

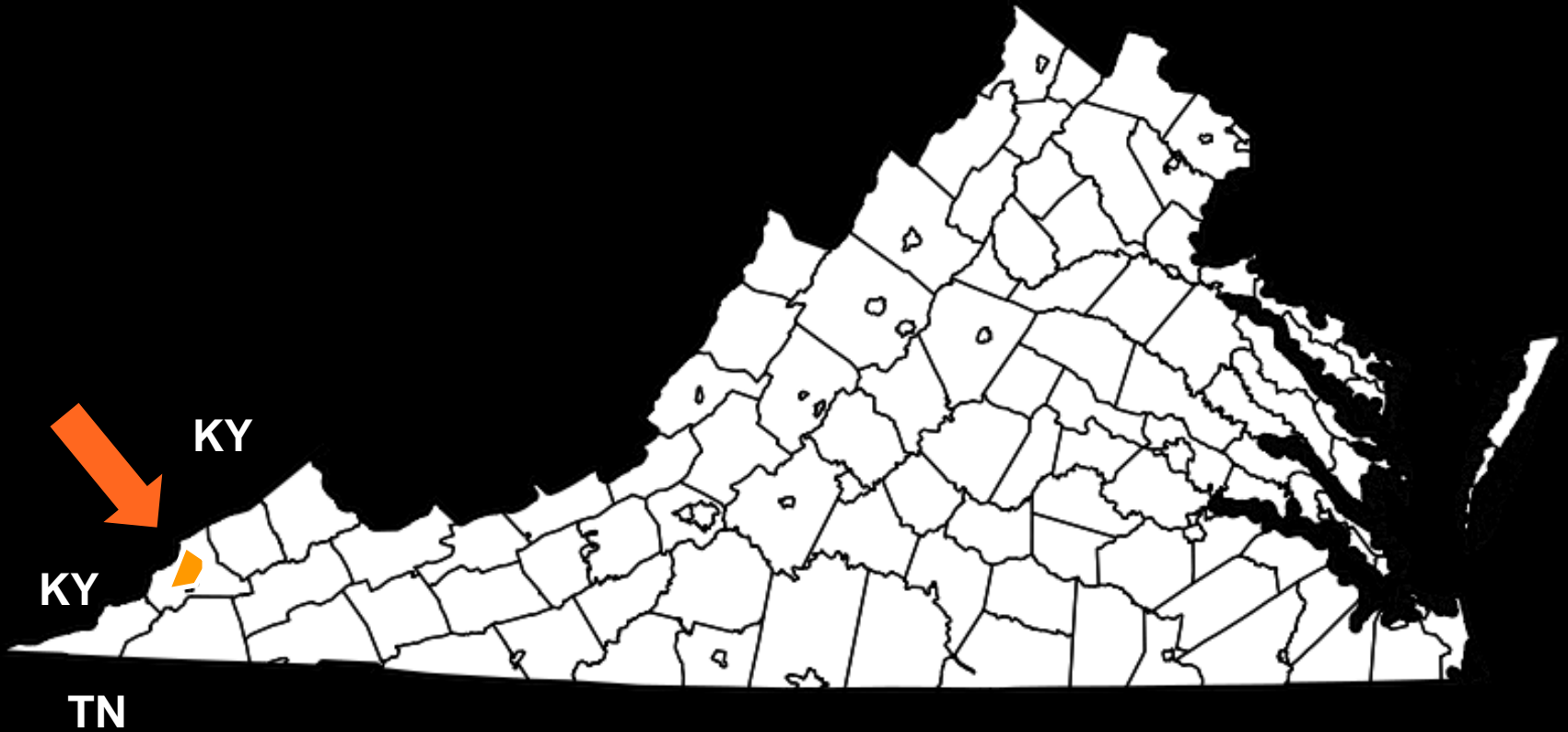
Get Outside in
NORTON
VIRGINIA



**Grant Management
Workshop**

November 19, 2019

Where Is Norton.....



SOUTHWEST VIRGINIA
OUTDOORS



City of Norton:

