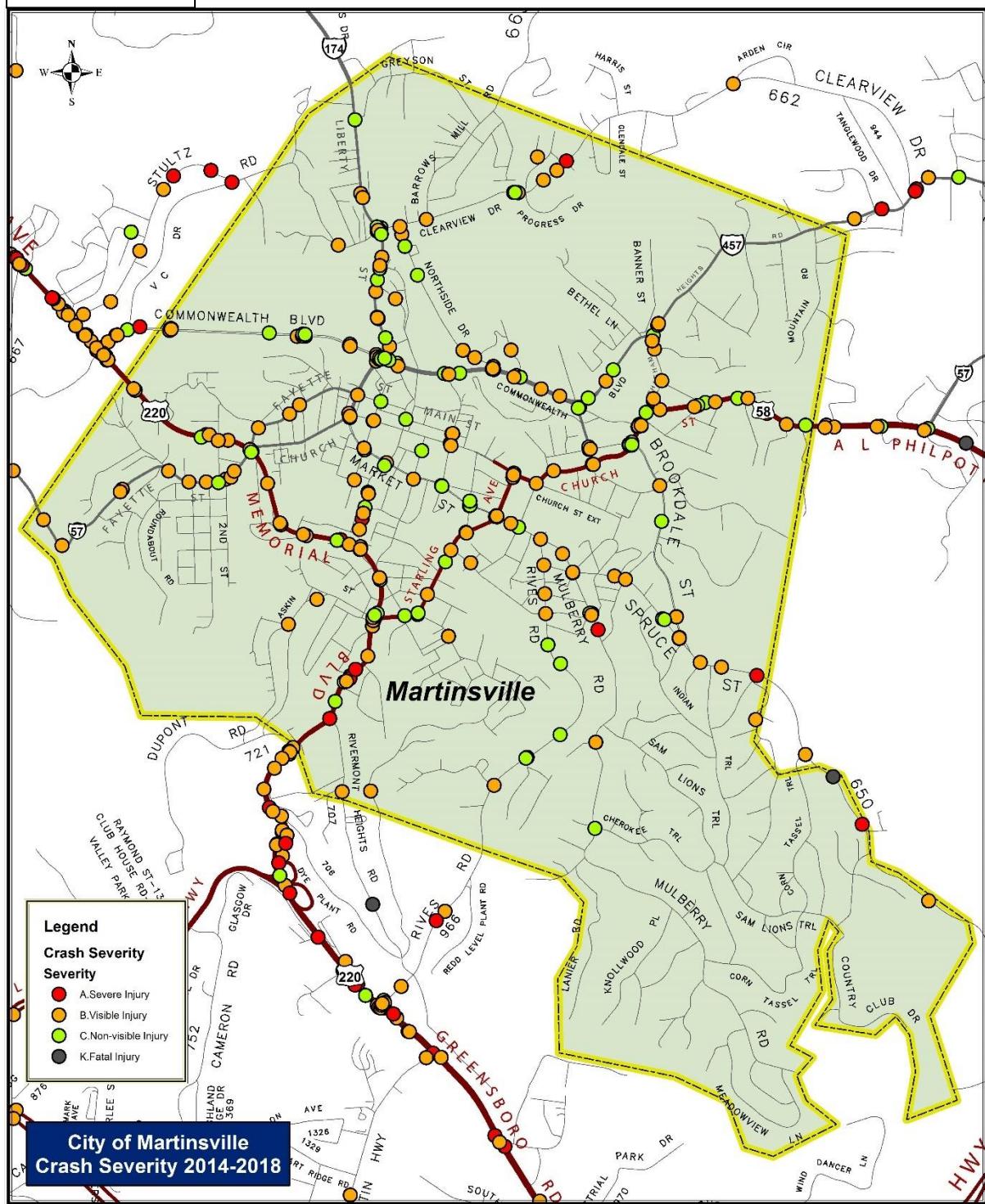
Source: Virginia Department of Transportation (VDOT)

Note: Data excludes (PDO) Property Damage Only and Drug or Alcohol related crash types.

Prepared by West Piedmont PDC, May 2019... D.W. Rakes

0 0.125 0.25 0.5 0.75 1 Miles

*Figure 24*



Source: Virginia Department of Transportation (VDOT)

Note: Data excludes (PDO) Property Damage Only and Drug or Alcohol related crash types.

Prepared by West Piedmont PDC, May 2019... D.W. Rakes

## ***Level of Service Classification***

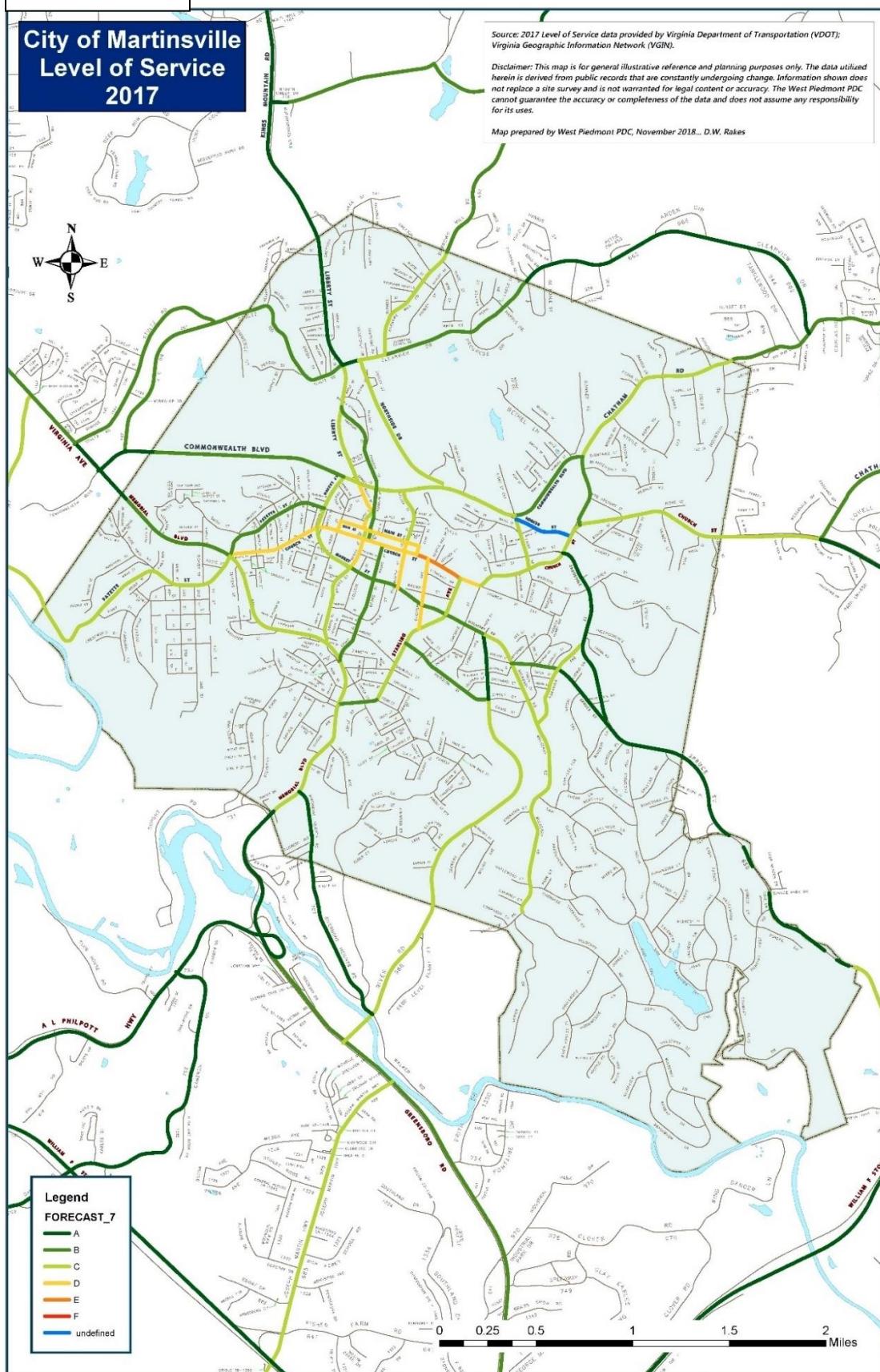
Level of Service (LOS) is a standard measurement of how roadways perform in terms of function based on the amount of traffic they accommodate. Level of Service is expressed as a scale encompassing traffic flow conditions of A – F, where A represents free-flowing traffic conditions and F represents traffic that is nearly stationary. LOS categories are presented in Table 9.

<b>Table 9</b>	
Level of Service A	Traffic is in a state of free flow, in which individual vehicles do not interfere with one another, resulting in completely efficient utilization of the roadway.
Level of Service B	Traffic flow remains stable, and drivers maintain adequate ability to determine the speed and the manner in which they operate vehicles, though some restrictions imposed by other vehicles are present.
Level of Service C	This phase of traffic flow, though stable, imposes a greater degree of restriction on drivers with regard to speed and vehicle operation. A significant degree of interaction among vehicles occurs during this phase, and driver comfort is diminished.
Level of Service D	The flow remains stable during this phase, however, the higher traffic volume necessitates slower speeds and impediments to maneuverability and the driver comfort.
Level of Service E	This level of service is characterized by unstable traffic flow, at which the roadway is operating close to or at its capacity, and during which driver comfort is heavily impacted.
Level of Service F	This level of service is characterized by the roadway nearing its capacity to accommodate traffic. This phase, in which driver comfort is significantly impacted, is typified by stop-and-go traffic, greater potential for crashes, and deficient traffic control devices.

Source: Virginia Department of Transportation (VDOT) - <http://www.virginiadot.org/projects/resources/LOS-defined.pdf>

Figure 25 presents a map of traffic level of service, based on VDOT 2017 data. The figure shows that the majority of roadways in Martinsville are characterized by Levels of Service A – C, meaning they are generally functioning very efficiently and therefore require no additional capacity. The only area of the City which had exhibited LOS D or E has been the uptown area. In past years, Liberty Street exhibited a more deficient LOS than it currently does, but a reconstruction of that road in recent years, which involved the addition of travel lanes, improved the road's performance significantly. The high LOS of many of Martinsville's roads reveals that the City's transportation system is generally under capacity and is sufficient to facilitate additional development – a factor which would likely be a major consideration for future economic development decisions.

Figure 25



## **Chapter 527 Program**

In 2006, the Virginia General Assembly adopted the Chapter 527 Program, the intent of which was to more effectively coordinate transportation with land use. For instance, comprehensive plans or amendments to comprehensive plans which would likely significantly affect transportation on state highways must be submitted to VDOT, after which the agency would respond with comments. For rezoning activities in small areas which would be expected to have a significant impact on state highways, the agency responsible for reviewing/approving the rezoning application must submit to VDOT rezoning proposals as well as traffic impact documentation so as to elicit comments from the agency. Should a locality develop a small area plan for a Transit-Oriented Development (TOD) or Urban Development Area (UDA) which is anticipated to significantly impact the state transportation system, that small area plan may be submitted in lieu of comprehensive plan material.

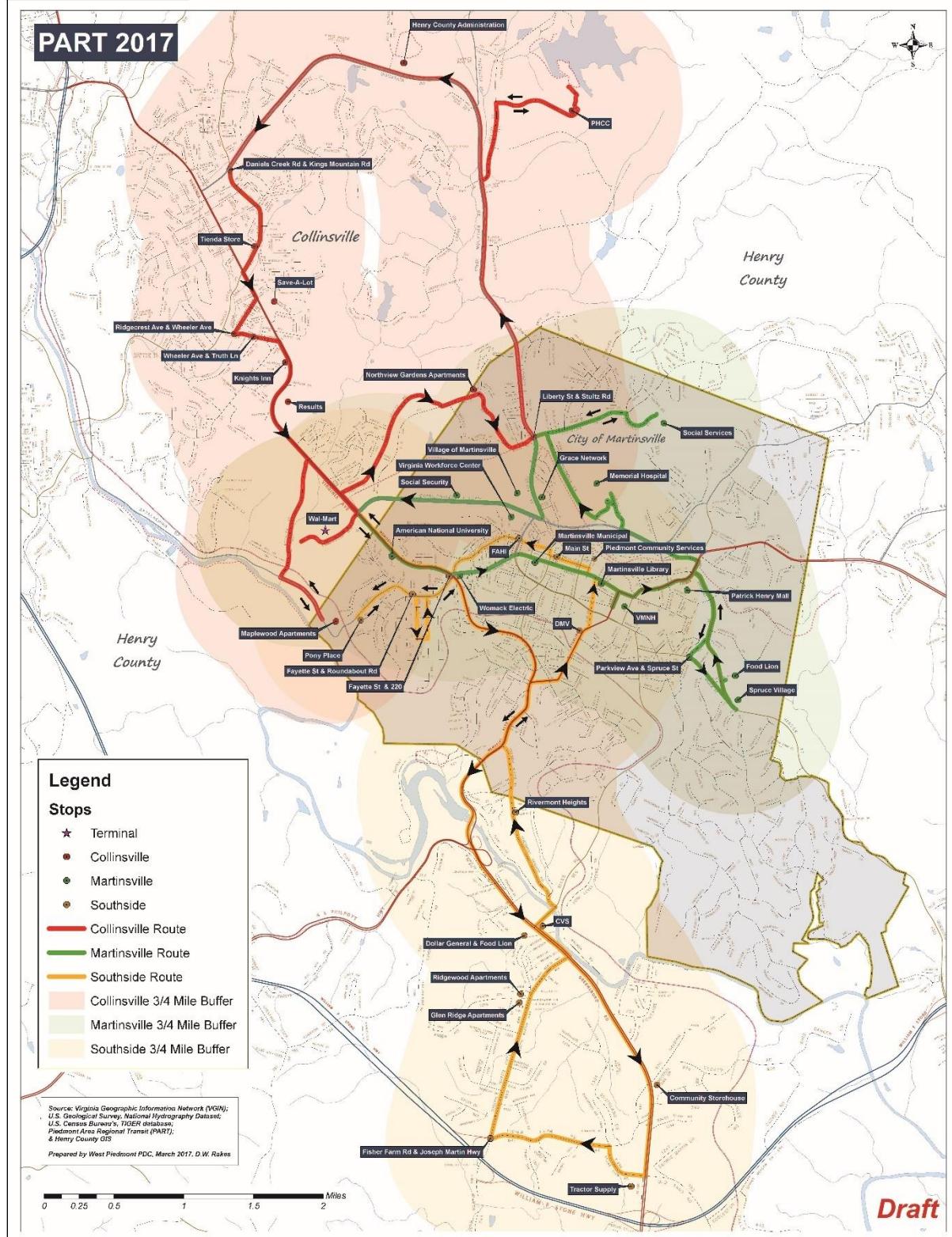
## **Public Transportation**

Beginning in 2009, a local public transit service, Piedmont Area Regional Transit (PART), was launched to serve the City of Martinsville and adjoining sections of Henry County. The service is operated by RADAR (Roanoke Area Dial-a-Ride) of Roanoke - a human service non-profit organization with decades of experience - and is jointly managed by the City of Martinsville and Henry County. The transit system initially began with two 14-passenger buses and two routes in the City and the County. During the fall of 2014, these buses were upgraded to larger 20-seat vehicles to satisfy increasing demand for the service. A third bus was acquired in April 2017 for establishment of a third route, which extended service through the southern sections of Martinsville to the commercial area along U.S. Route 220 south to the Tractor Supply Co.

Figure 26 represents a current map of the PART system for Martinsville and Henry County. The main transfer point for riders transitioning between the three routes is Wal-Mart, located near the intersection of Virginia Avenue (U.S. Route 220 Business) and Commonwealth Boulevard. The two main routes which serve the City, the Martinsville Route and the Southside Route, provide service to prominent destinations within the City including the Village of Martinsville shopping center, Martinsville Municipal Building, SOVAH Health (formerly Memorial Hospital), Blue Ridge Library, the Virginia Museum of Natural History, and many other destinations.

There are currently no large-scale plans for the PART system in the foreseeable future, although routes are periodically re-evaluated for adjustments. If additional funding becomes available, it is likely that PART service will be expanded in the future.

**Figure 26**



## **Intercity Bus Service**



The Virginia Breeze, a state-funded intercity bus service, provides transportation for riders beginning their journey in Martinsville and traveling to destinations including Richmond, VA and Washington, D.C. The route, named the Capital Connector, travels east to Danville, South Boston, Farmville, Richmond, and Washington, D.C. Passengers originating in Martinsville have the option to transfer to a second route, the Piedmont Express, which begins in Danville and travels north along the U.S. Route 29 corridor. Stops along this route include Altavista, Lynchburg, Amherst, Charlottesville, Culpeper, Warrenton, Gainesville, Dulles International Airport, and Washington, D.C. These routes were added, in part, because communities of Southside Virginia are no longer served by Greyhound.

Additional information about the Virginia Breeze can be obtained at <https://virginiabreeze.org/>.

## **Regional Bicycle Plan**

In early 2018, the West Piedmont Planning District Commission adopted the *West Piedmont Regional Bicycle Plan*, an update of the original 2005 plan developed by the Commission. This updated plan recommends bicycle routes throughout the region, thereby encouraging bicycling and guiding the development of bicycle infrastructure. A Bicycle Technical Committee, as well as public input, were instrumental in the development of this plan.

This iteration of the plan places a strong emphasis on the incorporation of civic institutions and includes an interactive map showing destinations potentially valuable to bicyclists. Such destinations include restaurants, farmers' markets, campgrounds, bed & breakfasts, bike shops, and other points of interest. In the City of Martinsville, greater efforts were made to link recommended routes formulated in the 2005 plan. Examples of establishing more comprehensive connections within the City include the addition of the eastern portion of Fayette Street (east of Memorial Boulevard) and some adjoining streets, Cleveland Avenue, Church Street Extension and some of its adjoining streets, Forest Street, and Smith Lake Road.

One distinctive attribute incorporated into this plan is a series of priority corridors and a priority zone, which function as emphasis areas for bicycling. These include the Beaches to Bluegrass Priority Corridor, which generally follows the planned Beaches to Bluegrass trail through the region; the U.S. Route 29 Priority Corridor; and the Western Franklin County Priority Zone. The intent of the priority corridors is to provide safe and pleasant alternatives to some of the major arterial corridors such as U.S. Routes 58 and 29, while the Western Franklin County Priority Zone, characterized by relatively low traffic volumes and outstanding scenery, is a prime target area of the region for the promotion of bicycle tourism and recreational riding. The Beaches to Bluegrass Priority Corridor passes from east to west through the City of Martinsville, utilizing the existing Dick & Willie Passage Trail. As noted herein, this trail is generally situated on the planned Beaches to Bluegrass Trail alignment, which, when complete, will span more than 500 miles from Cumberland Gap, Tennessee to Virginia Beach.

