

Town of Gate City, Virginia – Downtown Revitalization Vision

The task items listed below represent the Town of Gate City’s vision for revitalization of its downtown. These vision statements are the result of a publicly driven planning process culminating with a one-day facilitated session conducted by Arnett Muldrow & Associates. The visions are presented below in four key strategic areas. Each vision is accompanied by short, medium, and long task items necessary to reach the vision.

Strategies	First Steps: 2006	Next Steps: 2007 – 2009	Final Steps: 2010 – 2015	Vision
<p>An Attractive Streetscape: Physical Planning for Downtown</p>	<ul style="list-style-type: none"> ▶ Prepare inventory of buildings in preparation for National Register Designation for downtown district. ▶ Install ground level landscaping in old tree pits. ▶ Eliminate litter problem throughout downtown. ▶ Continue enforcement procedures on owners of problem properties 	<ul style="list-style-type: none"> ▶ Conduct physical master plan of downtown. ▶ Work with property owners to take advantage of historic tax credits ▶ Establish local Historic District & Design Guidelines to protect buildings. ▶ Complete the Burnt Cabin Branch Walking Trail through downtown. 	<ul style="list-style-type: none"> ▶ Work with regional banks to develop a loan program for restoration ▶ Link downtown Gate City along Park Street with Grogan Park. ▶ Develop a façade grant program tied to historic preservation. 	<p>Downtown Gate City will get a facelift including clean streets, attractive streetscape, and renovated buildings.</p>
<p>Building the Market: An Economic Development Strategy</p>	<ul style="list-style-type: none"> ▶ Conduct retail market analysis to identify opportunities for new shops and restaurants in the community ▶ Complete shopper survey of downtown Gate City to establish shopping patterns. ▶ Pursue acquisition of the old Gate City Theater for future performance space in Gate City. 	<ul style="list-style-type: none"> ▶ Plan for expansion and location of Scott County facilities ▶ Create retail recruitment program centered around market analysis findings ▶ Build antiques cluster in downtown ▶ Consider business incentives to help fill vacant and underutilized retail space. ▶ Complete development of technology zone. ▶ Create an available property database. 	<ul style="list-style-type: none"> ▶ Update market analysis as business environment changes and continue recruitment and retention efforts based on new findings ▶ Have ten new businesses locate in downtown. 	<p>Gate City’s downtown will become a regional specialty shopping district for the area offering specialty shops, dining, and events.</p>
<p>Market Positioning: Promoting Downtown</p>	<ul style="list-style-type: none"> ▶ Develop a marketing brand for Gate City ▶ Develop a musical event series focusing on building a recurring activity in downtown ▶ Recruit new hotel space ▶ Create a local loyalty marketing campaign ▶ Develop wayfinding plan for Gate City that includes new parking signs, directional signs, and pedestrian directories. 	<ul style="list-style-type: none"> ▶ Develop permanent performance space downtown. ▶ Create antiques event in municipal parking area. ▶ Develop regional marketing strategy to recruit shoppers to downtown from the Tri-Cities and far Southwest Virginia area. ▶ Install first phase of wayfinding signs including gateways 	<ul style="list-style-type: none"> ▶ Develop antiques and shopping guide 	<p>Gate City will have a clear marketing vision promoting its musical heritage, its strategic location, and its rich historical ties.</p>
<p>Organizing for Success: The Implementation Strategy</p>	<ul style="list-style-type: none"> ▶ Host a leadership roundtable to share economic development efforts. ▶ Develop a “clean up” team of volunteers with High School Student groups and/or service groups to clean up trash downtown. ▶ Form a downtown business organization consisting of retailers, business owners, and property owners to help the Town plan for the future of the community. 	<ul style="list-style-type: none"> ▶ Identify and lobby for public funding streams to for downtown revitalization including building renovation & streetscape improvements. ▶ Formalize downtown business group possibly with a Main Street Affiliation for downtown. ▶ Form an antiques guild 	<ul style="list-style-type: none"> ▶ Continue to host annual “progress summits” on revitalization with the public and various stakeholder groups. 	<p>Downtown allies will be active partners with the Town to promote, recruit and enhance downtown Gate City.</p>