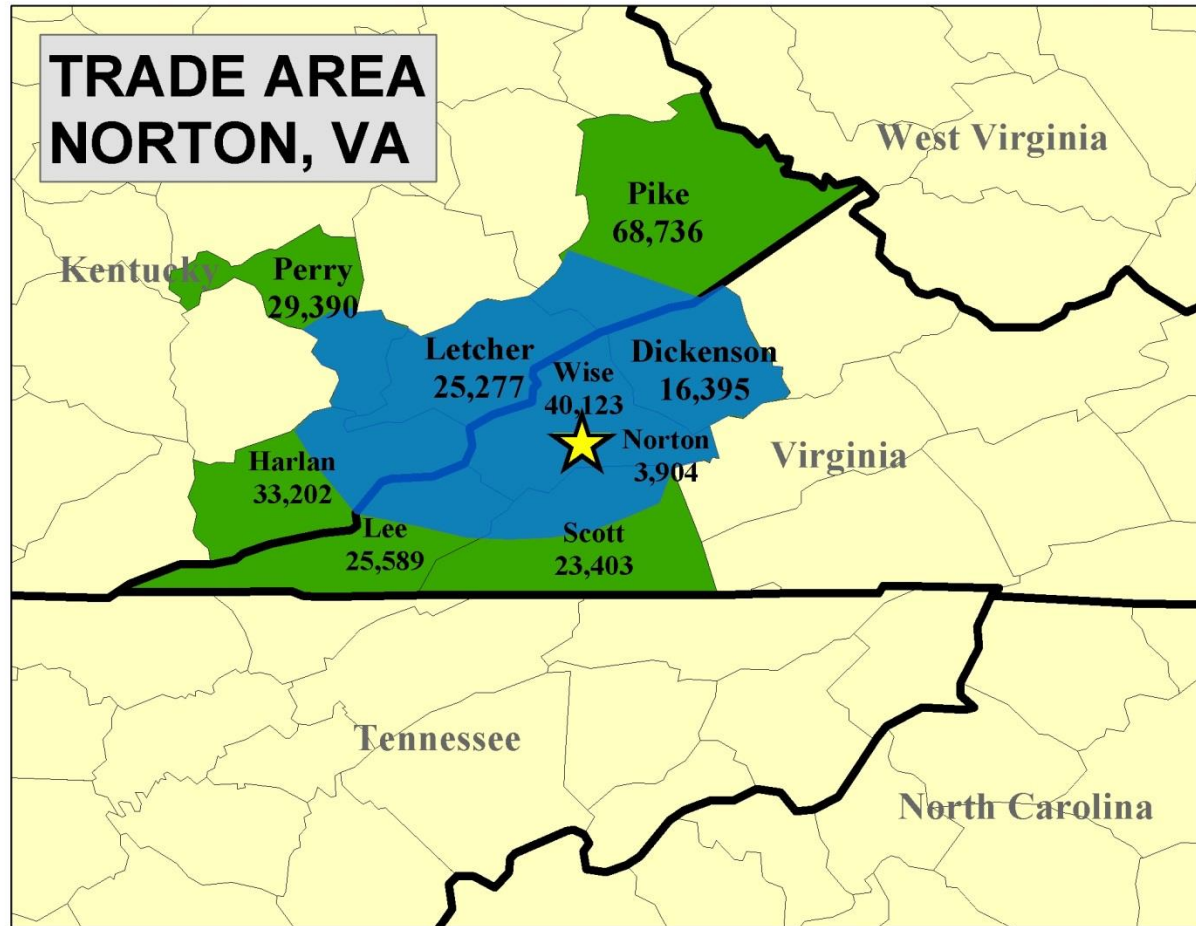
Smallest Independent City in the Commonwealth of Virginia



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OUTDOORS



What Is Our Market Area?