### **Prioritized Projects and Opportunities for Bicycle Infrastructure**

The original section of the Dick & Willie Passage Trail, developed on the former right-of-way of the Danville & Western Railway, opened to the public in 2010 and is 4.5 miles in length. This trail, which passes through numerous sections of Martinsville - and includes a spur to the uptown area – serves as a recreational and active transportation backbone through the City. The western terminus of the trail is near the intersection of Virginia Avenue (U.S. Route 220 Business) and Commonwealth Boulevard, and the eastern terminus is located just east of the City limit

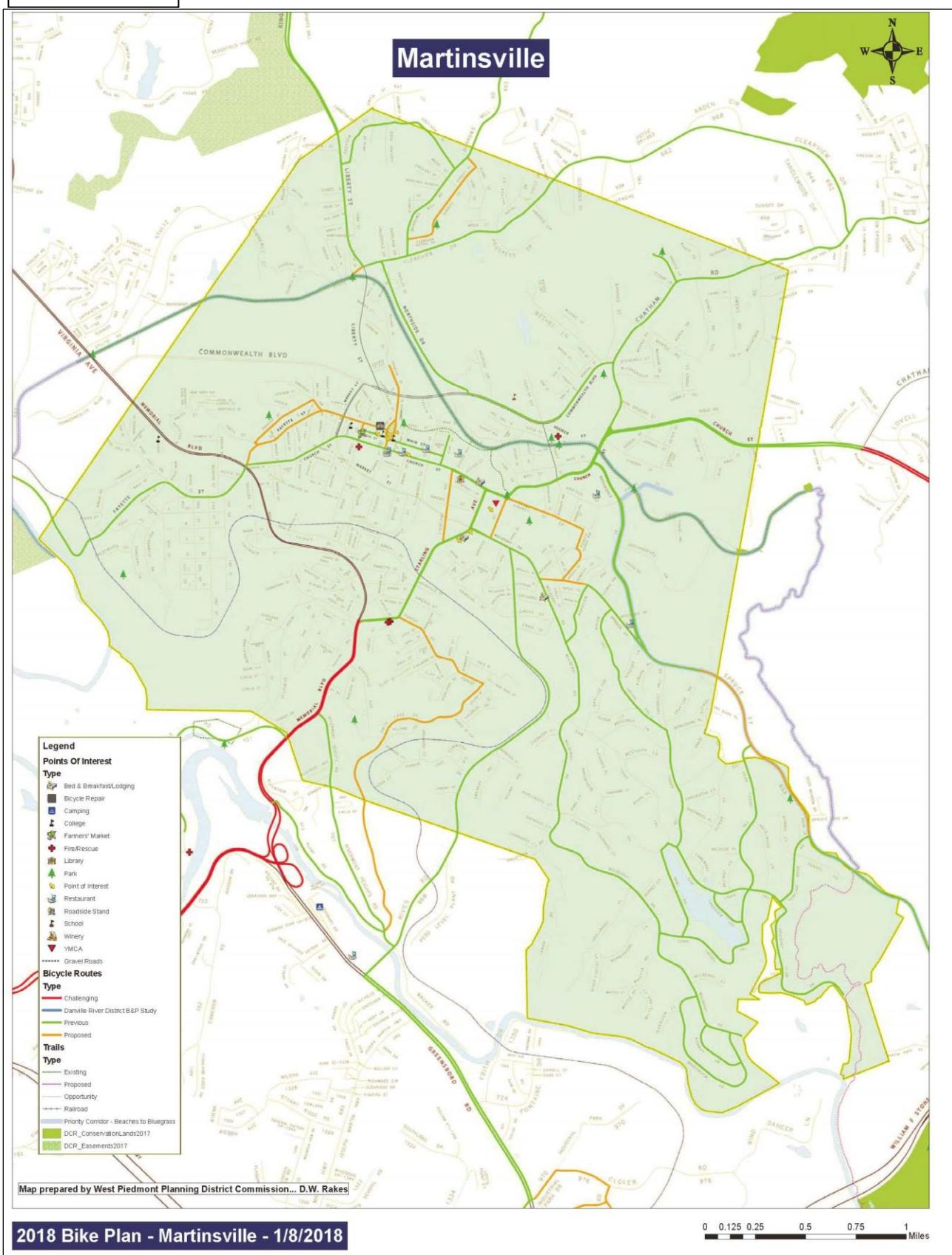
near Mulberry Creek in Henry County. In November 2019, an approximate 2.5-mile extension of the Dick & Willie, which was funded by the Harvest Foundation, opened. While this extension is not contiguous with the original trail segment, a scheduled second phase will link the two. This first phase extends from a new trailhead at Spruce Street through wooded areas and is generally parallel to Mulberry Creek and the Smith River. A segment of this trail shares the right-of-way of Country Club Drive in Martinsville. This phase of the trail terminates at the Smith River Sports Complex.

The next phase of the Dick & Willie Passage Trail extension will proceed from the existing eastern terminus of the trail near Mulberry Creek approximately 2.5 miles east to Spruce Street, where it will connect with the new segment between Spruce Street and the Smith River Sports Complex, which was completed in 2019. This second phase will involve the addition of a trailhead along Spruce Street, and will be funded by Transportation Alternatives (TA) funding in addition to local County match.<sup>1</sup> These two extensions, taken together, will lengthen the Dick & Willie Passage to approximately 9.5 miles. Henry County also plans to extend the Dick & Willie Passage Trail westward from its western terminus near Wal-Mart and Virginia Avenue. As part of this extension, the Dick & Willie would proceed under Virginia Avenue, where it would supplant an existing Norfolk-Southern railroad track and continue west to Fieldale, where it would ultimately connect to the Smith River Trail System.

Figure 27 illustrates 2018 *West Piedmont Regional Bicycle Plan* recommendations for the City of Martinsville. Following this map, Tables 10 and 11 present Priority and Vision recommendations, respectively, from this plan. Priority recommendations are those policies or actions which can be expected to reasonably be implemented in the foreseeable future based on available resources and public and local support. Vision recommendations are those which could be considered aspirational and for which resources are not anticipated to be available in the foreseeable future.

<sup>1</sup> Virginia Smart Portal – Viewing TA Set-Aside Application. *Dick and Willie Passage Phase 6A*.  
<https://smartportal.virginiahb2.org/#/public/applications/2018/tap/view/F3-000001565-R01>.

Figure 27



**Table 10**

West Piedmont Regional Bicycle Plan Martinsville Priority Recommendations	
The City is encouraged to support Henry County's efforts to acquire a Norfolk Southern rail line from the western terminus of the Dick & Willie Passage Trail at Virginia Avenue (U.S. Route 220 Business) to Fieldale if or when the line is abandoned, to link the two trails.	As per the Land use section of the Martinsville, Virginia 2009 Comprehensive Plan Update, adopted February 2009, the City is encouraged to pursue development that is bicycle oriented.
Pursue opportunities to improve bicycling comfort and safety on major streets throughout the city such as Spruce Street, Brookdale Street, Fayette Street, Church Street, Main Street, Market Street, Starling Avenue, and others.	As per the Transportation Recommendations within the City of Martinsville, Virginia 2009 Comprehensive Plan Update, adopted February 2009, the City is encouraged to designate primary bicycle routes throughout the city and, where feasible, provide on-road striping for bicyclists.
Coordinate with Henry County to extend the Dick & Willie Passage Trail to the Smith River Sports Complex. Coordinate trail construction from Mulberry Creek to Spruce Street, and from Spruce Street to the Smith River Sports Complex as two separate phases.	As per the Uptown Martinsville Urban Development Areas Comprehensive Plan Amendment, adopted July 2011, preservation of natural areas such as creeks, wetlands, and streams at, and in the vicinity of, new Traditional Neighborhood Developments (TNDs) should take place in the form of stream valley parks or greenways.
As per the Land Use Recommendations within the City of Martinsville, Virginia 2009 Comprehensive Plan Update, adopted February 2009, the City should, where feasible, link residential and commercial areas with bikeways.	Pursue opportunities to link the Fayette Street area in the vicinity of the former Paradise Inn west of Memorial Boulevard (U.S. Route 220 Business) to the Dick & Willie Passage Trail, as well as to more seamlessly link this portion of Fayette 2018 West Piedmont Regional Bicycle Plan 90 Street with that section of Fayette Street east of Memorial Boulevard.
As per the Transportation section of the Martinsville, Virginia 2009 Comprehensive Plan Update, adopted February 2009, the incorporation of bicycling routes is encouraged to promote a multi-modal transportation system.	The City of Martinsville Urban Development Area (UDA) element of VTrans 2040 identifies "Bicycle & Pedestrian Infrastructure," "Complete Streets," and "Traffic Calming" as high priority Internal UDA Needs. This document also identifies "Bicycle & Pedestrian Infrastructure," "Complete Streets," and "Traffic Calming" as moderate-priority External UDA Needs. "Signage/Wayfinding" has been identified by this document as a moderate-priority Internal UDA Need.
As per the Transportation section of the Martinsville, Virginia 2009 Comprehensive Plan Update, adopted February 2009, the City is encouraged to provide bike lanes along bike routes throughout the city as a spot location strategy.	

**Table 11**

West Piedmont Regional Bicycle Plan City of Martinsville Vision Recommendations	
Where feasible, the City should consider development of paths and trails within designated scenic corridors for use by bicycles and pedestrians, as noted in the City of Martinsville, Virginia 2009 Comprehensive Plan Update, adopted February 2009.	As per the City of Martinsville, Virginia 2009 Comprehensive Plan Update, adopted February 2009, the City should explore possible development of a rail trail along Creek and Northside Drive, where it could possibly tie into the uptown area.
As per the City of Martinsville, Virginia 2009 Comprehensive Plan Update, adopted February 2009, which references the City's Park Master Plan therein, the City is encouraged to create linkages between parks and neighborhoods vis-à-vis the creation of a comprehensive trail network.	As per the Community Facilities, Services, and Utilities Recommendations within the City of Martinsville, Virginia 2009 Comprehensive Plan Update, adopted February 2009, the City is encouraged to complete the bike and pedestrian trail system in and outside the city.

### **Area Birding and Wildlife Trails**

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 resources 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 summaries, developed by and obtained from the Virginia Department of Wildlife Resources (DWR), are trail loops closest to the City that may be of interest to local citizens.

#### **Fairystone Loop**

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.<sup>2</sup>

#### **Southwest Piedmont Loop**

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

<sup>2</sup> Virginia Department of Wildlife Resources. *Virginia Bird & Wildlife Trail, Fairystone*. 2020 Virginia DWR. <https://dwr.virginia.gov/vbwt/mountain-trail/MFS/>.

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.<sup>3</sup>

### **Turkeycock Loop**

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.<sup>4</sup>

### **Freight Generators**

As a major component of economic development, the efficient and safe movement of freight is increasingly becoming an important objective. Likewise, adequate infrastructure promoting the efficient movement of freight is often a prerequisite for many firms considering relocation or expansion in a locality or region, particularly those firms involved extensively in the movement of goods. Figure 28 shows the various major freight generators in the City of Martinsville and where they are located. These are superimposed over current land uses within the City to provide context between the location of these freight generators and the current land uses.

In October 2017, the *VTrans 2040 Virginia Freight Element* was adopted. This document, serving as the Commonwealth's freight plan, describes the vision of this publication as follows:

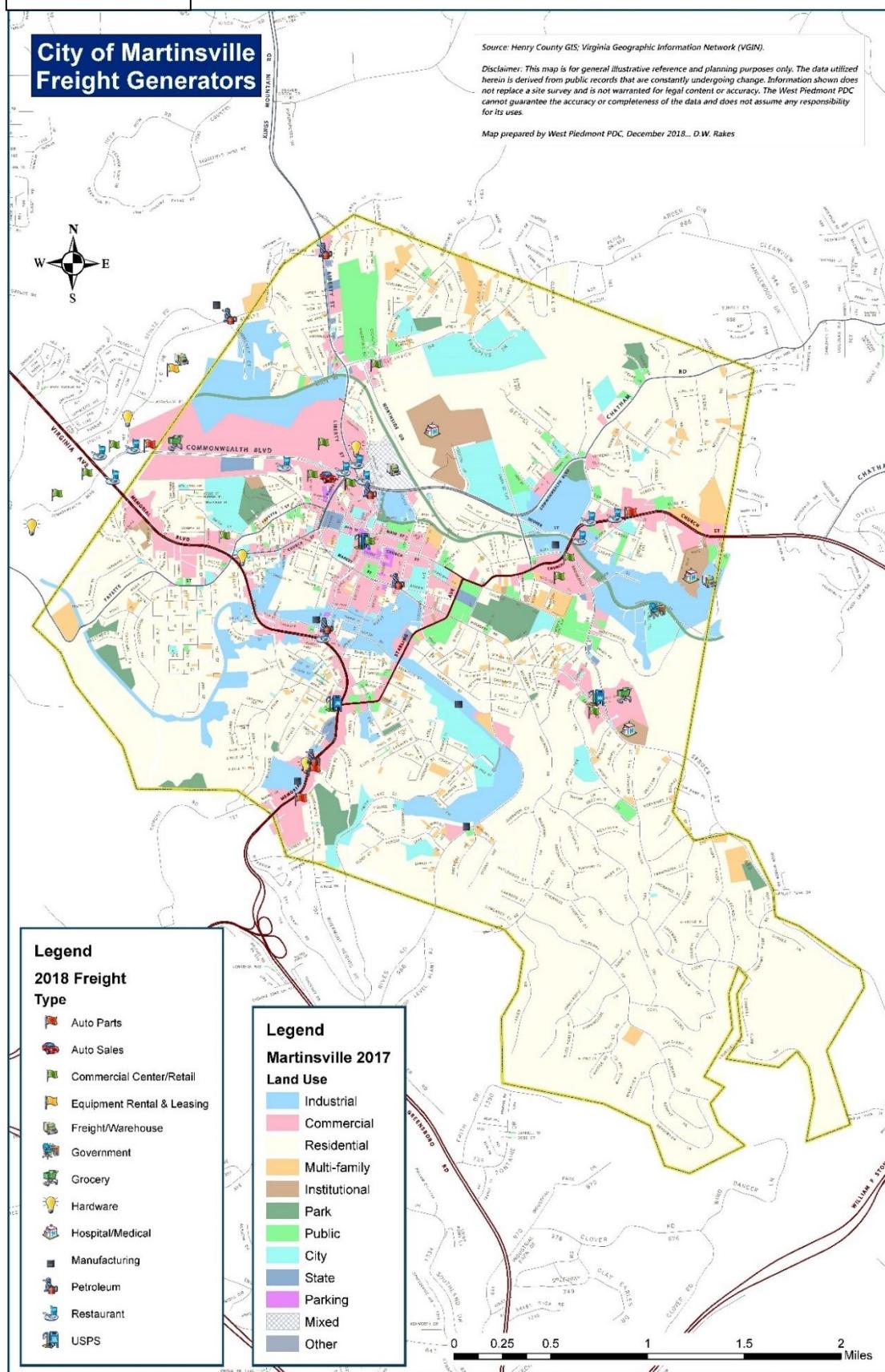
*Virginia's multimodal transportation system will be Good for Business, Good for Communities, and Good to Go. Virginians will benefit from a sustainable, reliable transportation system that advances Virginia businesses, attracts a 21<sup>st</sup> century workforce, and promotes healthy communities where Virginians of all ages and abilities can thrive.*

The City of Martinsville is fortunate to not be burdened with exorbitant levels of traffic congestion, and many of its roadways are well below capacity in terms of their ability to accommodate traffic. That said, there are improvements that can be made, particularly to address isolated areas of traffic congestion in the City, such as along the Commonwealth Boulevard corridor in the vicinity of the *Village of Martinsville* shopping center.

<sup>3</sup> Virginia Department of Wildlife Resources. *Virginia Bird & Wildlife Trail, Southwest Piedmont*. 2020 Virginia DWR. <https://dwr.virginia.gov/vbwt/mountain-trail/MSW/>.

<sup>4</sup> Virginia Department of Wildlife Resources. *Virginia Bird & Wildlife Trail, Turkeycock*. 2020 Virginia DWR. <https://dwr.virginia.gov/vbwt/mountain-trail/MTC/>.

**Figure 28**

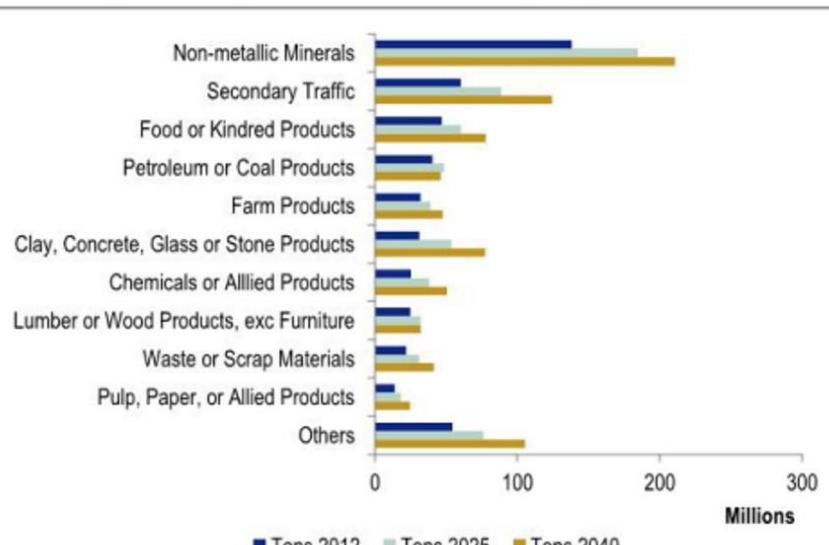


According to the freight plan, highway deficiencies, such as capacity issues, will be a challenge going forward as the state's economy grows. This plan advances highway improvement strategies ranging from intersection enhancements to larger-scale road improvements.

The *VTrans 2040 Virginia Freight Element* sheds light on the direction freight will likely go in the future. Figure 29, obtained from this publication, presents the top ten truck commodities by weight in 2012 in terms of tonnage, and the projected tonnage to be transported by trucks in 2025 and 2040 in Virginia. The figure shows that Non-Metallic Minerals; Secondary Traffic (traffic related to distribution facilities and warehouses); Food or Kindred Products; Clay, Concrete, Glass or Stone Products; Chemicals or Allied Products; Waste or Scrap Materials; and Others are anticipated to exhibit the greatest growth in truck transport by weight. This plan also discusses innovations likely to impact the freight sector in the future, which are discussed in detail later in this chapter within the *Innovative Transportation Trends* section.

**Figure 29**

Figure 4-10: Top Ten Truck Commodities by Weight, 2012 – 2040



Source: *VTrans2040 Freight Trends Analysis Technical Report*, June 2015 (2012 IHS Transearch data)

Table 12 summarizes the annual average daily traffic (AADT), as well as the percentage and total number of trucks on arterial roadways and above in the City of Martinsville, based on data published by the Virginia Department of Transportation for 2017. The table shows that truck traffic ranges from 1 to 4 percent on these roadways, representing a relatively small share of all vehicular traffic. The reason for the small share of truck traffic is two-fold. First, the U.S. Route 220 / 58 Bypass, located outside the City, carries much of the freight traffic, and some of this traffic bypasses the City. Second, the City contains some industry, but most of the establishments having a freight component are retail enterprises. By contrast, more intensive freight-related industries can be found outside the City within industrial parks located in Henry County.

