

Town of Gate City, Virginia – Downtown Revitalization Plan

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

| <i>Strategies</i> | <i>First Steps: 2007</i> | <i>Next Steps: 2008-2009</i> | <i>Final Steps: 2010 – 2015</i> | <i>2008: Successes Completed or Underway</i> |
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| <p>Revitalization: Physical Improvement Strategy</p> | <ul style="list-style-type: none"> ▶ Prepare inventory of buildings in preparation for National Register Designation for downtown district ▶ Virginia Landmarks/National Register Nomination ▶ Complete façade master plan ▶ Design guides for Jackson/Water/Tucker ▶ Initial Streetscape on Jackson Street core ▶ Branded wayfinding system ▶ Install primary gateways on 23 ▶ Layout for Water & Tucker Streets | <ul style="list-style-type: none"> ▶ Work with property owners to take advantage of historic tax credits ▶ Work with regional banks to develop a loan program for restoration ▶ Establish local Historic District & Design Guidelines to protect buildings ▶ Streetscape for Water Street ▶ Design Performing Arts/mixed use center ▶ Public parking resource in Tucker Street district | <ul style="list-style-type: none"> ▶ Streetscape design on Kane Street. ▶ Construct Performing Arts Center ▶ Install Water Street streetscape ▶ Improve pedestrian connections from Jackson & Water along Antique & Manville ▶ Work with property owners for infill development along Tucker Street | <ul style="list-style-type: none"> ▶ Gateway Signage – location selected, design underway, construction materials & labor donations ▶ Expansion of Grogan Park through DCR Grant ▶ Downtown Beautification Projects <ul style="list-style-type: none"> ○ Beautification Day Held ○ Lights & Planting Beds ▶ Planning for Historic Inventory & Designation |
| <p>Building the Market: An Economic Development Strategy</p> | <ul style="list-style-type: none"> ▶ Focus initial efforts on business retention ▶ Partner with the MECC SBDC for business development & entrepreneurial training ▶ Incorporate Scott Counties facilities needs into downtown revitalization plan ▶ Implement a parking management plan ▶ Continue acquisition & codes enforcement ▶ Create an available properties database | <ul style="list-style-type: none"> ▶ Recruit destination retail uses ▶ Use small business incentives to fill vacant spaces ▶ Cultivate antiques cluster downtown and make Gate City a regional antiques destination ▶ Recruit Bed & Breakfast use | <ul style="list-style-type: none"> ▶ Issue request for proposal for key development sites. ▶ Recruit hotel space to Gate City ▶ Recruit residential units to locate above shops or as infill in downtown. | <ul style="list-style-type: none"> ▶ Gate City Theater acquired & preservation alternatives being reviewed ▶ Private Investment on Water Street <ul style="list-style-type: none"> ○ Performing Arts Center (design concept, fundraising) ○ Egan Property? |
| <p>Market Positioning: Promoting Downtown</p> | <ul style="list-style-type: none"> ▶ Develop a marketing brand for Gate City ▶ Focus marketing efforts on instilling loyalty from local trade areas ▶ Develop a musical event series focusing on building a recurring activity in downtown ▶ Develop permanent performance space downtown highlighting local music | <ul style="list-style-type: none"> ▶ Develop regional marketing strategy focusing on Tri-Cities ▶ Look for alternatives to flea market in municipal parking area ▶ Develop cultural venue downtown ▶ Produce antiques and shopping guide | <ul style="list-style-type: none"> ▶ Tap into existing regional tourism destinations’ marketing efforts ▶ Develop Gate City visitor’s center ▶ Create a business recruitment package | <ul style="list-style-type: none"> ▶ Logo Adopted ▶ Clinch Mountain Music Festival held in Downtown |
| <p>Organizing for Success: The Implementation Strategy</p> | <ul style="list-style-type: none"> ▶ Host a leadership roundtable to share economic development efforts ▶ Complete CBDG community improvement grant application ▶ Secure broadband grant for technology infrastructure ▶ Form Gate City Revitalization Partners ▶ Form downtown business association | <ul style="list-style-type: none"> ▶ Identify and lobby for public funding streams to for downtown revitalization including building renovation & streetscape improvements ▶ Formalize structure of Gate City Revitalization Partners ▶ 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 | <ul style="list-style-type: none"> ▶ Economic Development Committee has organized & tapped as lead group to facilitate revitalization ▶ Applied for VDOT grant for sidewalk enhancements ▶ Council appropriation for sidewalk improvements ▶ Mixed Beverage Petition ▶ Preparing for Virginia Main Street Application ▶ Submitting new CBDG Construction Grant Application. Building support for plan & commitments from private property owners |