City of Norton: Home to the Only Known Woodbooger Sanctuary



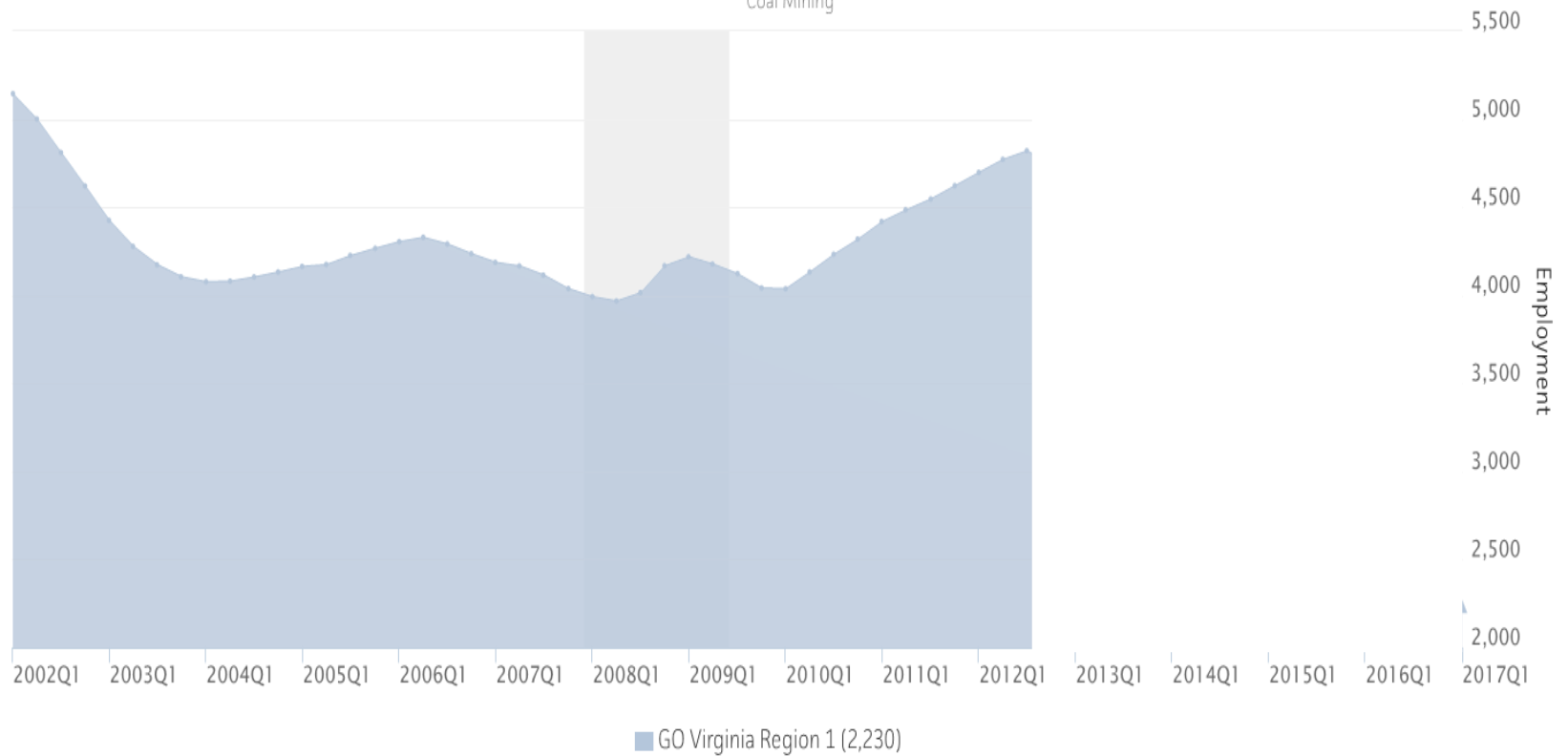
Economic Environment



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OUTDOORS



Employment for GO Virginia Region 1, Four-Quarter Moving Average

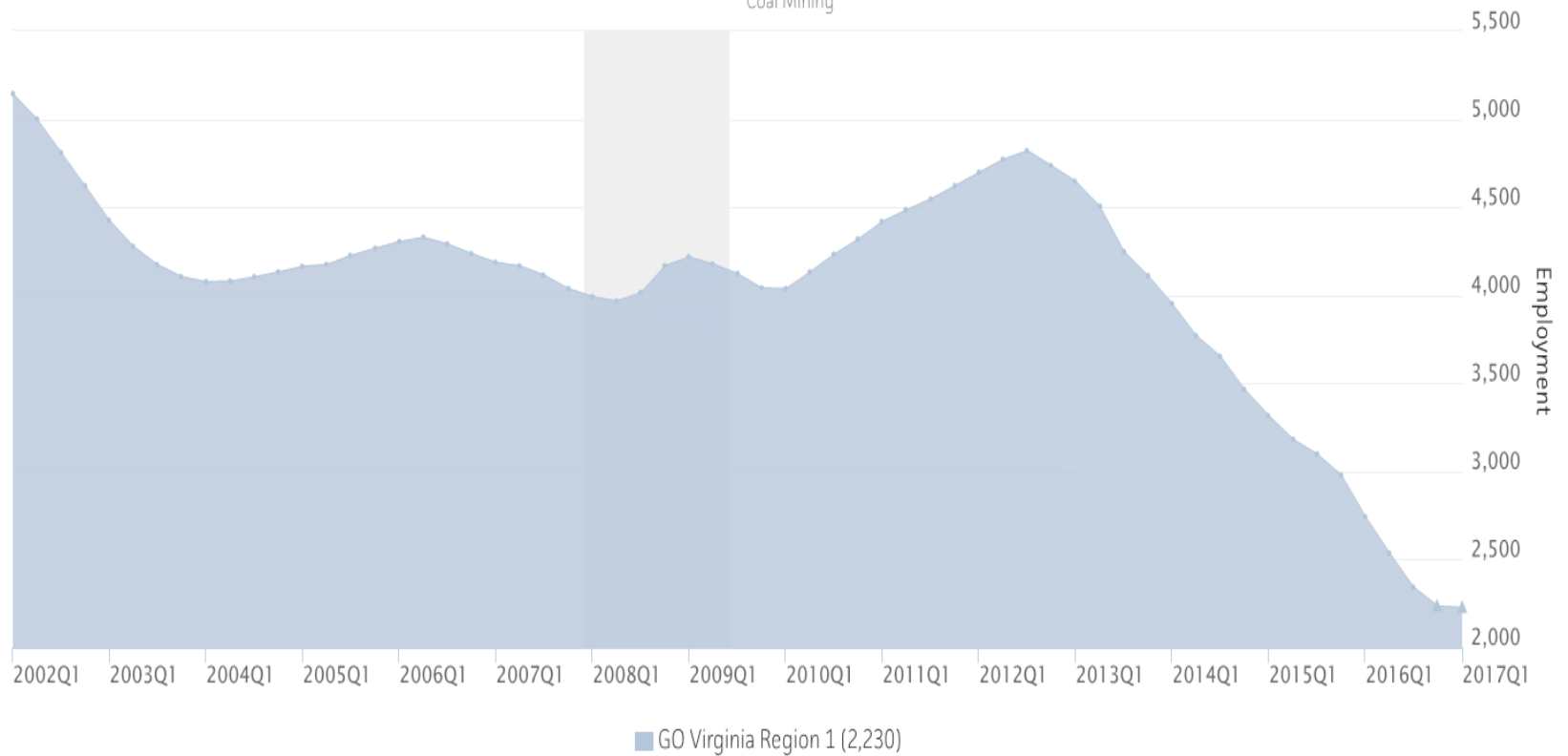