**Table 12**

**Percentage and Number of Trucks on Arterial Roadways and Above,  
City of Martinsville, 2017**

Road Name	Route Number	Annual Average Daily Traffic (AADT)	% Truck AADT	Estimated # Trucks (AADT)
Brookdale Street	-	7,200 - 9,500	1%	72 - 95
Chatham Road	457	4,400	2%	88
Church Street (Memorial Blvd - Starling Ave)	-	2,200 - 5,400	0% - 2%	0 - 100
East Church Street (Starling Ave - ECL Martinsville)	58 Business	9,200 - 15,000	1% - 3%	120 - 300
Clearview Drive	-	9,700	1%	97
Commonwealth Boulevard	920 / 457	14,000 - 18,000	1% - 2%	110 - 360
Fairy Street	-	7,700	3%	231
Fayette Street	57 / 457	3,100 - 3,800	0% - 1%	37
Liberty Street	174 / 4533	2,300 - 14,000	4%	92 - 560
Main Street	4543	1,100 - 2,900	2%	22 - 58
Market Street	457 / 4501	7,500 - 9,900	1% - 2%	75 - 198
Memorial Boulevard (SCL Martinsville - Starling Ave)	US 220 / 58 Business	19,000	1%	190
Memorial Boulevard (Starling Ave - Fayette St)	US 220 Business / 57	11,000 - 15,000	2% - 4%	220 - 600
Memorial Boulevard (Fayette St - NCL Martinsville)	US 220 Business	12,000	1%	120
Rives Road	4507	3,700 - 4,700	1%	37 - 47
Starling Avenue	US 58 / 57	7,700 - 9,100	1%	77 - 91

Source: Virginia Department of Transportation

Some simple strategies available to the City of Martinsville to conserve roadway capacity may include:

- Access management to consolidate driveways, particularly along segments of highway that accommodate significant freight volumes, and near intersections
- Greater synchronization of traffic signals
- Potential replacement of some traffic signals with stop signs in areas where feasible
- The implementation of innovative intersection designs to improve the flow of traffic

This plan also notes the need for intermodal connectivity to improve the movement of freight. While such opportunities may be limited in Martinsville, the City could promote such connectivity between trucking interests and the existing Norfolk Southern Rail line traversing the City, if feasible.

Another strategy put forth by this plan is the concept of Freight Oriented Development (FOD), which involves clustering industrial enterprises that are similar, the preservation of industrial-type land uses, and minimizing the impact of such land uses on nearby incongruent land uses. While FOD strategies may be applied most effectively at or near some of the larger industrial parks in Henry County, there are likely some opportunities for practical application of this strategy in the City. Furthermore, the efficient coordination of transportation and land use, in general, is imperative with regard to efficient freight movement, as well as to minimize conflicts between freight traffic and the general motoring public. One such strategy would be the placement of freight-generating establishments and industries along major roadways in the City, especially near higher-order roadways such as the U.S. Route 220/58 Bypass.

## **Changes in Product Distribution**

In recent years, eCommerce, or purchasing of goods over the Internet, has begun to gradually erode traditional retailers' bottom lines. During the COVID-19 pandemic, evidence suggests that eCommerce spiked precipitously due to mandatory lockdowns as well as fears of contracting the virus. This new paradigm of commerce has been driven largely by Amazon and has revolutionized the last-mile delivery of goods. Amazon relies on fulfillment centers, which are warehouses – oftentimes nearly 1 million square feet in size – which employ workers who pack and ship any number of items to individual addresses at any given time. Similarly, Wal-Mart has begun competing with Amazon with its Walmart Fulfillment Services model, which offers individualized shipping in a relatively short time frame. This new goods distribution paradigm requires extensive use of the freight transportation network, both utilizing a combination of over-the-road trucking and more neighborhood-oriented box trucks.

This new freight distribution paradigm is also changing the movement of goods at the more localized level. Amazon, again, is driving much of this change, with its new "Prime Now Hubs." Unlike the Amazon fulfillment centers, which cover upwards of 1 million square feet, these hubs, according to a Bizjournals.com article entitled "Behind the scenes: Amazon Prime hubs rush to fill last-minute orders," generally range in size from 30,000 to 50,000 square feet. Unlike the larger fulfillment centers, these hubs are focused more on a jurisdictional level and specialize in short (one to two-hour) delivery windows to customers generally within a 15-mile radius of the warehouse, according to a BizTimes article. These hubs, therefore, can influence freight traffic patterns at the more local level, as more personalized last-mile deliveries take place. It has also been publicized that talks have been taking place between Amazon and Simon Property Group to convert some former anchor retail locations (such as those which previously housed Sears and JC Penney) into fulfillment centers.

But freight distribution facilities are now also popping up at the neighborhood level. These new facilities, known as "micro" or "nano" fulfillment centers, typically comprise anywhere from as little as 600 to about 10,000 square feet. These new fulfillment centers, placing an emphasis on speedy deliveries and returns, are suitable for vacant commercial spaces in downtown areas or neighborhoods. Unlike the larger fulfillment centers, some of the deliveries can be made by bicycle. Additionally, these new micro-fulfillment centers are anticipated to increasingly establish a product distribution system in which customers would pick up their packages directly, rather than have them delivered. This would certainly radically change the freight movement paradigm once again, perhaps resulting in fewer vehicles on the roads and greater active transportation, particularly in towns and cities. Additionally, this paradigm would address the issue of "porch pirates," which are individuals who steal packages from porches.

## **Air Transportation**

From the Blue Ridge Airport located off U.S. Route 58 in western Henry County, Martinsville has excellent accessibility to air transportation for local businesses and industries that have a need to utilize general aviation for expeditious travel. For commercial air services, two facilities are located close by at only about an hour's travel time from the City--Roanoke Regional Airport to the north and Piedmont Triad International (PTI) Airport to the south. Roanoke Regional Airport offers a 6,800 foot runway and a 5,810 foot runway. There are 90-based aircraft, and the facility averages 145 operations per day. PTI Airport has two parallel runways, one 10,001 feet and the other 9,000 feet in length. The airport also offers a 6,380 foot crosswind runway, has 86 aircraft based at the airport, and the airport averages 246 aircraft operations daily. PTI Airport serves a unique cargo function for the region and the U.S., as FedEx operates a one-million square foot Mid-Atlantic hub facility at the airport, which significantly expanded operations in 2018.



An early morning airside view of the FedEx Mid-Atlantic Hub at Piedmont Triad International Airport in Greensboro.

The Blue Ridge Airport is the only classified General Aviation Regional airport serving the area. Located in western Henry County, the airport is within an 11-mile drive of the City of Martinsville. According to the Virginia Department of Aviation's 2018 *Virginia Airport System Economic Impact Study*, the Blue Ridge Airport generated nearly \$3 million in direct economic impact in 2016 and supported 20 jobs; the facility has also been found to indirectly support 112 jobs and \$3.7 million in wages. The airport, which is regularly used by many industries in its service area, has an asphalt 5,002' x 100' runway that can support aircraft weighting up to 60,000 pounds, a parallel taxiway, and 49 hangars, 12 of which are considered corporate and the remainder as single-use. In 2011 – 2012, the airport's authority purchased 77 acres of land for the purposes of expanding the facility's apron and ramp, as well as to reroute approximately 0.9-mile of adjacent Airport Road so as to enable two-way aircraft taxi operations and to remove the road from the Runway Object Free Area. In 2019, a \$7 million grant was awarded to help fund these projects, some of which were anticipated to begin in 2020. The rerouting of Airport Road is currently included in VDOT's Secondary Six-Year Improvement Program. Other planned improvements at the airport include a 1,000 foot runway extension, additional hangars, and a new Instrument Landing System (ILS). The runway extension is critical to the airport and to the economic development prospects in the region, since it has been noted by the airport's manager that the facility would be able to accommodate double its current air traffic because larger aircraft would be able to arrive and depart the facility. The terminal building houses airport operations, a waiting room, restrooms, and a restaurant.



Aircraft parked at Blue Ridge Airport during a NASCAR racing event.

Corporate business interests in the area have brought in contacts with aircraft owners wishing to use the Blue Ridge Airport 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 facilitate somewhat larger aircraft.

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. Martinsville is joined in membership on the Authority by Henry and Patrick counties. While the City continues to aid the Authority, for reasons of budget and other needs, the City has found it necessary to reduce its commitment.

The Blue Ridge Airport and proximity of larger facilities served by commercial air carrier operations provides the City an asset that many localities do not have access to and could not afford to develop given restrictive public budgets in today's political climate and funding constraints. These facilities are assets that can encourage current and future development and expansion of existing business and industry.

### **Rail Transportation**

Martinsville is directly served by the Norfolk Southern Corporation's railway operations. The railroad track runs through the City and County of Roanoke, Franklin County, Henry County, and Martinsville, ultimately connecting with the Piedmont Triad and points 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.

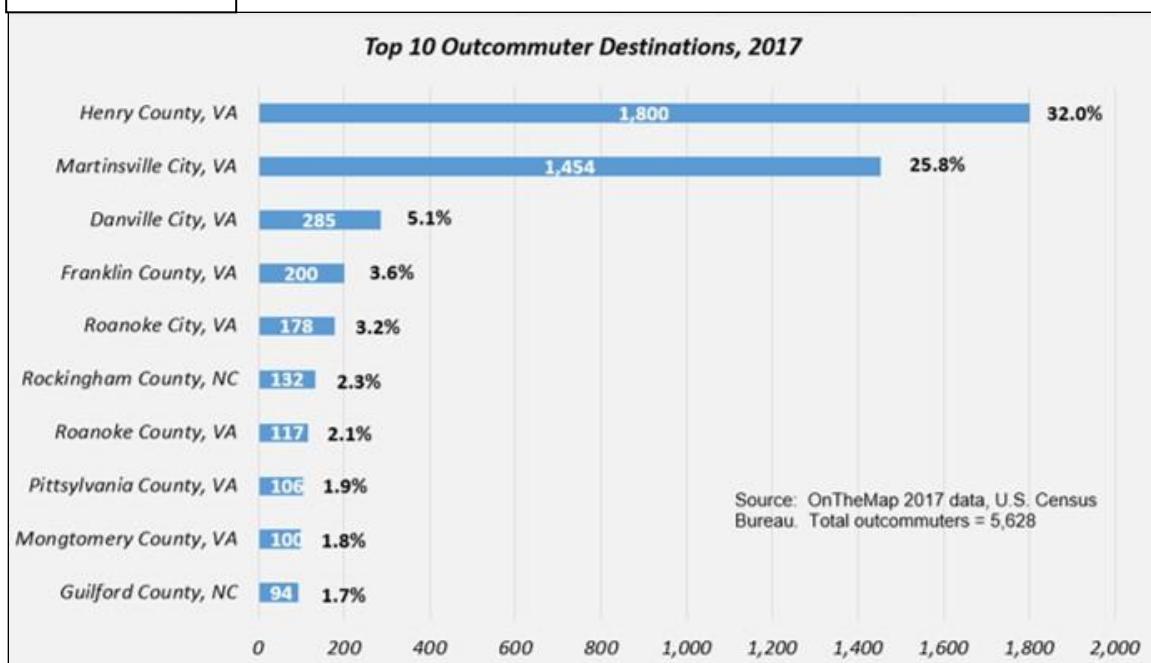
Norfolk Southern Corporation is the largest rail services provider in Virginia and is a dominant provider nationally since so many railway companies have merged over the past fifty years. Since Norfolk Southern is a principal provider and serves this area it does provide a real plus for competitiveness and could be an asset for the area when competing for certain new firms to settle here. Norfolk Southern Corporation has great 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.

Amtrak does not serve the City of Martinsville or Henry County, but this passenger rail service can be accessed nearby in Danville. From there, Amtrak's Crescent line provides northbound service to destinations such as Lynchburg, Charlottesville, and Washington, D.C. and points north. Southbound trains serve popular destinations including Charlotte, Atlanta, and New Orleans. In 2017, Amtrak added service to downtown Roanoke, which travels east to Lynchburg and then north to Washington, D.C. There are discussions to extend this service south and west to the New River Valley and possibly to Bristol, though those efforts are in their infancy. In early 2020, the Virginia Department of Rail and Public Transportation (DRPT) initiated a study to determine the feasibility of launching east/west rail service to link Norfolk, Richmond, Roanoke, and the New River Valley, as a potential route to be named the Commonwealth Corridor.

### **Commutation**

While many residents of Martinsville work within the City, many others commute to neighboring localities. Conversely, many employees commute to the City from outlying localities. Figure 30 shows the top ten localities where workers who resided in the City of Martinsville commuted to in 2017, the most recent year for which that information was available. Figure 31 shows the top ten localities from which workers employed in the City commuted from, based on 2017 data.

**Figure 30**



**Figure 31**

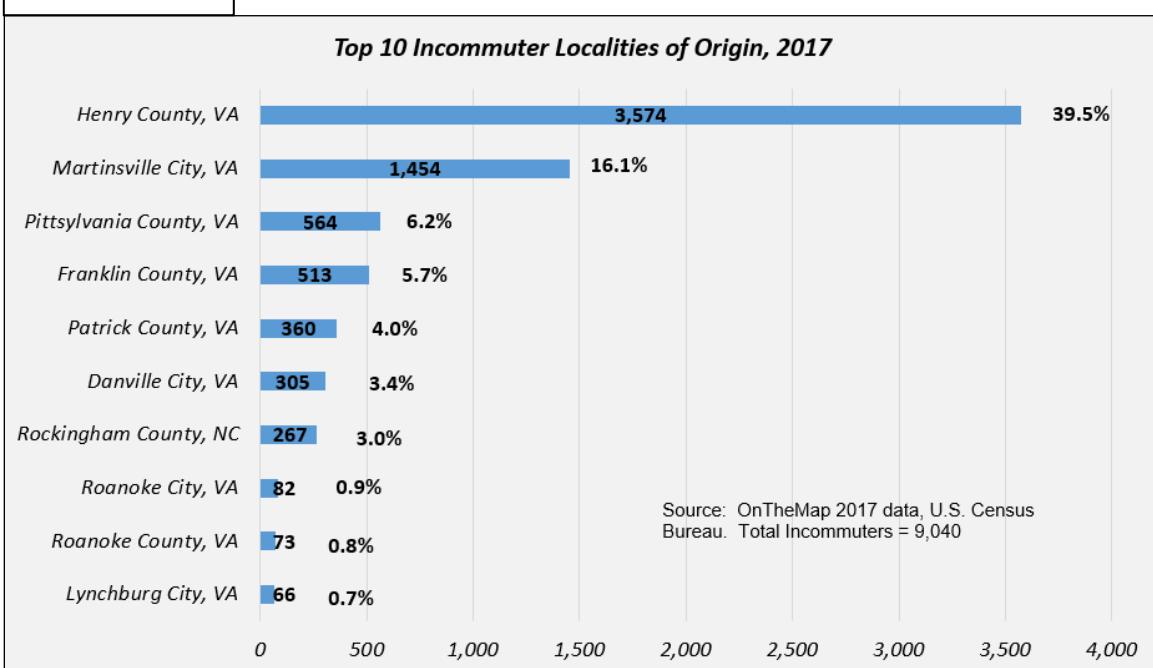
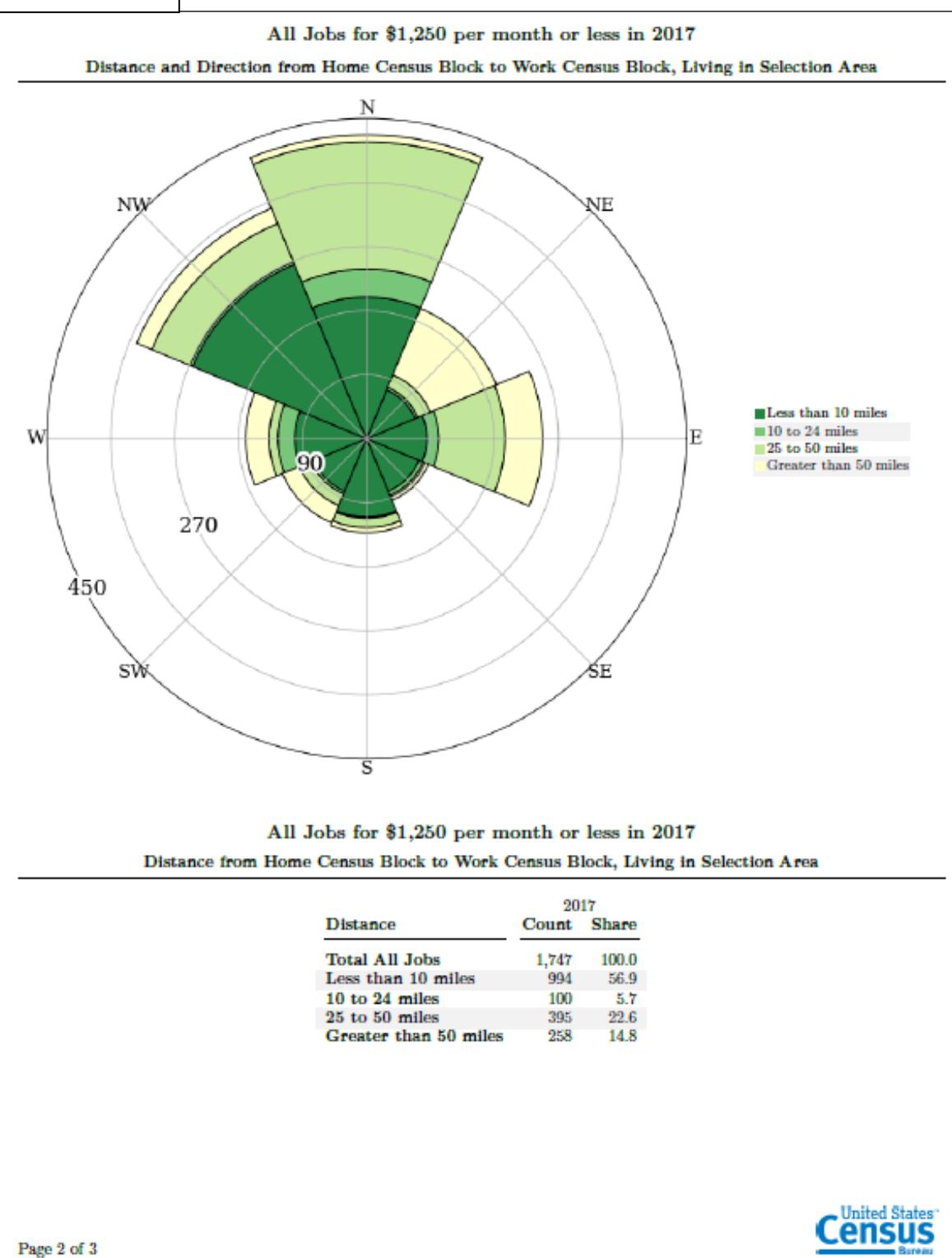


Figure 32 shows the number of workers commuting from the City of Martinsville in 2017 who earned \$1,250 or less each month, as well as the direction they traveled for work. The graphic shows that the greatest share of outcommuters within this income range traveled to the north, followed by the northwest. Nearly 23 percent of workers commuting to the north traveled between 25 and 50 miles. Figure 33, which follows, illustrates the shares of workers who earned a moderate income (\$1,251 to \$3,333 per month) and the directions and distances they traveled. Most of these workers traveled northbound for work as well, but the majority (61.3 percent) traveled only within 10 miles. The figures, taken together, reveal that a larger share of the lower-paid workers (earning \$1,250 or less per month) traveled farther for work.