Source: JobsEQ®. Data as of 2017Q1. The shaded areas represent national recessions.



A different side of Virginia

Employment for GO Virginia Region 1, Four-Quarter Moving Average

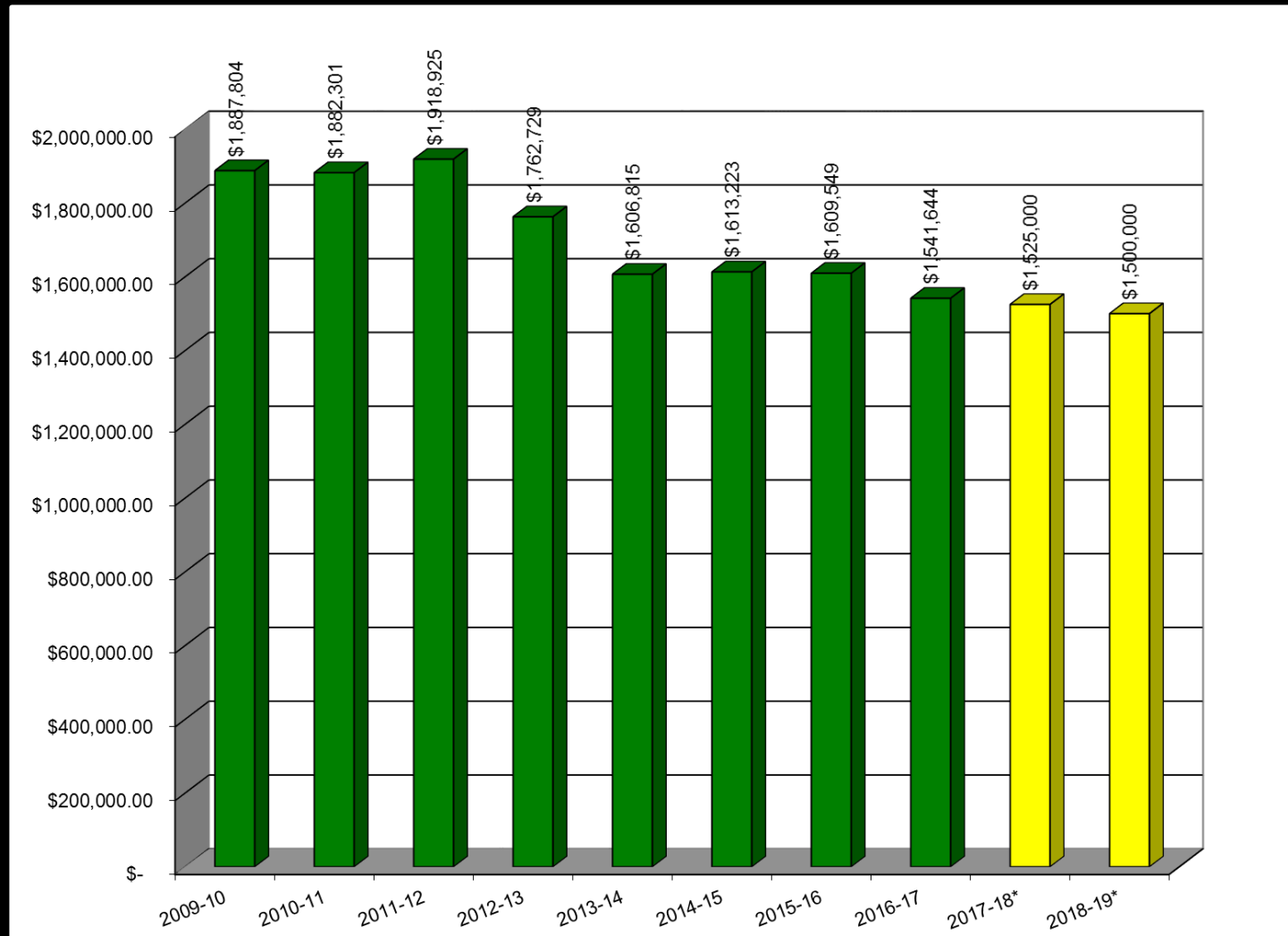


Source: JobsEQ®. Data as of 2017Q1. The shaded areas represent national recessions.

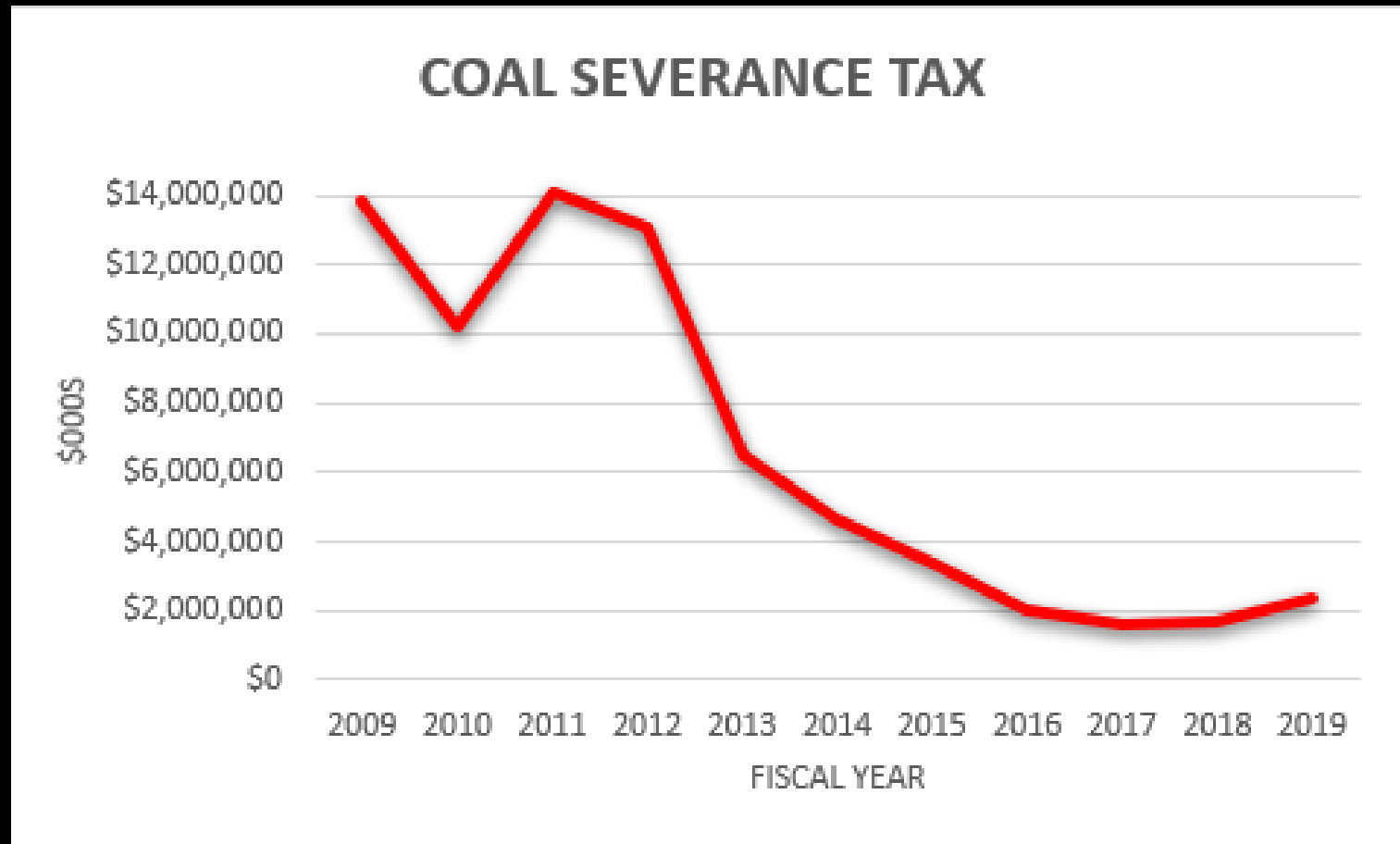


A different side of Virginia

Key Revenue Trends – Sales Taxes



Key Revenue Trends – County Severance Taxes



Economic Restructuring Plan



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City Efforts

- **STEP 1** – Step Back and Reevaluate
- **STEP 2** – Complete a S-W-O-T Analysis