Figure 32



Source: OnTheMap, U.S. Census Bureau

Figure 33

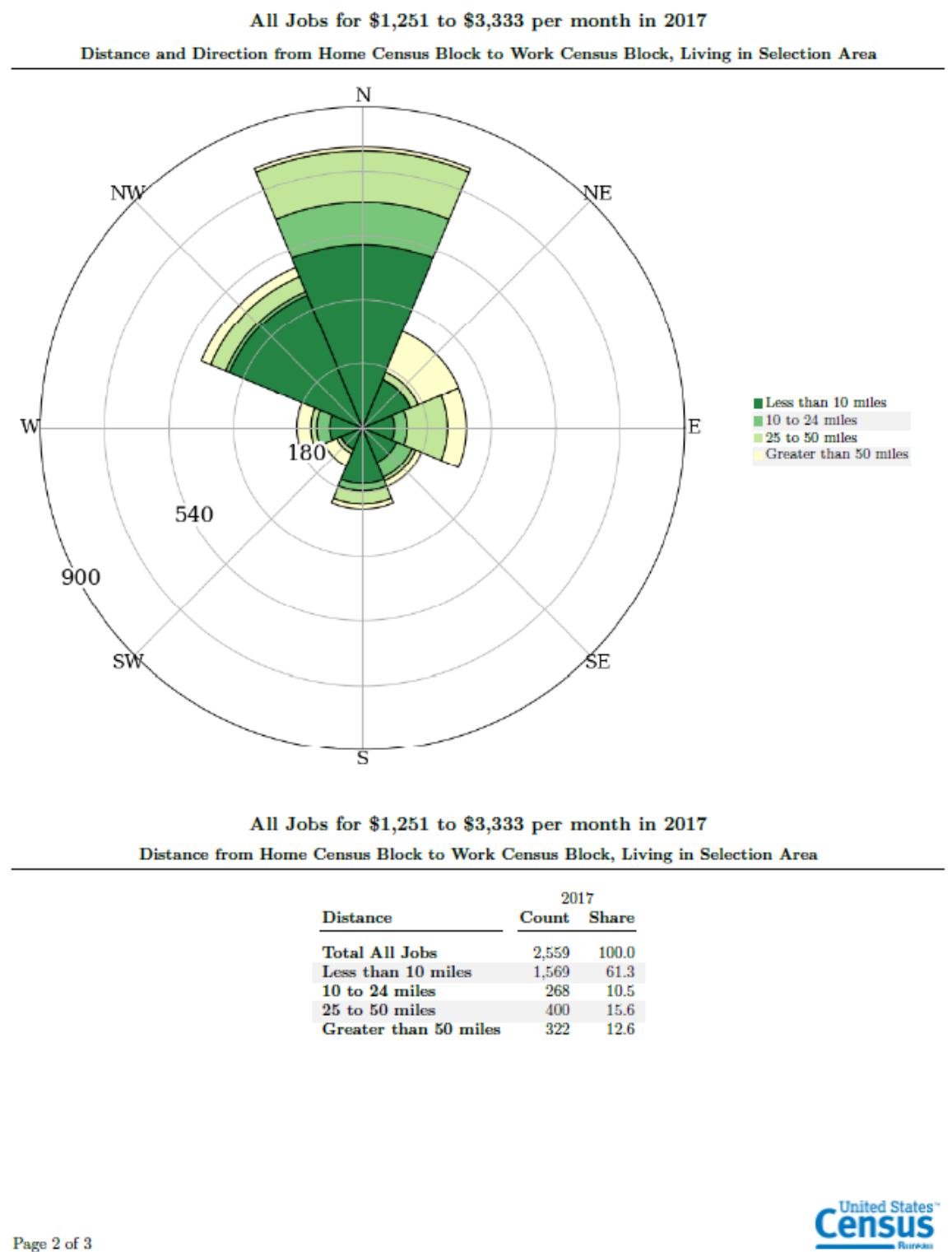


Figure 34 illustrates the mean (average) travel time to work for workers residing in the City of Martinsville, Henry County, and the West Piedmont Planning District. The figure shows that the City's mean travel time is 19 minutes, the travel time for Henry County is 23.4 minutes, and the travel time for the West Piedmont Planning District is 24.8 minutes.

**Figure 34**

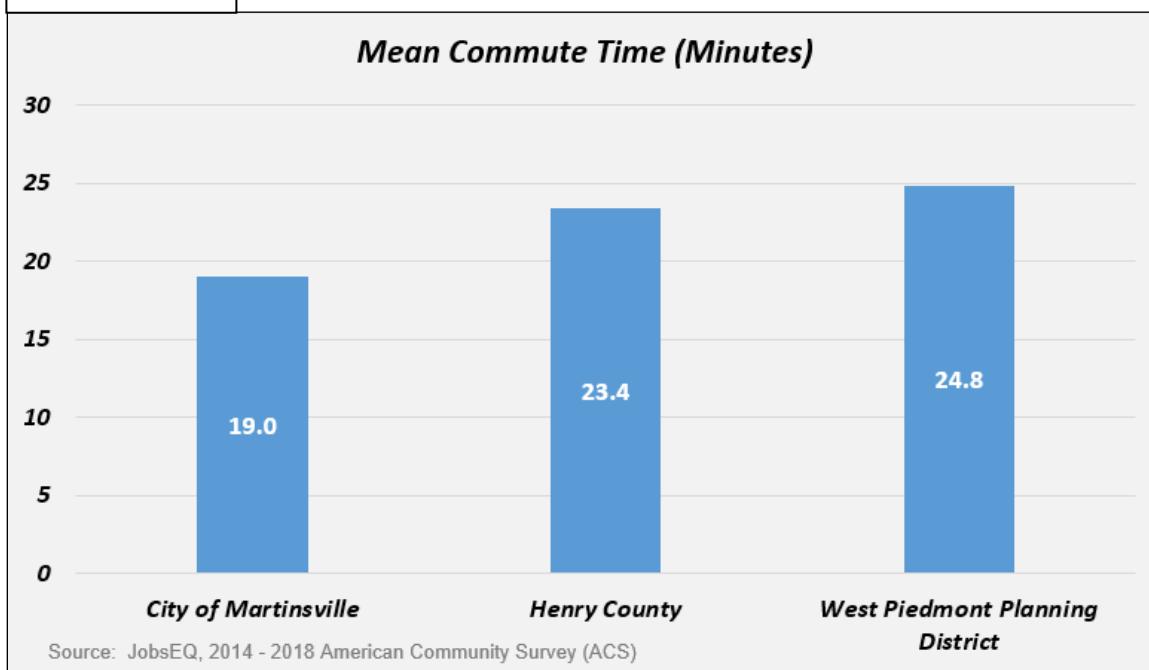
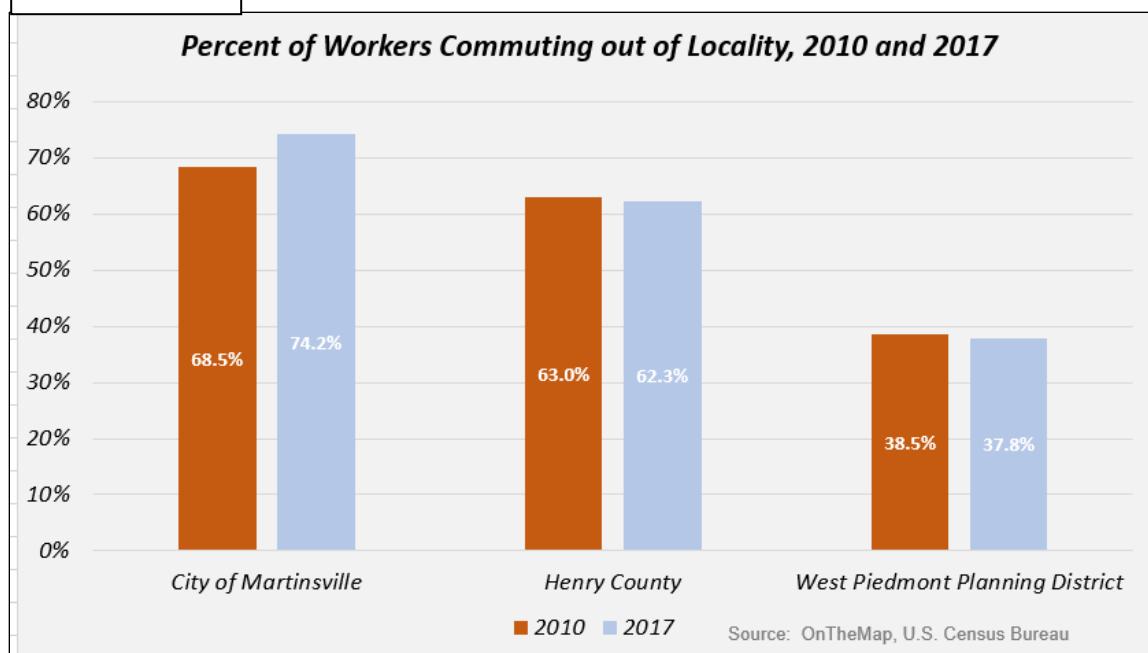


Figure 35 illustrates the share of workers who commuted outside of their respective communities of residence, consisting of the City of Martinsville, Henry County, and the West Piedmont Planning District in 2010 and 2017. The share of workers commuting out of the City in 2010 was 68.5 percent, but had risen to 74.2 percent by 2017. In contrast to the City, the share of workers residing in Henry County remained relatively steady, with both it and the Region exhibiting slight declines over the period. Regional employment centers such as Patriot Centre, Bowles, and Martinsville Industrial Parks are located in Henry County, which may explain much of the County's stability in this regard.

**Figure 35**



## Innovations in Transportation

Over approximately the past decade, transportation innovations have emerged which are impacting the nation's transportation system in various ways. Some of these will likely influence the City of Martinsville's transportation network within the near future. A variety of the more popular innovations include the following:

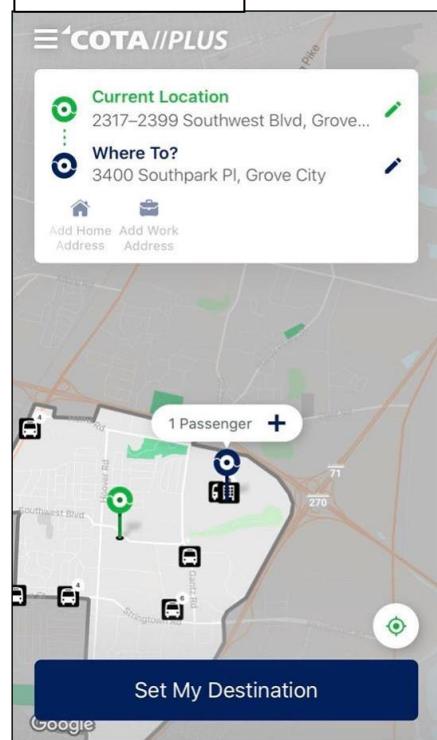
- *Electric Vehicles (EV).* Electric vehicles are operated principally or exclusively by electricity. Widespread use of electric vehicles will require an extensive infrastructure of electrical charging stations. The City should monitor trends in this technology and consider the placement of charging stations for such vehicles, as appropriate, if they become more popular as time goes on. These vehicles will likely become more ubiquitous if the technology becomes more efficient and less expensive for the general public to purchase.
- *Autonomous and Connected Vehicles.* Autonomous vehicles refers to a new generation of vehicles which, once the technology is fully mature, will be self-driving. Connected vehicles refer to vehicles that "communicate" with one-another, sharing data such as current speed on the roadway in order to maintain safe operating distance. It is believed that autonomous and connected vehicles will improve safety and efficiency on the nation's existing infrastructure, given that human error will largely be eliminated and that connectivity of systems will result in not only greater safety but more efficient use of the road network, as these systems may be more flawless than human perceptions and responses. Such technology may have profound effects on communities – including Martinsville – as serious accidents may be reduced or nearly eliminated, and residents who were previously unable to drive may for the first time have access to this mobility option.
- *Bike Share and Scooter Share.* Many cities around the United States have collaborated with private vendors to incorporate bike share programs as a mobility option for their residents as well as for visitors. Recently, motorized scooters, such as those operated by Bird, Lime, and other companies, have been springing up in cities around the nation such as Raleigh, Nashville, and Greensboro. These, like bike share systems, promote mobility around cities. These scooter share systems – and increasingly bike share systems – are becoming dockless, meaning that a rider would simply use a smartphone app to access the device, generally wherever the previous rider left it. The City of Roanoke is currently served by Lime scooters. As these technologies mature and possibly become more ubiquitous, it is likely that the City of Martinsville will be able to incorporate them into its transportation system, potentially promoting tourism and greater mobility options for underserved residents in the City.

- *Ride Share Services.* In recent years, companies that provide ridesharing services, notably Uber and Lyft, have begun to supplant, or at least supplement, taxi services. Such firms enable residents to use their own automobiles to transport people around town and be compensated for it, much as is the case with taxi services. Ride share services will introduce greater competition in localities which may be served by only one or two taxi companies, and can provide much-needed transportation to those communities which may not have any such option.
- *Microtransit* represents a relatively new concept in public transportation which renders conventional transit more personalized. The concept consists of an individual requesting a ride via a smartphone app, and a vehicle such as a small van, often shared by other riders, picks up the rider where requested. The rider is then driven to the requested destination. Microtransit could be considered a hybrid between ride share services such as Uber and Lyft and traditional transit, in that they typically operate on a fixed route, but pick-up and drop-off locations are personalized. Additionally, the service can be subsidized, as traditional transit often is. Microtransit is ideal for areas of towns and cities that are served by underperforming transit routes or, possibly, are too small or lack the appropriate density to be effectively served by a traditional transit system.

The Central Ohio Transit Authority (COTA), which serves the Columbus Metro Area, recently initiated a microtransit pilot project, named COTA Plus, which fills in the gaps left by a reduction in traditional transit service resulting from the COVID-19 pandemic. Transit users simply download an app to their smartphones to summon a 6 to 9 seat vehicle and to pay for the ride via an on-record credit card. The app also displays where the vehicle is in real-time. Figure 36 is a screenshot of the COTA Plus app. Additionally, passengers have the option to call to request a ride if they do not have a smartphone. The City of Danville Transit, to complement its conventional bus service, operates a Reserve-a-Ride service, which uses a van to provide door-to-door service anywhere within the city limits, with a 24-hour reservation. This could also be thought of as a microtransit service.

- Beginning in July 2018, RIDE Solutions, a Roanoke-based transportation demand management (TDM) organization, was relaunched in the City of Martinsville as well as throughout the West Piedmont Planning District, and is locally coordinated by the West Piedmont Planning District Commission. RIDE Solutions, serving multiple regions in Southwest Virginia, specializes in promoting alternate modes of transportation such as transit, carpooling/vanpooling, bicycling, and walking. In a recent partnership with Agile Mile, RIDE Solutions introduced a free ride-matching app, which enables users to quickly and effectively match with other carpoolers going in their direction – while earning rewards based on how often trips are logged. In the West Piedmont Planning District, RIDE Solutions' focus has traditionally been the promotion of carpooling. However, the COVID-19 pandemic has largely reoriented the organization's focus to telework. As a part of this collaborative effort, RIDE Solutions recently formed a partnership with Telework!VA, which is a division of the DRPT that specializes in providing telework technical assistance to businesses and employees, so as to provide relevant resources to the organizational service area. More information about RIDE Solutions is available at [www.ridesolutions.org](http://www.ridesolutions.org).

**Figure 36**



An example of the COTA Plus app display shows where a passenger may begin and end their trip. Photo screenshot obtained from COTA Plus app.

within the city limits, with a 24-hour reservation.

## Innovative Land Use Strategies

- It is widely accepted planning practice that transportation and land use are interdependent, often influencing one-another. While most of the City's land area has been built out or nearly so, opportunities exist to influence development patterns – particularly at key focal points such as intersections, where denser, mixed-use development could be emphasized. Such strategies not only promote economic development and vitality in communities, but enable the built environment to utilize transportation and utility infrastructure which is already in place. Furthermore, mixing of uses and increasing density in appropriate areas promotes walking and bicycling, thereby reducing reliance on driving.

An excellent resource to help guide development of a transportation system in concert with land use is *Multimodal System Design Guidelines*, updated March 2020. This document, produced by the Virginia Department of Rail and Public Transportation (DRPT), describes and provides recommendations for transportation systems in the context of various types of activity centers and corridors. For example, the below figure, obtained from that document, provides guidance with regard to the design of various features of a local street, such as travel lanes, bicycle accommodations, building frontage, etc., based on the Transect development paradigm. The Transect is a theoretical scale of development encompassing six community contexts, ranging in character from rural to suburban to urban core. Figure 37 shows an example of the Transect, while Figure 38 illustrates an example of guidance for effective development of the built environment in concert with transportation infrastructure. The *Multimodal System Design Guidelines* document can be found at <http://www.drpt.virginia.gov/transit/planning/multimodal-guidelines/>.

**Figure 37**

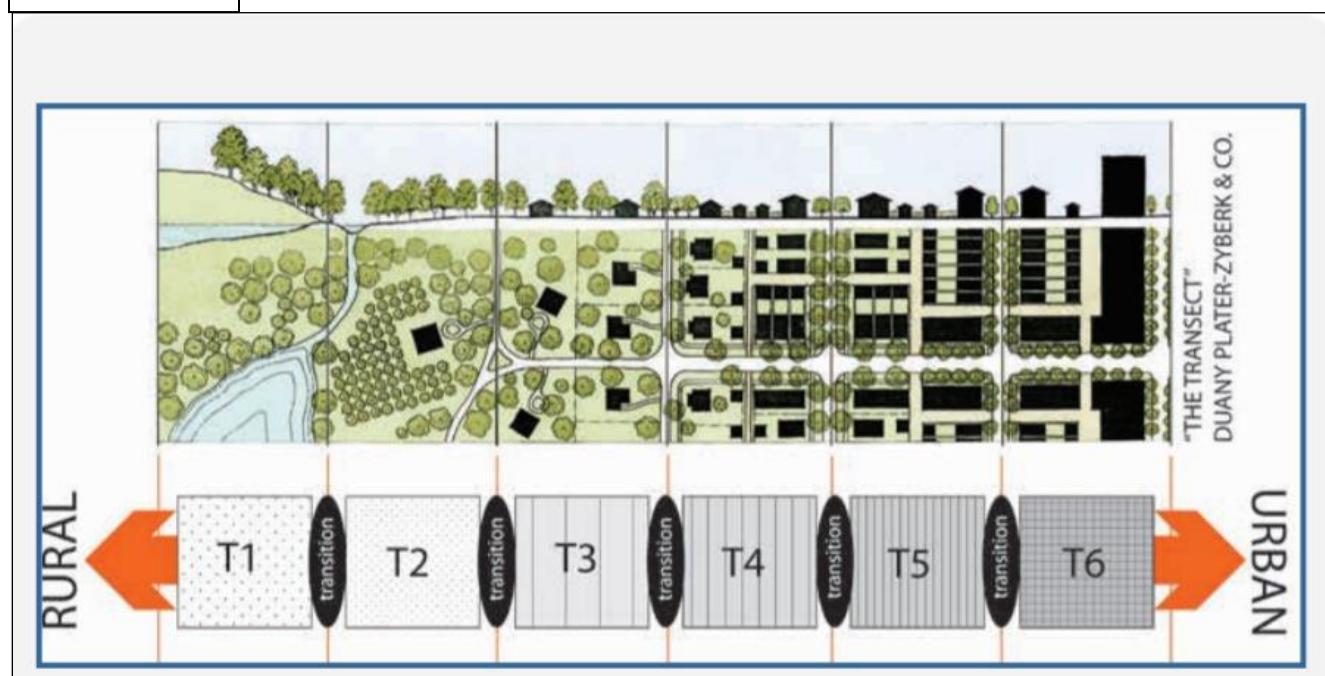


Figure 38

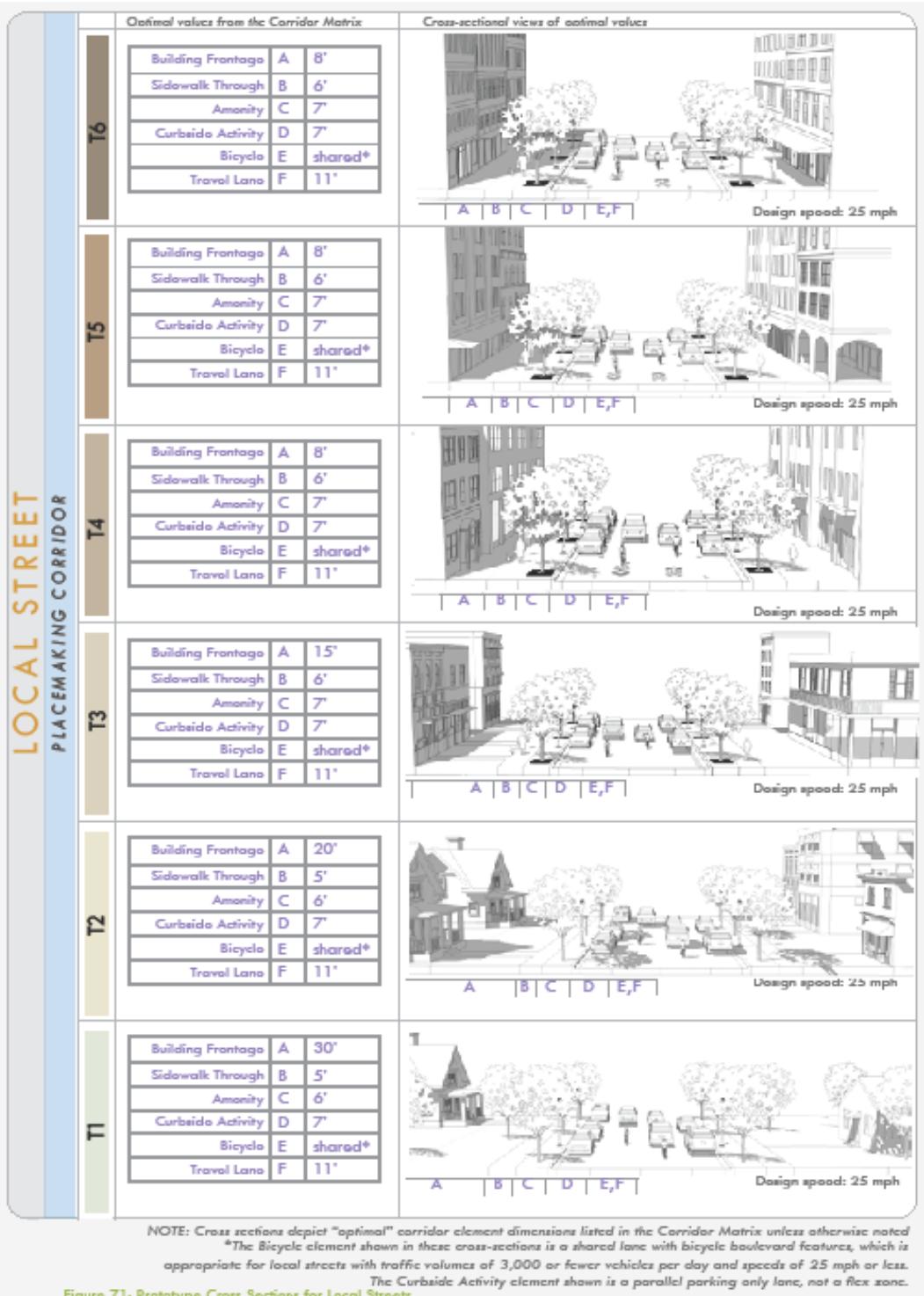


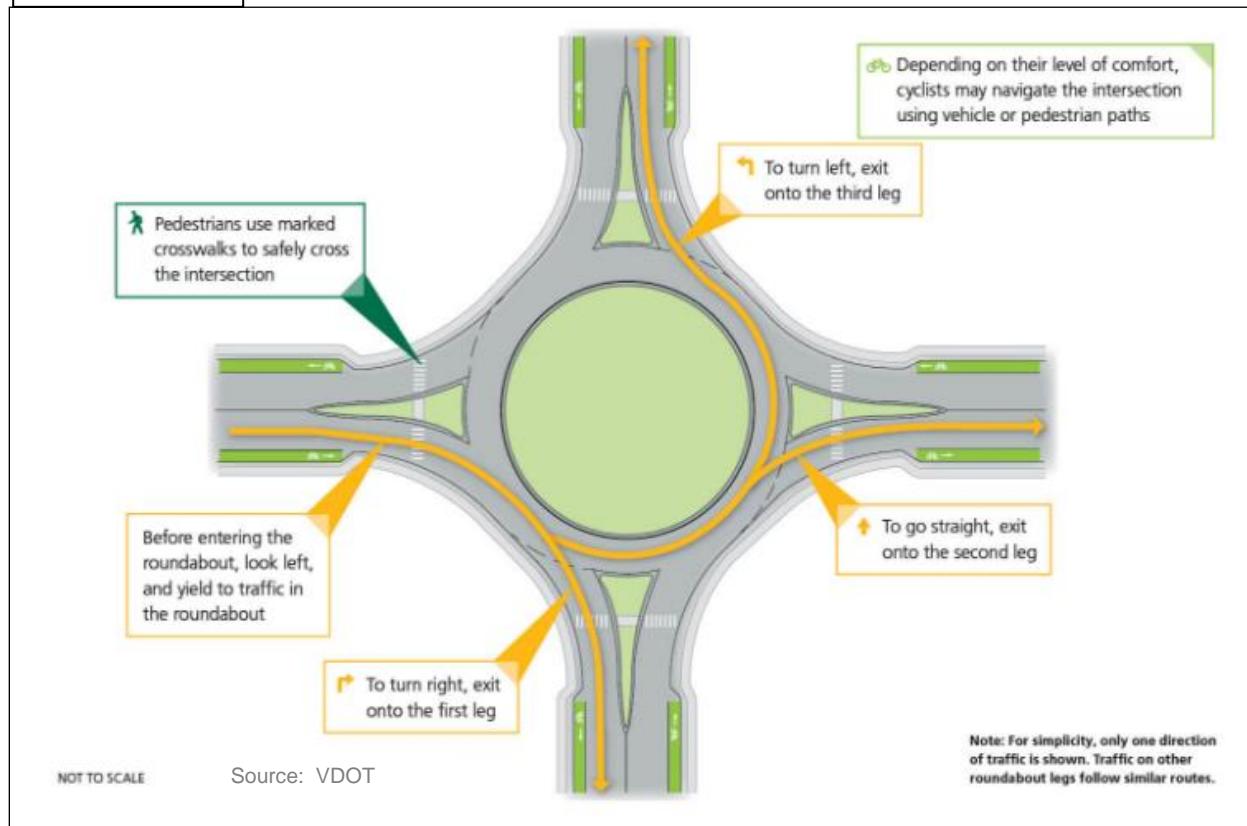
Figure 71: Prototype Cross-Sections for Local Streets.

## Innovative Intersection Designs

Where feasible, VDOT has embraced the practice of replacing traditional intersection designs with innovative configurations, which often simultaneously improve roadway safety and function. VDOT acknowledges nearly 20 innovative intersection and interchange designs, but the three most common in our region – roundabouts, the Restricted Crossing U-Turn (R-CUT), and the Continuous Green T, will be elaborated on here.

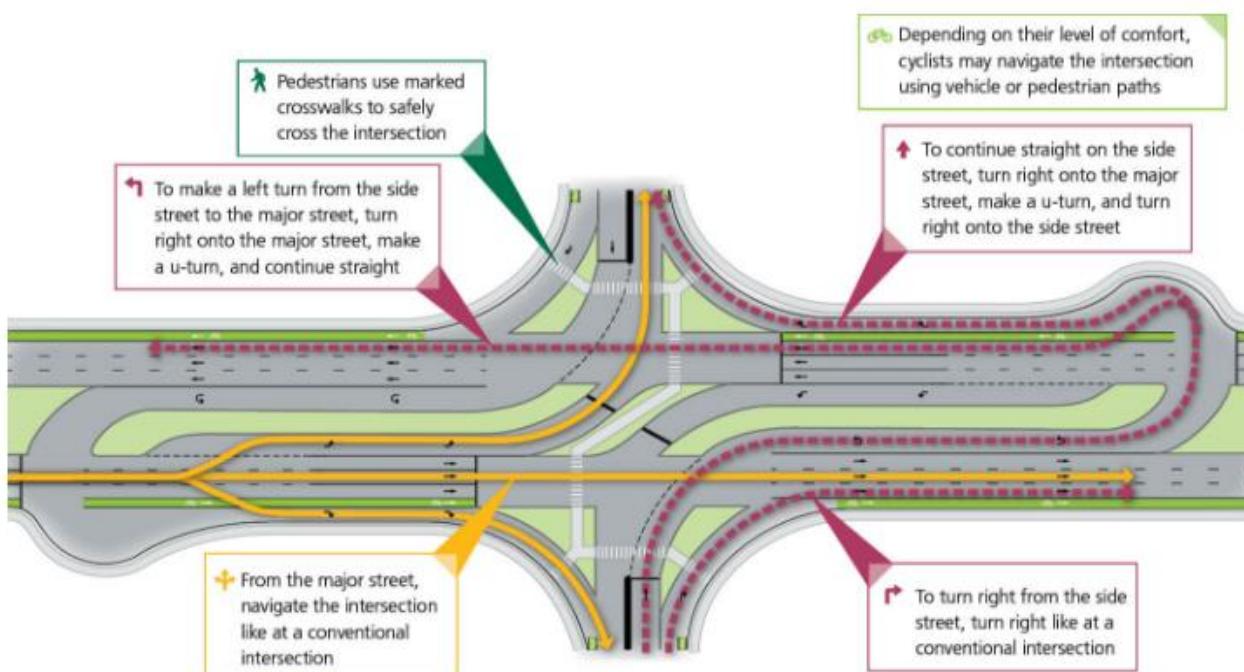
- **Roundabouts and Mini Roundabouts.** Roundabouts are arguably the most recognized form of innovative intersections throughout the United States. Benefits associated with Roundabouts and Mini Roundabouts include the reduction of vehicular conflict points from 32 to 8 (in contrast to a traditional intersection), resulting in a significant reduction in the likelihood of collisions; forcing traffic to slow down while approaching intersections; keeping traffic moving, in contrast with full-stop and signalized intersections; and serving as distinctive gateways to neighborhoods and districts. Figure 39 illustrates the attributes of a roundabout.

**Figure 39**



- **Restricted Crossing U-Turn (R-CUT).** This innovative intersection configuration is typically implemented at four-way intersections on multi-lane highways having a median. R-CUTs prohibit left turns from the minor (side road) approaches, but permit them from the major approaches to the minor approaches. Drivers seeking to turn left from the minor approaches must first turn right before making a U-Turn at a designated nearby location. This intersection typology improves safety by eliminating left turns across multiple lanes of roadway, while improving roadway functionality by reducing the wait time of vehicles on the minor approaches. Figure 40 illustrates the attributes of an R-CUT.

Figure 40



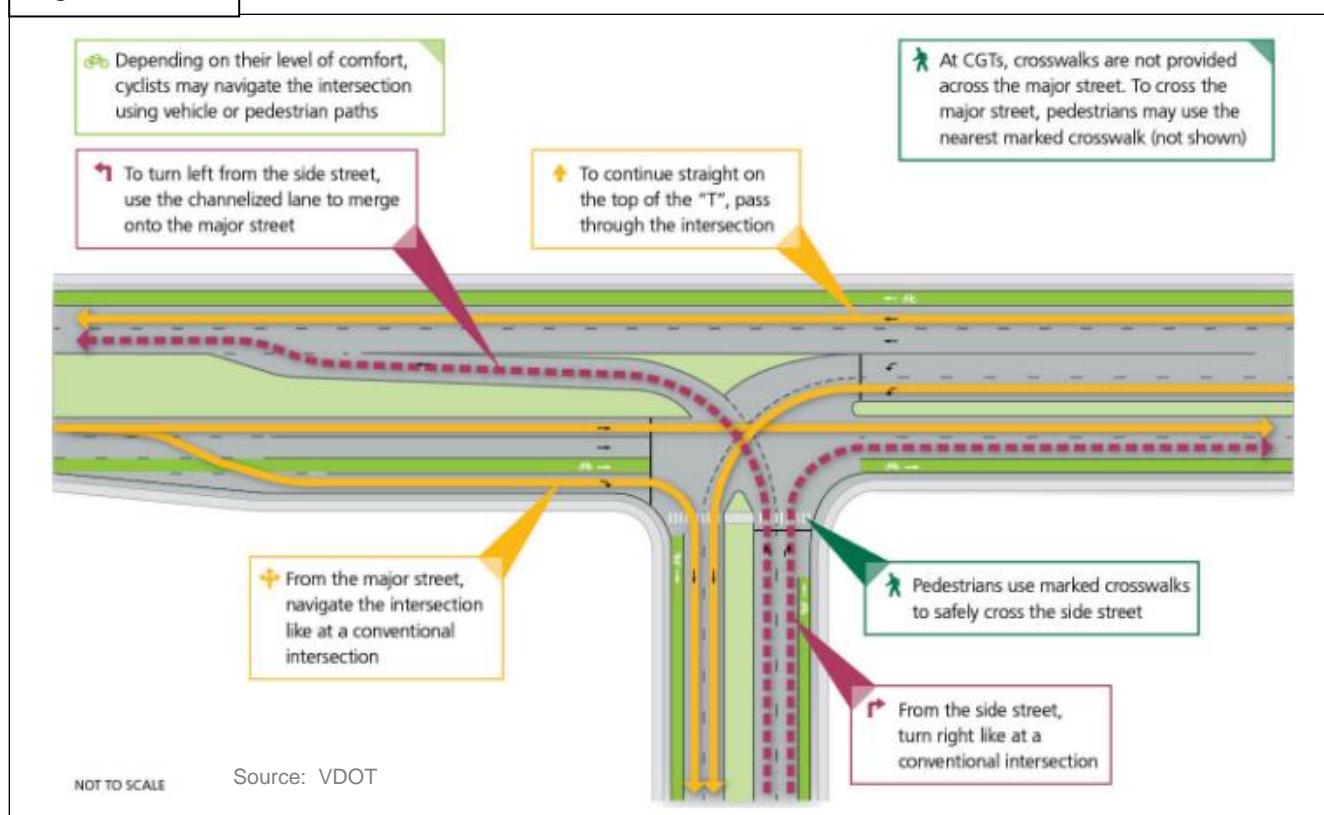
NOT TO SCALE

Source: VDOT

Note: For simplicity, only two directions of traffic are shown. Opposing traffic follows similar routes.

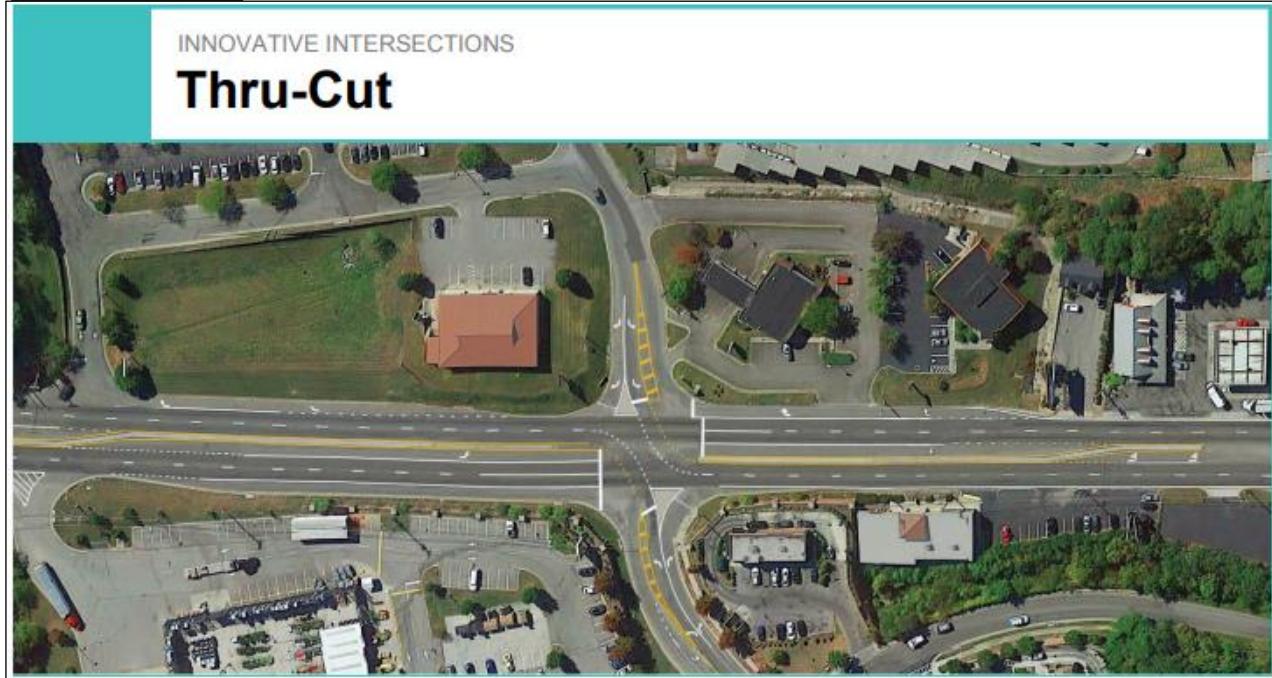
- **Continuous Green-T.** The Continuous Green-T is typically implemented at three-way intersections on multi-lane roadways having a median. Many turn movements associated with this intersection configuration require a merge rather than simply turning directly into traffic, which provides an extra margin of safety to drivers, as the potential for 90-degree (t-bone) collisions are significantly reduced. Figure 41 illustrates the attributes of the Continuous Green-T.

Figure 41



- **Thru-Cut.** The Thru-Cut is a relatively simple and low-cost means of improving roadway efficiency and safety at four-way intersections which are characterized by little through-traffic from one minor intersection approach to the other. This design eliminates the through-cycle of the traffic signal at minor approaches, thereby allowing a greater amount of time for through movements on the major approaches. The elimination of through-traffic from the minor approaches also reduces opportunities for angle collisions. The driver who wishes to proceed from one minor intersection to another would turn right and make a U-Turn, as is the case with the R-CUT. Figure 42 illustrates the attributes of a Thru-Cut.