City of Norton's S-W-O-T

- Transportation Crossroads

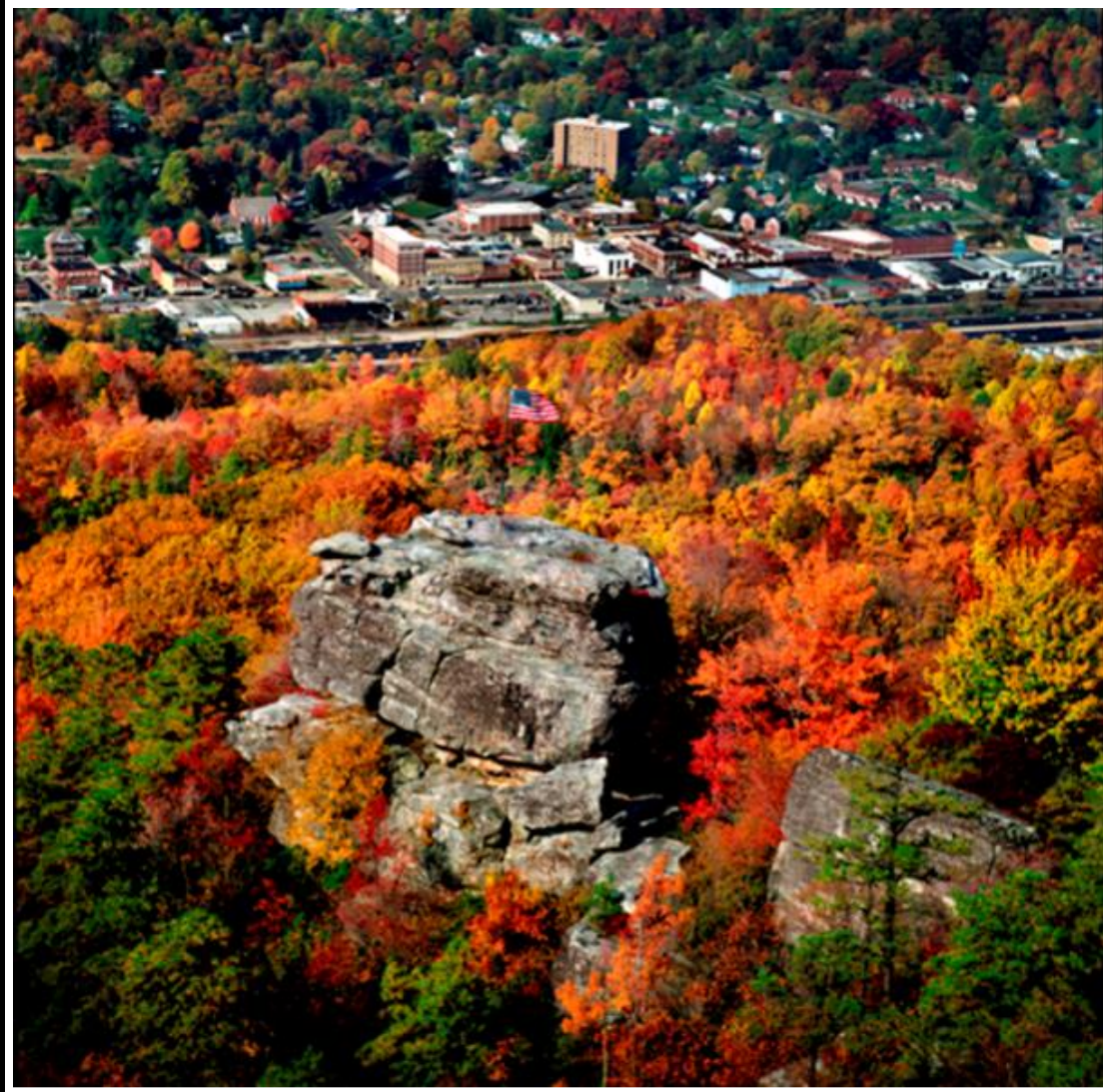


- Transportation Crossroads
- Amenities



City of Norton's S-W-O-T

- Transportation Crossroads
- Amenities
- Flag Rock Recreation Area



Flag Rock, with Downtown in Background



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Flag Rock Recreation Area



Camping



Sightseeing



Picnicking

Outdoor Recreation



Climbing



Fishing



Mountain Biking



Hiking

Mountain Bike Trail System



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City of Norton's S-W-O-T

- Transportation Crossroads
- Amenities
- Flag Rock Recreation Area
- Recognized Gateway to the High Knob Recreation Area



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Outcome of City S-W-O-T

- **Step #1** – Focus on “Low Hanging Fruit” to Capitalize on Local Assets and Regional Tourism Efforts
- **Step #2** – Develop A Plan



Norton Downtown Revitalization Project Design Workshop Open House

Wednesday, February 22
5:30 PM

City Council Chambers
618 Virginia Ave. NW
Norton, VA



The City of Norton hosted a Design Workshop on February 1st and 2nd, as part of the Norton Downtown Revitalization Project. Funded by a planning grant from the Virginia Department of Housing and Community Development, the workshop focused on ways to **enhance properties and expand business opportunities to revitalize downtown**. Hill Studio of Roanoke worked with City leaders and interested property owners over the two days to identify potential projects and desired improvements. Hill Studio will present their initial design concepts for public feedback at the **Design Workshop Open House on February 22nd**.

Who Should Attend?

Interested business owners, civic groups, and citizens are encouraged to attend. Your comments help the project team develop the final recommendations for specific improvement projects and initiatives that best serve the City of Norton.