Figure 42



## Transportation Conclusions

- The City of Martinsville is placing a greater emphasis on creating a multimodal transportation network. The Dick & Willie Passage Trail, along with its associated Silverbell Spur Trail and Uptown Connector Trail, serve as an active transportation “backbone” through the City. This facility provides access to many prominent areas within Martinsville, namely uptown, shopping and dining areas along Virginia Avenue (U.S. Route 220 Business), and residential areas. Additionally, the City is working to promote opportunities for safer walking and bicycling along the Fayette Street corridor, which includes plans to provide a more seamless transition between the east and west ends of the corridor currently separated by Memorial Boulevard (U.S. Route 220 Business). In 2017, the City enhanced walkability in the uptown area by creating stamped crosswalks, which resemble traditional brick crosswalks.
- The possible effects of the COVID-19 pandemic on the City’s transportation system remain to be seen. Evidence has shown that the pandemic has resulted in Americans seeking exercise opportunities outdoors, rather than going to gyms. Bicycling has demonstrated to be a popular form of social-distance workouts, so infrastructure for bicycling and walking may be popular, at least for the near future. Unlike some of the largest cities in the U.S., Martinsville has not faced an exodus of residents, largely due to its lower density and less reliance on public transit. Longer-term impacts of the pandemic will have to be examined.
- While Martinsville experiences some congestion, the City’s roadways generally have ample capacity remaining, facilitating the possibility of more intensive development throughout.
- While crashes have occurred at many intersections throughout the City, most have resulted in relatively minor injuries and few fatalities. Intersections exhibiting a more significant number of crashes, and which should be evaluated for safety improvements, are illustrated in Figures 6, 7, 23 and 24 of this chapter, as well as Tables 4 and 5.

- Several transportation projects are listed on VDOT's Six-Year Improvement Program, noted earlier in this chapter.
- The City, in conjunction with Henry County, manages Piedmont Area Regional Transit (PART), operated by RADAR (Roanoke Area Dial-a-Ride) of Roanoke. PART serves multiple areas of the City as well as adjoining areas of Henry County. This system serves as an essential means of mobility for area residents, particularly those of low income, and lacking reliable access to transportation. Routes serve Martinsville's uptown area, all of the major shopping destinations in and near the City, SOVAH Health and other area medical providers, various residential areas including apartment complexes, and local institutions.
- The Virginia Breeze, a state-funded intercity bus service, began providing transportation to the City in August 2020. The route departs the Village of Martinsville shopping center in the morning, providing eastbound service to Danville, South Boston, Farmville, Richmond, and Washington, D.C. Riders can transfer to a second Virginia Breeze route which originates in Danville and travels north along the U.S. Route 29 corridor, serving Lynchburg, Charlottesville, Dulles International Airport, and Washington, D.C., with numerous smaller communities served in between.
- Among Martinsville's major assets is the Norfolk-Southern rail line traversing the City. This line benefits local industry, while serving as an economic development generator for the area.
- The City is conveniently located within reasonable distance of multiple airports serving a variety of travel needs. Blue Ridge Airport, located just to the west of the City in the Spencer area of Henry County, provides modern facilities for the needs of general aviation. Both Roanoke-Blacksburg Regional Airport and Piedmont Triad International Airport – located approximately an hour's drive from Martinsville - are served by multiple commercial airlines as well as cargo operations.
- The RIDE Solutions transportation demand management (TDM) program, coordinated in the region by the West Piedmont Planning District Commission, provides ride-matching services to enable workers to easily carpool together. Additionally, the service promotes vanpooling, transit, bicycling, walking, and telecommuting. However, since the onset of the COVID-19 pandemic, RIDE Solutions has focused largely on telework assistance. More information about RIDE Solutions can be found at [www.ridesolutions.org](http://www.ridesolutions.org).
- The majority of workers who resided in the City of Martinsville in 2017 – the most recent year for which U.S. Census Bureau OnTheMap commutation information is available – worked in either the City or in neighboring Henry County. Similarly, most workers employed in the City either resided there or commuted in from Henry County.

# LAND USE PLAN

**Updated & Adopted July 27, 2021**

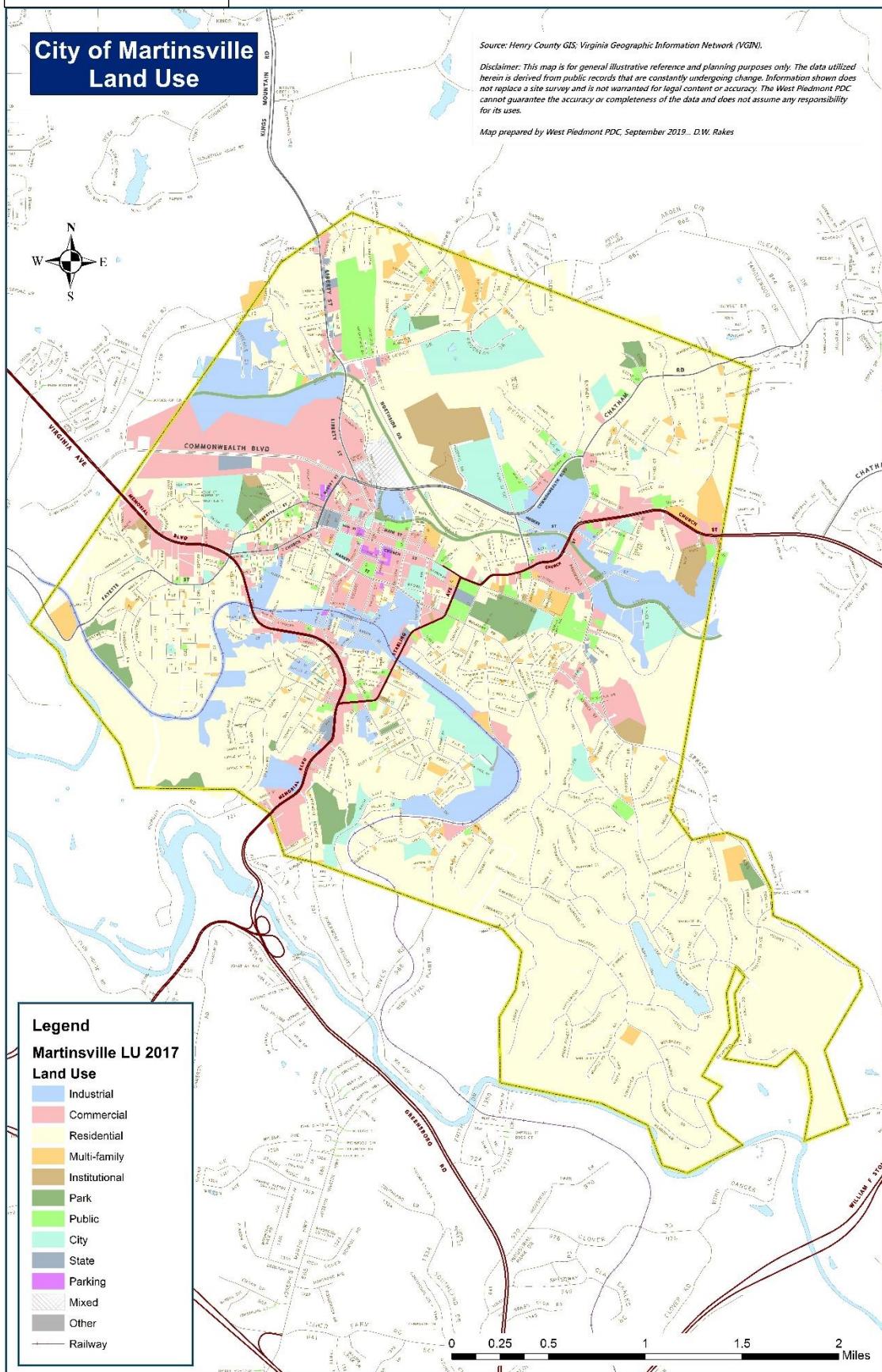
The goal of land use planning is to provide a harmonious distribution of land use that meets the present and future needs of the residents and businesses of Martinsville while enhancing the quality of the area. In order to discuss land use planning efforts in the City, it is important to first analyze the existing land use characteristics.

## Existing Land Use and Zoning Analysis

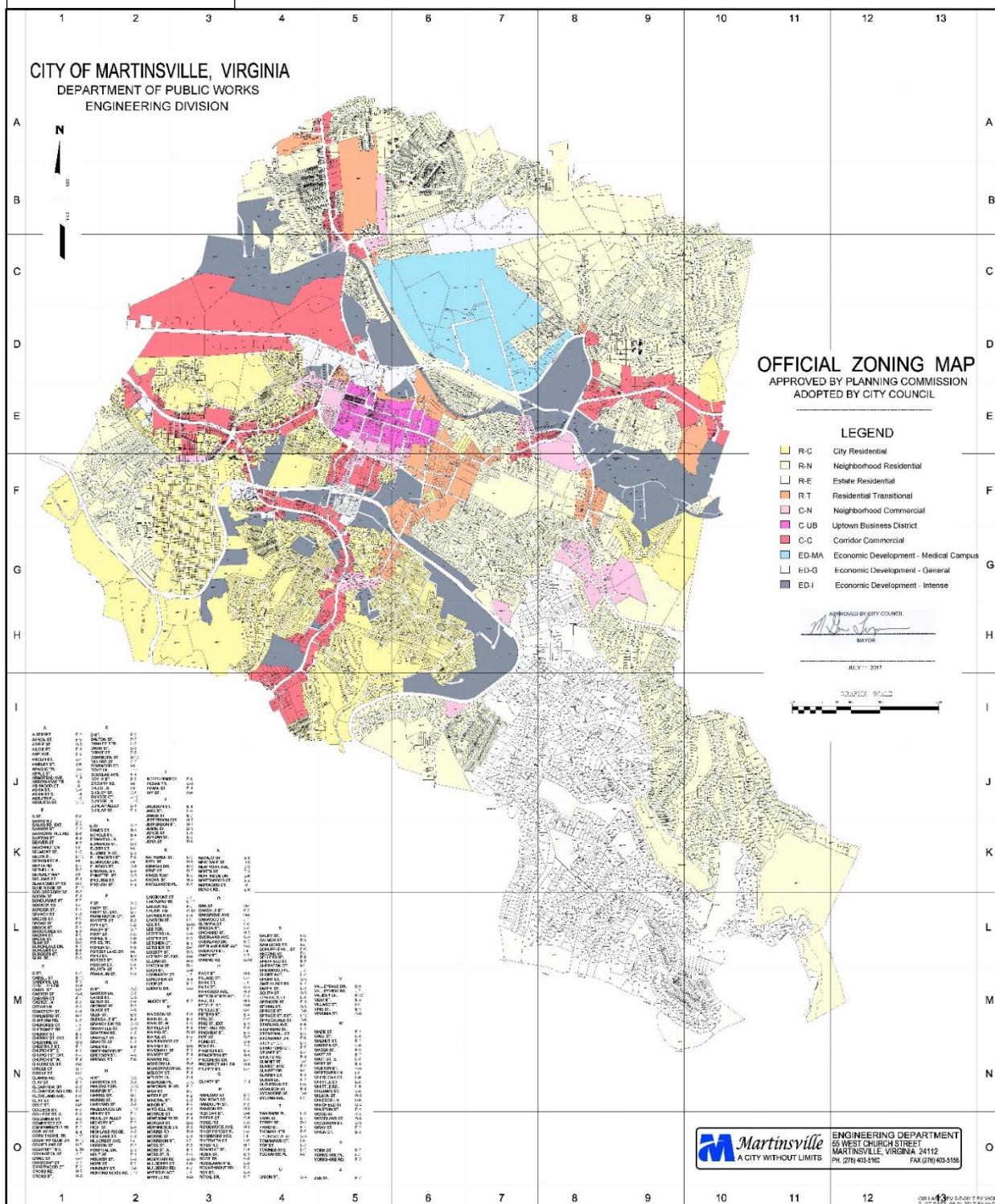
The City of Martinsville is characterized by a number of land uses, ranging from residential to commercial, and many classifications in between. Figure 1 represents the Existing Land Use Map for the City of Martinsville. The map shows that the Residential land use category occupies the majority of the City's land area and is generally located outside of the central core of the City. Commercially-designated areas are located in the central core of the City, particularly Uptown, as well as along major corridors such as Commonwealth Boulevard, East Church Street (U.S. Route 58 Business), and Memorial Boulevard (U.S. Route 220/58 Business). Land classified as Industrial can be found largely along the Norfolk Southern railroad corridor, as would be expected. Additionally, Industrial areas are found east of Brookdale Street and south of East Church Street. It is also important to mention that the Dick & Willie Passage Trail, represented by the linear land classification labeled as Park land, at one time served as the Dick & Willie Railroad, which ran northeast to Richmond and west to Stuart. The Industrial land uses surrounding this former railroad right-of-way are a testament to this rail line's former existence and the influence it had on the City's development pattern. In addition to the Dick & Willie Passage Trail, this figure shows that numerous but dispersed parks can be found throughout the City of Martinsville. The largest of these parks is Southside Park, at approximately 37 acres, located on the southwest side of the City. This is followed by the J. Frank Wilson Memorial Park, at 30 acres, located just east of Uptown.

Figure 2 represents the Official Zoning Map for the City of Martinsville. The map is generally consistent with the Existing Land Use Map, shown as Figure 1. The difference between the Existing Land Use Map and the Zoning Map is that the former indicates what uses are currently taking place in certain areas of the City, whereas the latter shows the types of activities that are *permitted* in certain areas – or zones – of the City. An examination of both figures reveals that the intent of the Zoning Map is to generally maintain and reinforce the existing land use patterns that currently exist.

**Figure 1**



**Figure 2**



The following section describes each of the zoning districts in the City of Martinsville and includes a photo for each so as to enable the reader to easily relate to the types of development permitted in each district.

## Residential Districts

The low density R-E Estate Residential Districts (formerly R-16) are currently located in the southeastern section of the City such as in parts of the Forest Park and Druid Hills neighborhoods running along Mulberry Road and the adjacent side streets. This area has been established as a district for single-family detached or attached and multifamily residences with a minimum lot size of 16,000 square feet for conventional single-family structures. Cluster development may take place in this district upon issuance of a special use permit. The R-E District is also intended for development on vacant and infill lots.



This house, located on Country Club Road, exemplifies many homes found in the R-E Estate Residential District.

The medium density R-N Neighborhood Residential Districts (formerly R-9) are located in portions of the Forest Park, Druid Hills, Chatham Heights, and Northside neighborhoods, as well as in a small section of the Westside neighborhood. This district has been established for single-family and multifamily residences with a minimum lot size of 9,000 square feet for single-family detached homes. Single-family homes may be clustered by-right, and multi-family homes may be clustered upon issuance of a special use permit.



A variety of single-family housing types characterize the R-N Neighborhood Residential District, which is more densely developed than the R-E Estate Residential District.

The high density R-C City Residential Districts (formerly R-6) are currently located primarily in the Southside and Westside neighborhoods. This district has been established to accommodate single-family, duplex, and multifamily residences with a minimum lot size of 6,000 square feet. Single-family homes may be clustered by-right, and multi-family homes may be clustered upon issuance of a special use permit.



The R-C City Residential District is typified by smaller homes on relatively small lot sizes.

The R-T Residential Transitional District (formerly P-1, P-2, and RP-1) is intended to serve a transitional function between residential areas of the City and more intensively-developed areas such as Uptown. The R-T District permits residential uses based on R-C District regulations, as well as mixed-uses based on

TND-O District regulations. This zoning district is located adjacent to portions of Uptown Martinsville, Starling Avenue, and within small portions of the east and north sides of the City. The minimum lot size for this zoning district is 6,000 square feet.



The R-T Residential Transitional District is intended to be a transitional zone between the City's lower-density residential zones and the more urban sections of Martinsville, such as Uptown. This zone accommodates a variety of housing types including single and multi-family housing and apartments such as those shown here on Starling Avenue.

The C-N Neighborhood Commercial District (formerly C-1 and C1-A) serves as a transitional commercial zone located between the Uptown Business District (C-UB) and Corridor Commercial District (C-C). The intent of this district is to serve local neighborhoods at a smaller scale than the Corridor Commercial District, which is typified by the auto-oriented shopping plazas found on Commonwealth Boulevard, as well as the Uptown Business District, which is situated within the context of a traditional downtown. The C-N Neighborhood Commercial District can be found in multiple locations throughout the City, but is most evident along the edge of Uptown, at Patrick Henry Mall, along the southern segment of Brookdale Street and the parallel section of Spruce Street, and along the southern-most segment of Starling Avenue.



The C-N Neighborhood Commercial District is typified by establishments serving the needs of neighborhoods rather than city or region-wide retail and service needs, such as these storefronts along Brookdale Street.

The C-UB Uptown Business District (formerly C-2) comprises Martinsville's central business district. Some general goals of this district are to promote revitalization and use of historic structures, facilitate mixed uses and efficient pedestrian circulation throughout, and foster innovative land uses via the City's TND-O Traditional Neighborhood Development Overlay District, among many others. More specific priorities include:

- Revitalization and adaptive re-use of historic structures
- The promotion of mixed uses and business opportunities that are compatible with Uptown marketplace objectives
- The reinforcement of patterns of pedestrian circulation
- Minimizing pedestrian and vehicular access conflicts that arise from the varied land uses
- Upgrade Uptown's streetscape
- Facilitate strong cohesion with architectural precedents of historic character in the City
- Balance land density with parking demand
- Leverage the TND-O Overlay District regulations to maximize land use creativity

The central business district features restaurants, shopping, the New College Institute, and 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-UB Uptown Business District serves as Martinsville's main business district, and is characterized by a variety of establishments in a very walkable setting.

The C-C Corridor Commercial District (formerly C-3), is designed as an intensive commercial district, emphasizing convenient automobile access. The Corridor Commercial District is designed to accommodate shopping centers, big-box stores, and similar developments; multi-family residential developments are also permitted. The EC-O Entrance Corridor Overlay District overlaps this district in many areas, requiring a greater level of review to ensure a high standard of architectural and landscape applications to maximize aesthetics along the City's entrance corridors. The C-C Corridor Commercial District can be found along the major thoroughfares in the City such as Commonwealth Boulevard, Memorial Boulevard, Bridge Street, West Church Street, East Church Street, and Liberty Street.



The C-C Corridor Commercial District accommodates large "big box" type stores of an auto-oriented character such as those seen here in the Village of Martinsville shopping center along Commonwealth Boulevard.

### **Economic Development Districts**

The intent of the ED-MA Economic Development District – Medical & Academic District is to foster the development of academic and healthcare uses around SOVAH Health (formerly Memorial Hospital) and the Martinsville High School, with the goal of promoting research, education, and community service. This district permits residential construction in the context of mixed-use as part of the TND – O Traditional Neighborhood Development Overlay, or as master-planned cluster developments.



The ED-MA Economic Development District – Medical & Academic District, situated within and in close proximity to SOVAH Health-Martinsville and Martinsville High School, is suited to accommodate medical and academic facilities such as that shown here.

**ED-G Economic Development District – General** (formerly M-1) is established to accommodate clean and quiet light industrial-type operations which are compatible with more sensitive surrounding uses including residential and professional uses. In addition to light industry, this district accommodates development and training, research, technology, warehouse activities, and corporate offices within office park or free-standing contexts. ED-G districts are located predominantly along the southern end of Commonwealth Boulevard in the vicinity of Liberty and Market Streets, north of Memorial Drive (U.S. Route 220 Business) between Bridge and Broad Streets, and within the Clearview Business Park, located adjacent to Clearview Drive in the northern part of the City. Smaller pockets of this district are also scattered throughout the City.



The ED-G Economic Development District is designed to accommodate a variety of uses such as this nationally-recognized pharmacy firm located at Commonwealth Boulevard and Market Street.