For more information call the City Manager's Office at 276.679.1160 or email
Fred Ramey at FredR@nortonva.org



NORTON DOWNTOWN REVITALIZATION MASTER PLAN

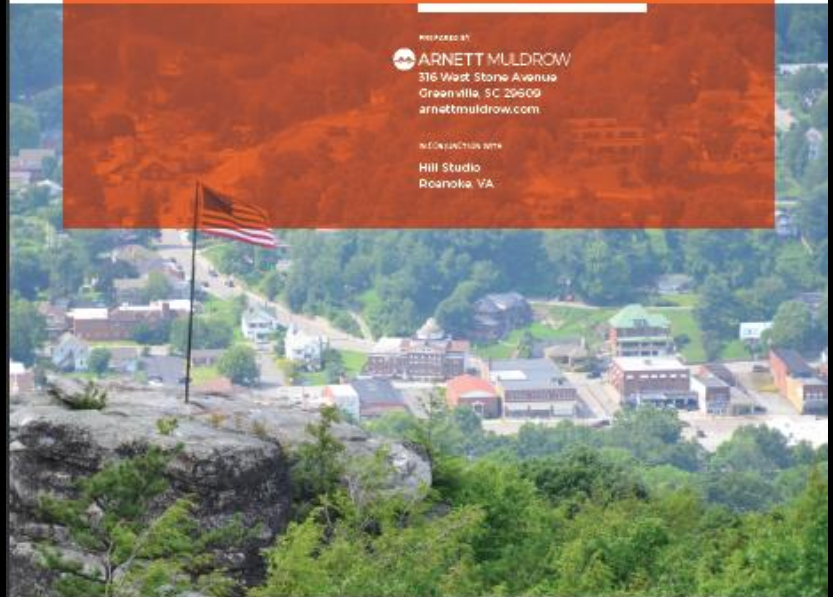
CITY OF NORTON, VIRGINIA
MARCH 2017



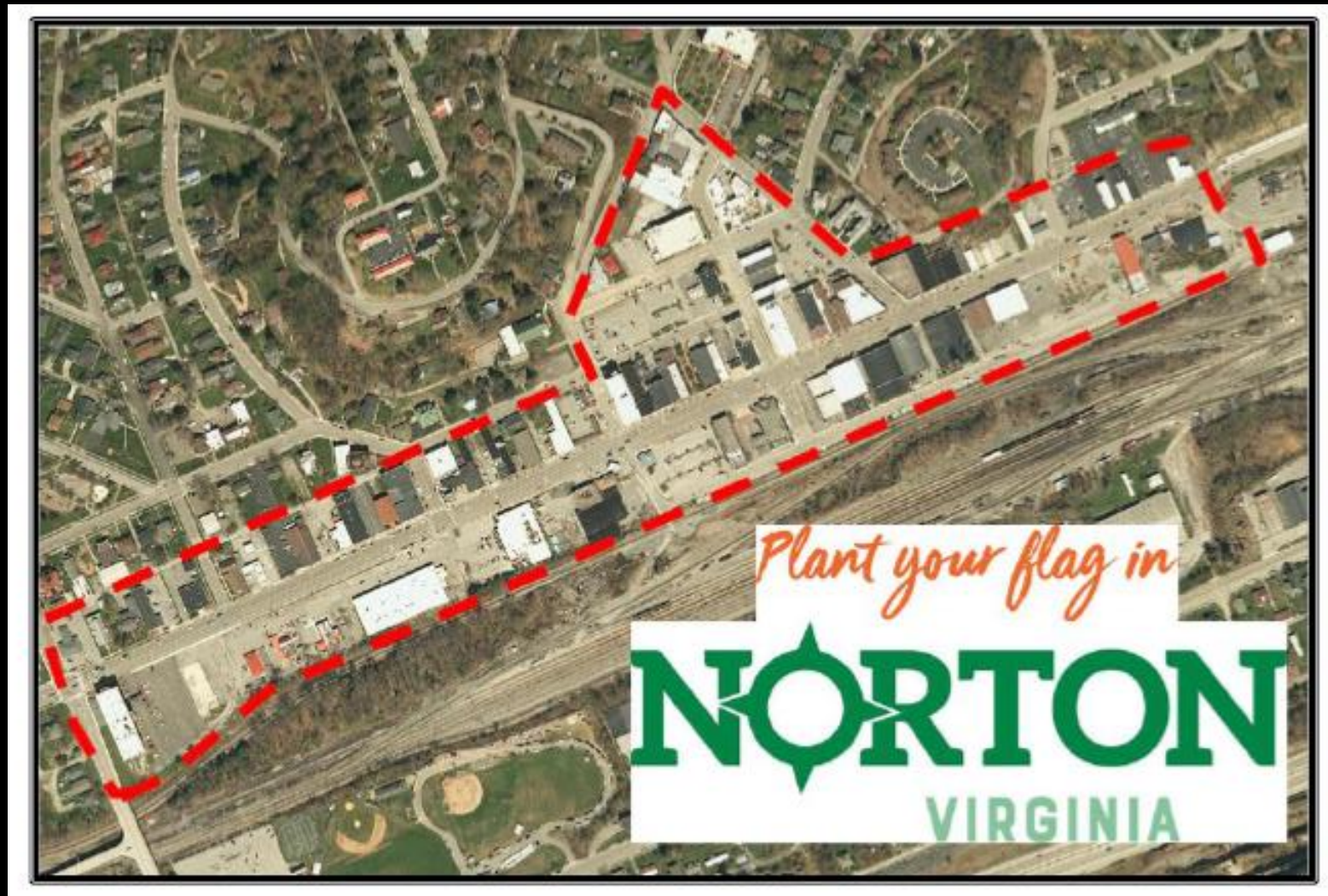
Norton Business District Revitalization: Economic Restructuring Plan