The ED-I Economic Development District – Intensive (formerly M-2 Heavy Manufacturing District) is designed for manufacturing and other heavy industries including construction and maintenance facilities, fuel operations, and establishments accommodating similar activities. The purpose of this district 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. As such, a large swath of this district is located along the Norfolk Southern rail line through the central part of the City. The Rives Road Industrial Park – a part of this section - 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. Other areas of the City in which this district is located can be found adjacent to the eastern-most end of Commonwealth Boulevard, as well as east of Brookdale Street and south of East Church Street. The ED-I District can also be found adjacent to the north end of Commonwealth Boulevard between Liberty Street and Northside Drive as well as along Stultz Road and the Dick & Willie Trailway.



This warehouse, situated within the ED-I Economic Development District – Intensive, is a typical use that might be found in this zoning district, which is designated for such uses.

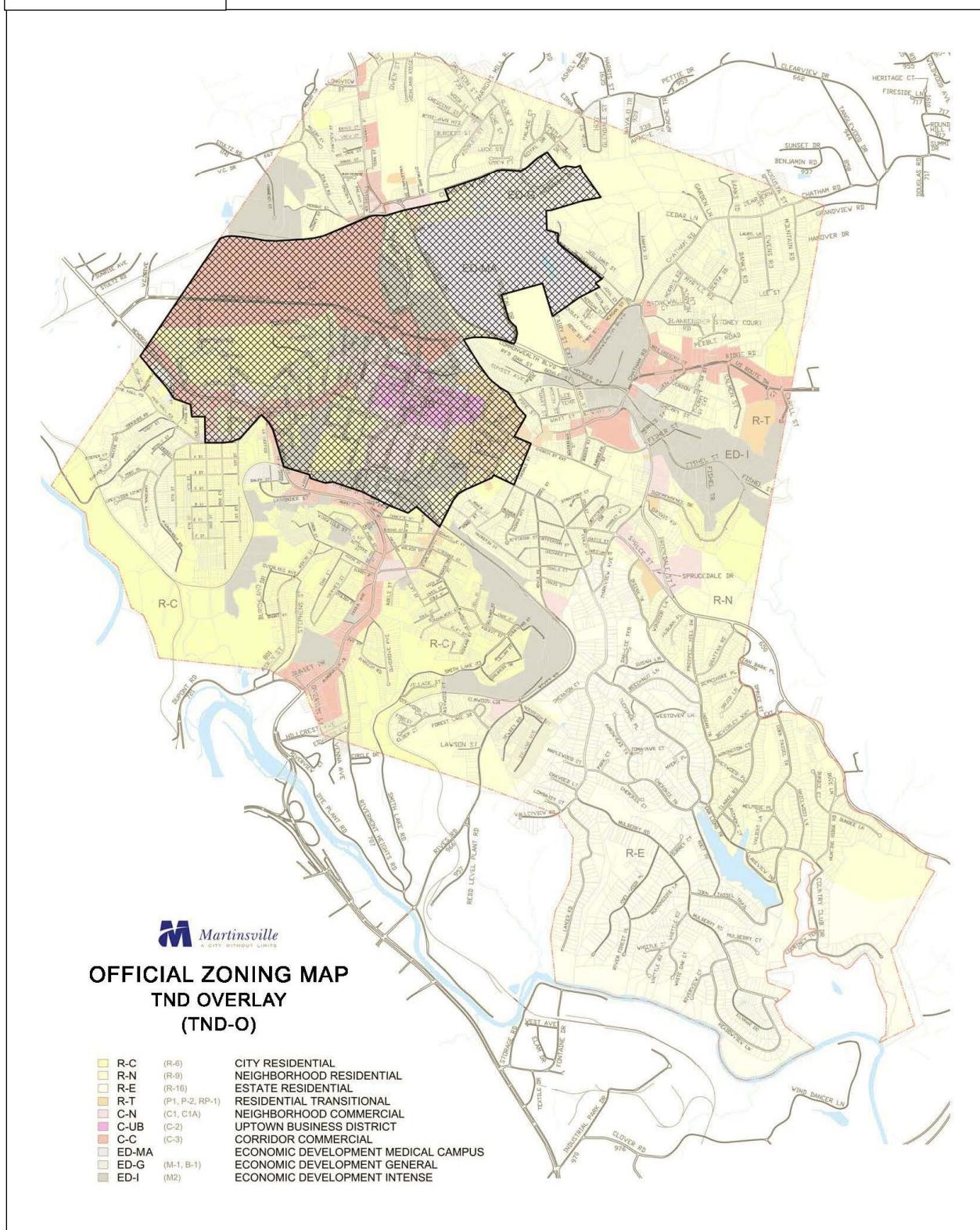
## Overlay Districts

The TND-O Traditional Neighborhood Development Overlay District serves as a legal means by which the City can approve by-right developments that adhere to Traditional Neighborhood Development (TND) principles; in other words, the manner in which American towns and cities were built prior to World War II. More specifically, TND refers to a development style that incorporates elements of historic town and city development, such as mixed uses (street-level retail with office and/or residential space above, for example) constructed in a relatively dense fashion so as to promote walkability and make most efficient utilization of land and utilities. The TND-O Traditional Neighborhood Development Overlay District can be applied in uptown Martinsville, along the Commonwealth Boulevard corridor, and generally along Memorial Boulevard in the northwestern section of the City. Figure 3 illustrates locations in the City in which the TND-O Traditional neighborhood Overlay District may be applied.



This block of Fayette Street is an excellent example of the type of development encouraged within the TND-O Traditional Neighborhood Development Overlay District. Such development, as shown here, consists of a mix of uses in a higher-density setting, set in a very walkable context.

**Figure 3**

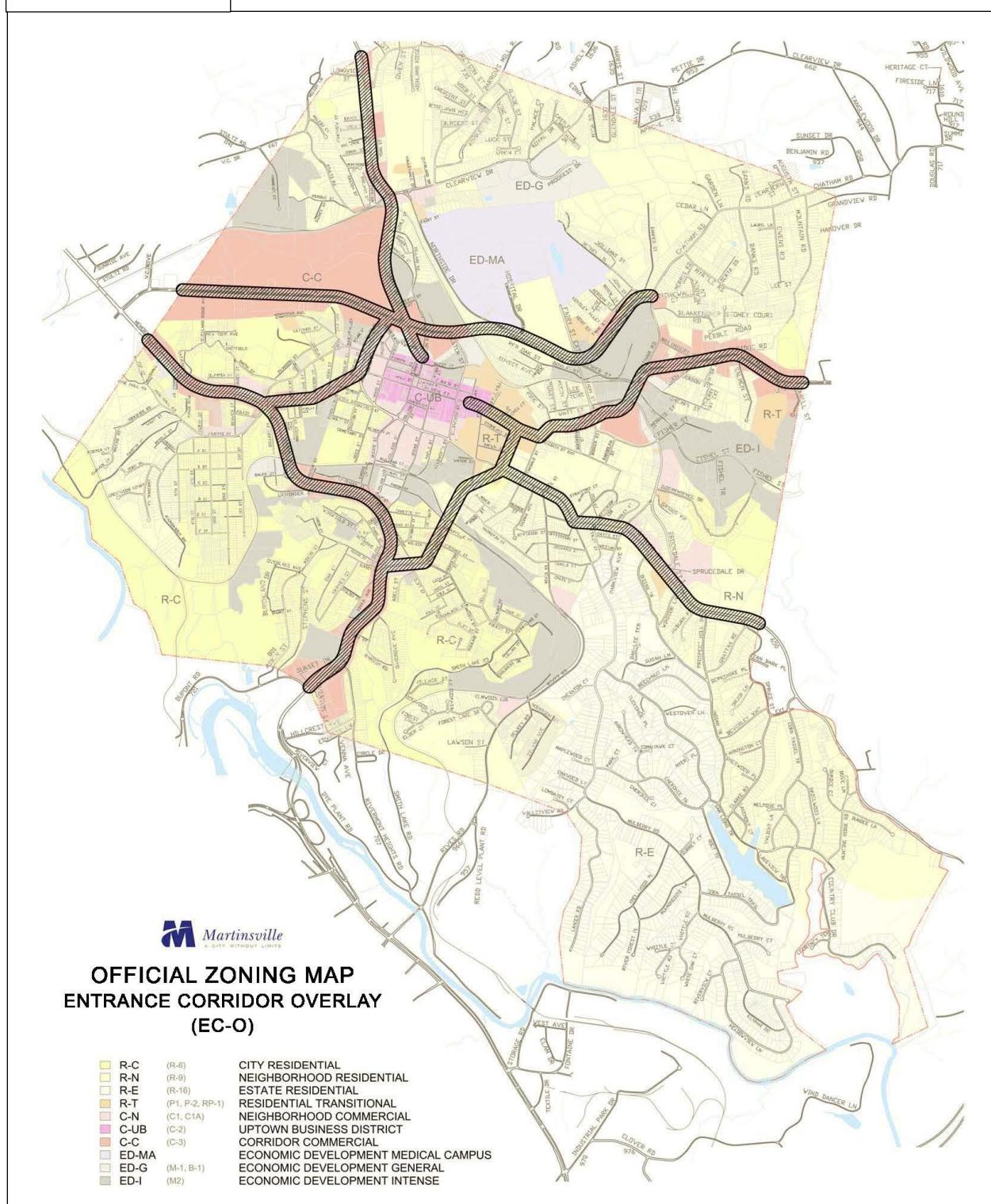


The EC-O Entrance Corridor Overlay District is intended to preserve the aesthetic qualities and visual composition of, as well as to facilitate the orderly development/redevelopment of certain transportation corridors in the City. The regulations within this overlay district supplement those of the zoning districts which underlie it, and specific regulations and guidelines in individual Corridor Master Plans shall supplement the more general regulations of the EC-O Entrance Corridor Overlay District. Corridors for which the EC-O Entrance Corridor Overlay District is applicable include:

- Commonwealth Boulevard from the City limit to Chatham Road
- Liberty Street from the City limit to Franklin Street
- East Church Street from Clay Street to the City limit
- Spruce Street from Brookdale Street to East Church Street
- Starling Avenue from South Memorial Boulevard to East Church Street
- Memorial Boulevard in its entirety
- West Church Street / West Market Street from Memorial Boulevard to Commonwealth Boulevard

Figure 4 illustrates the corridors for which the EC-O Entrance Corridor Overlay is applicable.

**Figure 4**

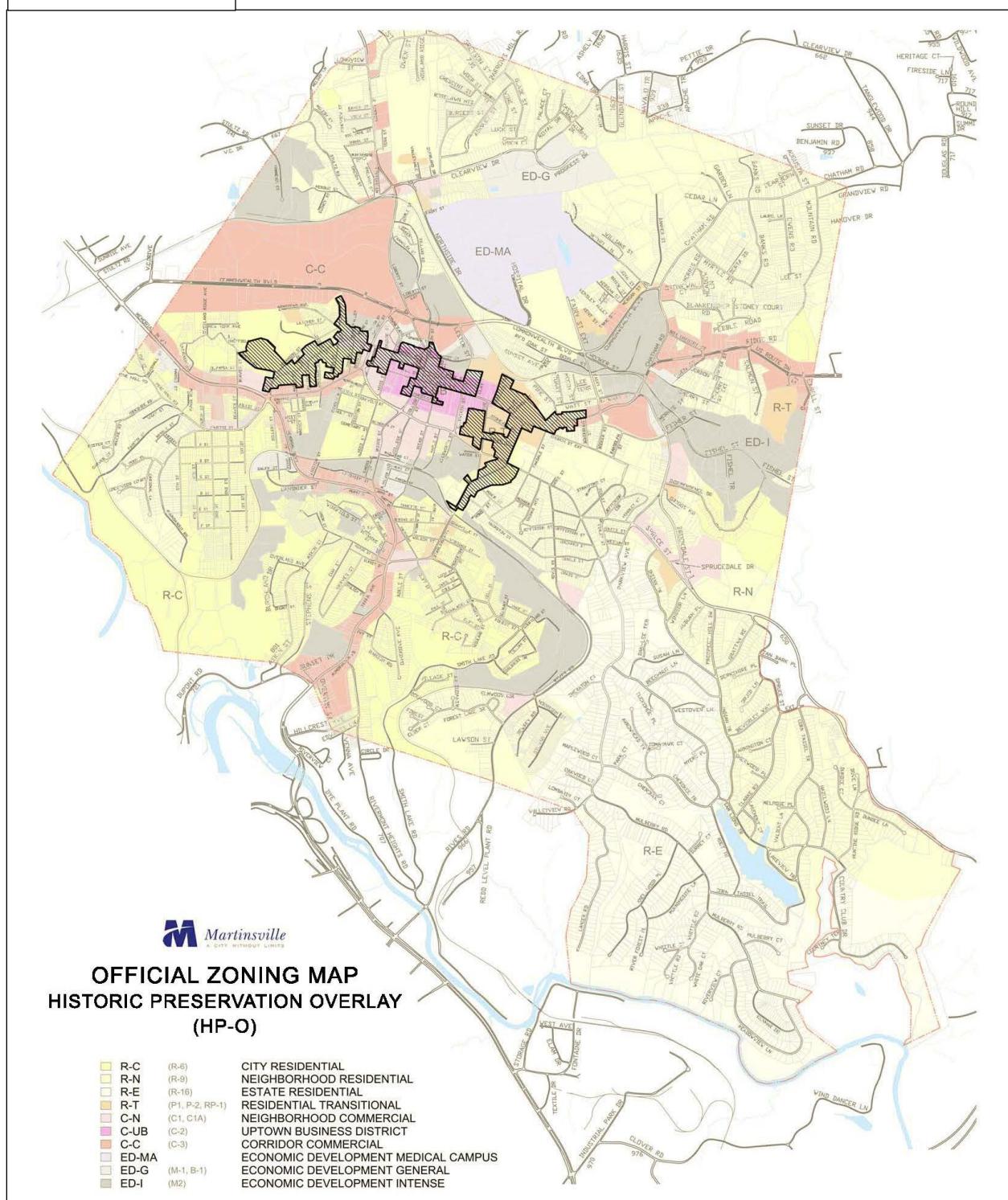


The HP-O Historic Preservation Overlay District is intended to acknowledge the City's distinctive historic qualities while facilitating the preservation and conservation of these resources, properties, buildings, etc. This district is intended to prevent encroachment upon or destruction of the many historic resources within the City. Figure 5 illustrates where the HP-O Historic Preservation Overlay is applicable.



The HP-O Historic Preservation Overlay District is intended to preserve the City's historic resources, such as the historic Henry County Courthouse, pictured here.

*Figure 5*



## Future Land Use

Martinsville is a city in transition. As the City's economy continues to shift away from a manufacturing and industrial base to one characterized by more of a commercial and service base, the effects can be felt in a variety of ways, including changes in land use. These changes reinforce the importance of the City's 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 principles, as well as transportation and planned development projects.

Figure 6 illustrates the City of Martinsville's Future Land Use Map. The Future Land Use Map is fairly consistent with the Existing Land Use Map and the Zoning Map, indicating that, at the present time, the City's vision is to, in general, maintain current land use patterns going forward. A bit of a departure from the other two maps, though, is the Professional land use classification which appears on the Future Land Use Map. This designation can be found at and in the vicinity of SOVAH Health – Martinsville and the Martinsville High School, as well as along Starling Avenue, and adjacent to a section of Spruce Street. Another departure is that two sections of the City are designated as Residential Retirement, which includes an area adjoining Spruce Street currently occupied by an assisted living facility, as well as a tract of land west of Memorial Boulevard (U.S. Route 220/58 Business).

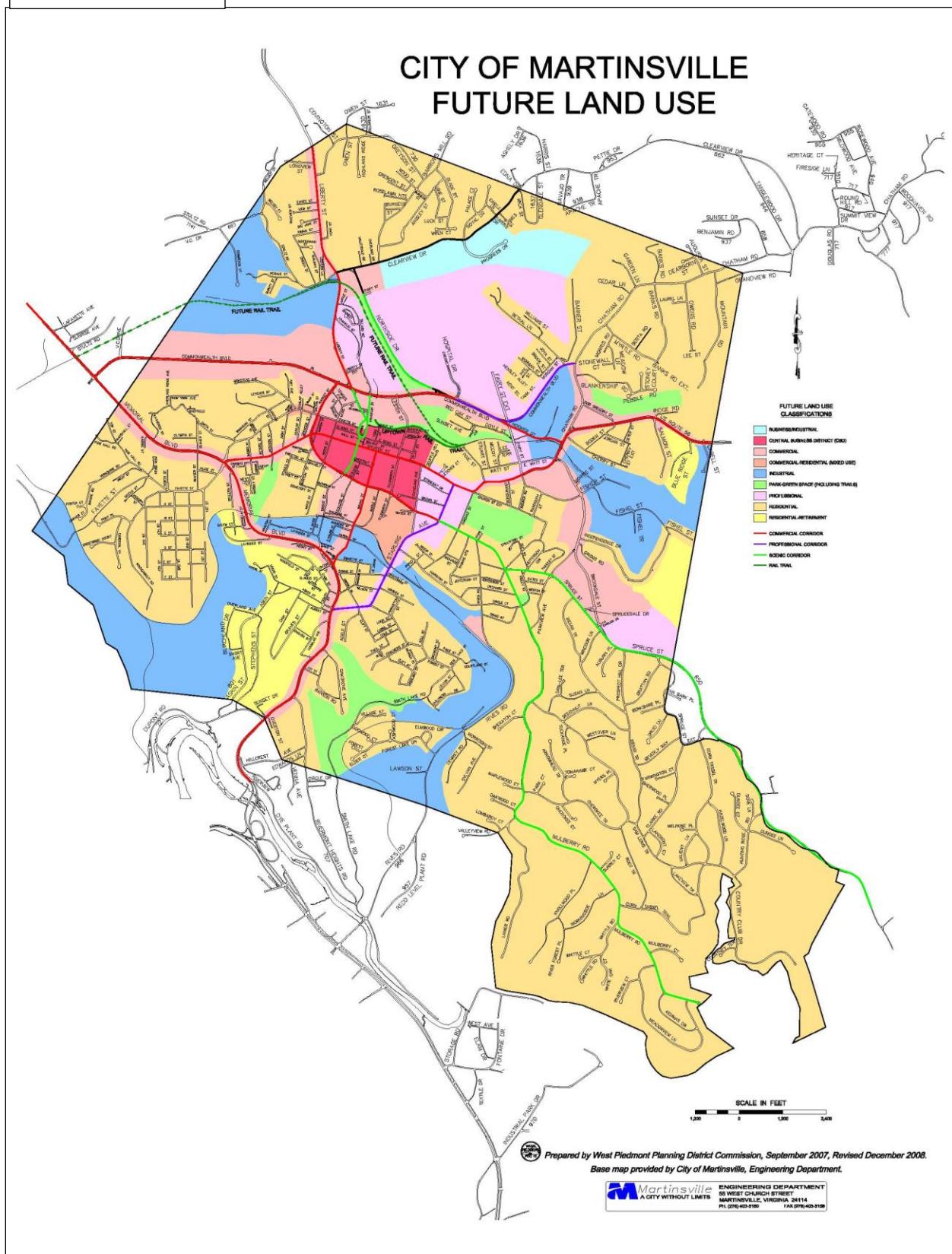
### Land Use and Transportation Development Corridors

The Future Land Use Plan Map, shown in Figure 6, displays a number of key land use development corridors that tie to several of the transportation network's most active roadways. The plan articulates 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. The City will 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. The EC-O Entrance Corridor Overlay District (noted above) is a major tool the City can use to address these issues.
- **Professional Corridor:** The principal professional corridors depicted on the Future Land Use 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 7,500 to 8,700 vehicles per day and Commonwealth Boulevard has 5,500 to 18,000 vehicles per day, which are at similar levels to the commercial corridors, and therefore will require 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 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 and landscape features, as well as vistas that provide value to the area. While traffic volumes are not particularly high, it is incumbent on transportation planning officials to continue to analyze this issue going forward so that these corridors 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:*** The Dick & Willie Passage Trail comprises the Rail Trail Corridor through the City of Martinsville, which extends from its western terminus at the City line, continuing eastward between Commonwealth Boulevard and Stultz Road, along Northside Drive, near Uptown, and then east to Mulberry Creek near the Henry County line. This trail serves as both a recreational and transportation resource for the City, linking together the commercial node at Commonwealth Boulevard and Virginia Avenue, an activity node at the intersection of Liberty Street and Clearview Drive, Uptown Martinsville, the Starling Avenue corridor which includes the YMCA and the Virginia Museum of Natural History, and points east. An approximately 2.5-mile segment of an extension of this trail opened in 2019, which extends from Spruce Street to the Smith River Sports Complex in Henry County. A final segment, about 2.5 miles in length, is scheduled to link these two segments together, creating a continuous trail approximately 9.5 miles in length.

Figure 6



## Population Trends

The City's population has been in a state of decline for a number of years beginning in the 1970's, mirroring trends of other cities traditionally having a manufacturing employment base. The City's population exhibited a decline of 7.7 percent (1,504 persons) from 1970 to 1980. This trend has continued to the present, with the City's population declining from 13,821 in 2010 to an estimated 13,101 in 2018, based on U.S. Census Bureau's 2014 - 2018 American Community Survey (ACS) data. The City's population has decreased 33.3 percent since 1970, at which point the City's population was 19,653. 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.
- The transitioning of an economy that had previously been based on traditional manufacturing to one which is increasingly based on information, health care, technology, and advanced manufacturing, requires individuals with specific and, often times, advanced knowledge and skills. 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.
- The migration, particularly of younger, more educated workers, to larger urban areas for more plentiful and lucrative employment opportunities.

According to the *2003 Market Street Report* prepared by Market Street Services in Atlanta, GA, the largest portion of the City's population decline throughout the 1990s was due to more deaths than births, which accounted for 58.5 percent of the City's population decline. Since 2000, however, this decline 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 in Martinsville, while increasing for decades, declined slightly from 43.6 years in 2010 to 40.8 years, based on the 2014 - 2018 ACS; the median age was 35.2 years in 1980, however. This median age decline appears to be a result of a decrease in the population within the cohorts comprising age 40 and above, which declined from 7,572 in 2010 to 6,630 in 2018. Conversely, the younger age groups, inclusive of 0 – 39 years, not only remained relatively steady, but increased slightly, from 6,249 in 2010 to 6,471 in 2018. While Martinsville had the highest median age in the West Piedmont Planning District in 2000, it now has the lowest, based on 2018 ACS data. The ACS, which is released annually, is based on sample data, and the 2020 Census, which is based on a full count of the population, will likely provide greater insight into this evident trend.

According to a study published on the [bizjournals.com](http://bizjournals.com) website in April 2007, the Martinsville-Henry County area had 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 to the City and Region. The Martinsville-Henry County Economic Development Corporation (EDC) noted that the cost of groceries, utilities, transportation, and healthcare were all below the national average; the EDC noted that housing was significantly (32.7%) less than the national average.

Most of the City's population decline related to job losses in the manufacturing sector is believed to have largely ended. The City, therefore, is ready to promote its assets and pursue redevelopment opportunities with the goal of population stabilization followed by population growth. One of Martinsville's major assets is the capacity of its utility infrastructure. A silver lining to the decline of the City's manufacturing sector is

that a large abundance of water and sewer capacity exists to facilitate development and redevelopment of properties throughout the City for the foreseeable future.

Martinsville also has an edge over many other cities with regard to its telecommunications infrastructure. As part of a partnership with Mid-Atlantic Broadband Cooperative (MBC), the City operates MINet (Martinsville Informational Network), which is a high-speed, state-of-the-art, and affordable fiber optic network. Currently, MINET is available to local industrial parks in the area, but the City is exploring plans to extend services to residential and commercial customers in the near future. MINet can serve as a great incentive to lure employers to the City.

### **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 City's economy, the Health Care and Social Assistance sector now represents the largest share of employment in the City, followed by Retail Trade. An updated zoning ordinance reflects this new economic paradigm shift, with new zoning districts which include the ED-MA Economic Development District – Medical & Academic, ED-G Economic Development District – General, and R-T Residential Transitional districts.

The entirety of Starling Avenue is currently zoned Residential Transitional, enabling the corridor to serve as a transitional zone between the City's residential areas and more intensively-developed sections. 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 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 hub for artists' studios and galleries, historic sites, offices, and residential units and would serve as a draw for local citizens and tourists alike.



Many of the stately homes along Starling Avenue currently serve as professional offices.

Additionally, the area of the City surrounding the intersection of Brookdale and Spruce Streets has evolved into an outpatient medical hub for the community, with a number of medical and health care-related facilities along both streets. This area also serves as a retail node for the City, featuring a supermarket, a general retail store as well as smaller, mom-and-pop establishments, and a post office.



This plaza, located along Spruce Street, houses medical and professional offices, as well as “mom and pop” establishments.

## Smart Growth

Smart growth is a planning paradigm that promotes the concentration of growth in the center of a city or town, as well as in nodes and along key corridors. This concept also promotes compact, transit-oriented, walkable, bicycle-friendly land use including mixed-use developments with a range of housing choices that foster distinctive, attractive communities having a strong sense of place. Smart growth promotes in-fill development opportunities, thereby minimizing the consumption of undeveloped “greenfields” while shifting development to areas already served by utilities and infrastructure such as roads and municipal water and sewer lines.

Smart growth employs 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 principles today to help guide the future growth and development of tomorrow. Since the previous comprehensive plan had been adopted, the City incorporated three Urban Development Areas (UDAs) as part of its planning policy, with the first two adopted as a comprehensive plan amendment in 2011, and the third adopted more recently. According to the Code of Virginia Section 15.2 – 2223.1:

*"Urban development area" means an area designated by a locality that is (i) appropriate for higher density development due to its proximity to transportation facilities, the availability of a public or community water and sewer system, or a developed area and (ii) to the extent feasible, to be used for redevelopment or infill development."*

Density guidelines for UDAs are, on a per-acre basis, a minimum of four single-family homes; twelve apartments; six townhouses, condominium, or cooperative units; and, in general, a minimum floor area ratio (FAR) of 0.4 for commercial development. See <https://law.lis.virginia.gov/vacode/title15.2/chapter22/section15.2-2223.1/> for more detailed and complete information about UDAs.

As noted, a comprehensive plan amendment comprising UDAs had been adopted by the City in 2011. This amendment describes what UDAs are, qualifying factors of UDAs, and legislation pertaining to them. Additionally, demographic analyses, proposed locations of UDAs, goals to facilitate appropriate development within UDAs, planning principles of Traditional Neighborhood Development (TND), a UDA land use plan, TND design guidelines, benefits of TND as they relate to transportation, and the implementation of TND development all comprise this amendment.

The Martinsville UDA extends from the Baldwin Block west to just east of Pine Hall Road, encompassing the Fayette Street corridor. This newly demarcated UDA comprises not only the corridor itself, but the surrounding streets as well. The main impetus for establishing this UDA was to render this corridor more multimodal, with a focus on bicycle and pedestrian transportation, and encourage investment. Investments in the Fayette Street corridor are discussed in greater detail later in this chapter. Figure 7 provides information about the Martinsville UDA.

*Figure 7*



The Martinsville City – Sara Lee – Baldwin UDA actually consists of two distinct UDAs. The first of these comprises the former industrial Sara Lee and American Furniture facilities, located on the southeast fringe of Uptown, and bounded by East Market Street on the north, Cleveland Street on the east, the Norfolk Southern railroad track on the south, and Maple and Ellsworth Streets on the west. The 23-acre site comprises undeveloped land as well as former industrial facilities that can be adaptively reused as commercial, residential, or mixed-use. The proximity of this site to Uptown makes it especially attractive for redevelopment, especially if this area once again experiences an influx of population and business.

The second of these UDAs encompasses the Baldwin Block, on which the 52,000 square-foot New College Institute (NCI) facility is situated. This UDA encompasses land just north of Fayette Street on the north, and is bounded by Moss Street on the east, West Church Street on the south, and West Market Street on the west. NCI has forged partnerships with multiple colleges and universities, enabling local students to work toward and earn bachelor's and master's degrees in various subjects. The new facility also offers a spacious industrial bay in which students learn advanced manufacturing skills demanded by contemporary industrial practices. While the Baldwin Block comprises much of the UDA, this planning area also extends somewhat north of Fayette Street, along West Market Street, as well as west along a small segment of West Church Street. Figure 8 presents information about the Martinsville City – Sara Lee – Baldwin UDA.

Figure 8



In 2015, VTrans 2040, was adopted, and this plan presented somewhat of a paradigm shift toward targeted transportation investments, as opposed to the previous iterations of the plan. Adopted in early 2020, VTrans 2045 continues this emphasis on targeted transportation investments. The Needs Assessment of the new VTrans paradigm became the basis for Smart Scale transportation funding applications – a more data-driven approach to transportation funding which assigns project applications points based on a particular transportation project's likely impacts on economic development, safety, accessibility, the environment, and congestion. VTrans articulates needs within Corridors of Statewide Significance (CoSS) (major multimodal corridors in Virginia that connect population centers and are important to economic activity), Regional Networks (roads that are considered part of Metropolitan Planning Areas [MPAs] and include the main city and one or more surrounding counties), Urban Development Areas and Industrial and Economic Development Areas (IEDAs), and identified safety needs throughout the state.

A robust mix of land uses helps to facilitate a strong economic base that supports healthy growth and development, and can serve as a catalyst to attract residents and visitors to a community. The City's existing land use distribution pattern, based on square footage, is approximately 18 percent commercial and industrial to 69 percent residential. The remaining 13 percent of land uses throughout the City are comprised of mixed use (0.5 percent), City-owned (5.0 percent), Institutional (1.6 percent), Parkland (2.6 percent), Parking (0.2 percent), Public (2.6 percent), and State-owned (0.5 percent). Over the past several decades, the City's share of industrial land use has waned significantly, and future land uses not strictly residential will likely comprise mixed use (a mixture of residential and commercial development), institutional, and commercial development largely represented by service, technology, and information sectors. 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 for residents to both live and work in close proximity, which will help support a better balance between jobs and housing, will promote smart growth principles, and will reduce transportation dependency.

## **Recent and 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. A recent transportation project that will likely impact the land use planning efforts of the City consists of a street-widening project along Liberty Street, which has essentially doubled capacity of that street between Clearview Drive and the Henry County line. This capacity increase, which improves mobility, will make business investment in the City more attractive.

Another recent land use project which has had an impact on the City is the redevelopment of the Liberty Fair Mall, now known as the Village of Martinsville shopping center. The former traditional indoor shopping mall had lost many tenants, largely mirroring a national trend. Much of the mall was subsequently demolished and rebuilt from more of the perspective of a "lifestyle center," which is an outdoor shopping center that attempts to replicate traditional, pre-World War II "main streets." New commercial anchors of the Village of Martinsville include Marshalls, Dunham's (sports), Belk, and Kroger; Office Depot recently closed but is proposed to be replaced by Harbor Freight. Both Sears and a JC Penney outlet store closed in years past. The redevelopment of the facility has solidified the Village of Martinsville as a regional retail destination, and some development of outparcels has occurred, which have included a new bank, gas station, and a medical facility. This shopping center will likely continue to serve as a catalyst for future development for years to come.

Little, if any, housing has been developed in the City of Martinsville in recent years, with the redevelopment of the former Henry Hotel as market-rate Uptown housing being the exception. Two significant areas of the City targeted for redevelopment include the West End neighborhood as well as former industrial facilities, operated by Sara Lee and American Furniture, located in the Martinsville City– Sara Lee – Baldwin UDA southeast of Uptown. A major Uptown redevelopment opportunity having the potential to generate a significant amount of housing is the multi-story BB&T Bank building located at the intersection of East Church Street and Ellsworth Street, following completion of the bank's new facility nearby. A vacant site between West Church Street and Emanuel Street has been identified as a redevelopment opportunity for about a dozen single-family homes to be used as workforce housing. Another promising site in the City which can be redeveloped as housing is a largely vacant land parcel bounded by West Market Street, Fayette Street, Spencer Street, and West Church Street. The City is exploring grant opportunities intended to develop on-site utilities for housing redevelopment, with the goal of reducing the cost burden to developers and, ultimately, residents.

A recent land use project that has had an impact on Uptown Martinsville is New College Institute's 52,000 square-foot facility on the Baldwin Block, noted earlier in this chapter. This facility, which opened in 2014, serves as an anchor for the western part of Uptown, and has resulted in numerous sidewalk improvements in the immediate vicinity. In 2019, the historic Rives Theatre, located on the eastern end of Uptown, was destroyed by a fire, and the subsequent demolition left an empty lot between East Main and East Church Streets. There are currently no plans for this parcel, though its location in a prime section of Uptown suggests redevelopment at some point in the near future is likely. This parcel is located across East Church Street from the BB&T building, and redevelopment of this parcel could complement the proposed redevelopment of the BB&T building, which is proposed to be redeveloped as housing.

Over the past two years, the City's redevelopment efforts have shifted west of Uptown, to the Fayette Street corridor. This corridor, extending from the historic Henry County Courthouse west across Memorial Boulevard, has historically been the center of Martinsville's African-American community. This section of the City is economically distressed and lacks businesses that serve the local community. Specifically, the neighborhoods comprising and surrounding the corridor have been identified as a food desert, indicating that no meaningful establishments selling fresh, healthy foods are available within close proximity. To address this, the City was awarded the Local Foods, Local Places (LFLP) grant, which is a collaborative initiative between the Appalachian Regional Commission (ARC), the Rural Advantage initiative, the EPA, and other entities to help communities leverage local food enterprises in an effort to diversify their economies and redevelop their downtowns. The funds were used to explore the feasibility of developing a healthy food hub at a building on the west side of the Fayette Street corridor that had once served as a community gathering place serving as multiple venues throughout its history. While the effort was initially shown to be feasible, it was later determined that the structure, which had not been used for years, was too badly deteriorated to be rehabilitated in a cost-effective manner.

Another initiative to spur revitalization along Fayette Street involves rendering the corridor more functionally multimodal. While the corridor is served by sidewalks, they are inadequate in many places because of utility poles and other obstructions which can impede passage, particularly among individuals who use wheelchairs. Prior to the third round of Smart Scale, which took place in 2018, the City, as noted earlier in this chapter, designated the Martinsville Urban Development Area (UDA), and in 2018, submitted two Smart Scale applications to reconstruct sidewalks and install bulb-outs and crosswalks, as well as to render the corridor more bicycle-friendly. The applications were not funded, but were resubmitted in 2020, and a determination as to whether they will be selected for funding will be made in early 2021. A related initiative the City wishes to pursue is to make improvements to the intersection of Memorial Boulevard and Fayette and Church Street to render it more hospitable for pedestrians; currently, the five-way intersection is very large and acts as a barrier between the eastern and western segments of the Fayette Street corridor.

## **Land Use Summary**

Martinsville's existing land use is divided between multiple separate classifications: residential, professional, commercial, industrial and business.

- The low-density R-E Estate Residential District is located primarily in the Forest Park and Druid Hills neighborhoods.
- The medium density R-N Neighborhood Residential Districts are primarily located in Chatham Heights, Northside, Forest Park, Druid Hills, just southeast of Uptown, and a small section in Westside.
- The high density R-C City Residential (formerly R-6) Districts are found in the Southside and Westside neighborhoods.
- The C-N (formerly C-1 and C1-A) Neighborhood Commercial District is primarily located along the fringe of the Uptown area, at Patrick Henry Mall, along the southern segment of Brookdale Street in the vicinity of the post office and along the parallel section of Spruce Street, and the southern-most section of Starling Avenue.

- C-UB Uptown Business District (formerly C-2) is the Central Business District that encompasses the area known as Uptown Martinsville.
- The C-C Corridor Commercial District (formerly C-3) General Commercial District is an intensive commercial district. C-3 districts can be found along major thoroughfares in the City, particularly along portions of Commonwealth Boulevard, Memorial Boulevard, Bridge Street, West Church Street, East Church Street and Liberty Street.
- The ED-MA Economic Development District – Medical & Academic District is located around SOVAH Health (formerly Memorial Hospital) and the Martinsville High School. This new district is intended to foster health and research-related developments.
- The ED-G Economic Development District – General (formerly M-1) is established to accommodate clean and quiet light industrial uses, which are compatible with more sensitive districts such as residential and professional. Also encompassing development and training, research, technology, warehouse activities, and corporate offices, this district can be found at the southern end of Commonwealth Boulevard in the vicinity of Liberty and Market streets, north of Memorial Drive (U.S. Route 220 Business) between Bridge and Broad streets, and within the Clearview Business Park. Smaller pockets of this district are scattered throughout the City.
- The ED-I Economic Development District – Intensive (formerly M-2 Heavy Manufacturing District) is found along the Norfolk Southern rail line throughout the central part of the City, east of Brookdale Street and south of East Church Street, adjacent to the north end of Commonwealth Boulevard between Liberty Street and Northside Drive, east of the eastern portion of Commonwealth Boulevard, and along Stultz Road and the Dick & Willie Passage Trail.
- 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 principles, and planned development projects.
- The City's trend toward an older population base led to the creation of a Residential Retirement District, which had been proposed to be comprised 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 City's economy while showing growth in industries such as health, service, and professional classification. These indicators dictate the need for increased Professional District designations while decreasing the number of manufacturing districts going forward.
- Smart growth practices take advantage of existing infrastructure and resources, promote in-fill 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 City's central business district is an example of smart growth planning that promotes minimizes land consumption, utilities, and transportation infrastructure, while facilitating multimodal transportation.

Recent and planned development and transportation projects may impact the land use planning efforts of the City. In recent years, the segment of Liberty Street between Clearview Drive and the City line had been widened from three to five lanes, and sidewalk was added. This enhances mobility between the City and Henry County, which may encourage future development in the City. The redevelopment of Liberty Fair Mall as the Village of Martinsville solidifies the shopping center as a regional shopping destination and will likely encourage additional development within the vicinity. Future residential development in the City is anticipated in the Martinsville City – Sara Lee- Baldwin Block UDA, at the BB&T bank building Uptown, and on two empty lots located west of Uptown. New College Institute's 52,000 square-foot facility, which opened on the Baldwin Block in

2014, serves as an institutional anchor for the western part of Uptown Martinsville, and could spur development and redevelopment in the surrounding area. Redevelopment emphasis has recently shifted to the Fayette Street corridor and surrounding neighborhoods. This portion of the City has historically been the center of Martinsville's African-American community. This community is also economically distressed and is underserved by commercial establishments necessary for a neighborhood to thrive, particularly with regard to retailers selling healthy and wholesome foods. Therefore, emphasis is on attracting investment to and along this corridor. The City is working to render the Fayette Street corridor more multimodal, with plans to reconstruct antiquated sidewalks, add new and replace existing crosswalks, provide wider travel lanes to render bicycling safer and more comfortable, and make additional improvements.

# 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  
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West Piedmont Planning District Commission  
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