PREPARED BY
ARNETT MULDROW
316 West Stone Avenue
Greenville, SC 29609
arnettmuldrow.com

IN CONJUNCTION WITH
Hill Studio
Roanoke, VA




Downtown Revitalization Plan



Downtown Revitalization Plan


- **Implement Plan:**
 - Façade Improvements



CONSTRUCTION ESTIMATE
816 PARK AVE. NORTON, VA

Item Description	Construction Estimate
1. Install awnings above upper level windows.	\$2,360
2. Prepare and paint terra cotta canopy.	\$375
3. Prepare and paint facade, two-tone	\$790
Subtotal	\$3,525
Construction Costs Associated with Existing Building / Site Conditions	\$212
Total	\$3,737

NORTON DOWNTOWN REVITALIZATION *DRAFT*



Downtown Revitalization Plan

- **Implement Plan:**
 - Façade Improvements
 - East Gateway Enhancements

EAST GATEWAY (421 PARK AVE.) - SITE STABILIZATION

A key component to the Physical Improvement Plan is the site stabilization of 421 Park Ave. This initiative seeks to address blight influences and promote investment by transforming the vacant lot from an eye sore into a prominent gateway to downtown. Proposed design strategies include a new sidewalk system, new gateway sign, and a landscaping easement along the north and east edges of the property. CDBG funds are slated to cover the installation of streetlights, a new gateway sign, and wayfinding signage. In addition, the City will match this effort by providing new sidewalks, street trees, a lawn area, and plantings for the proposed easement.

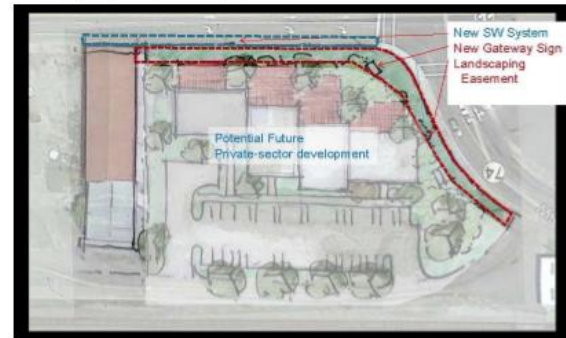


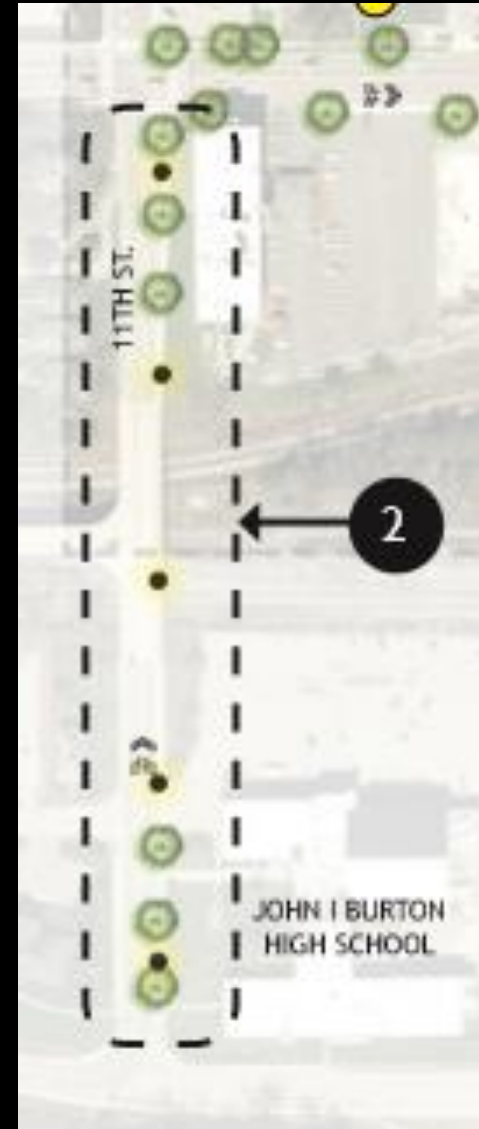
Figure 16: Overall Improvements at East Gateway.



Figure 17: Potential location and concept design for new East Gateway welcome sign.

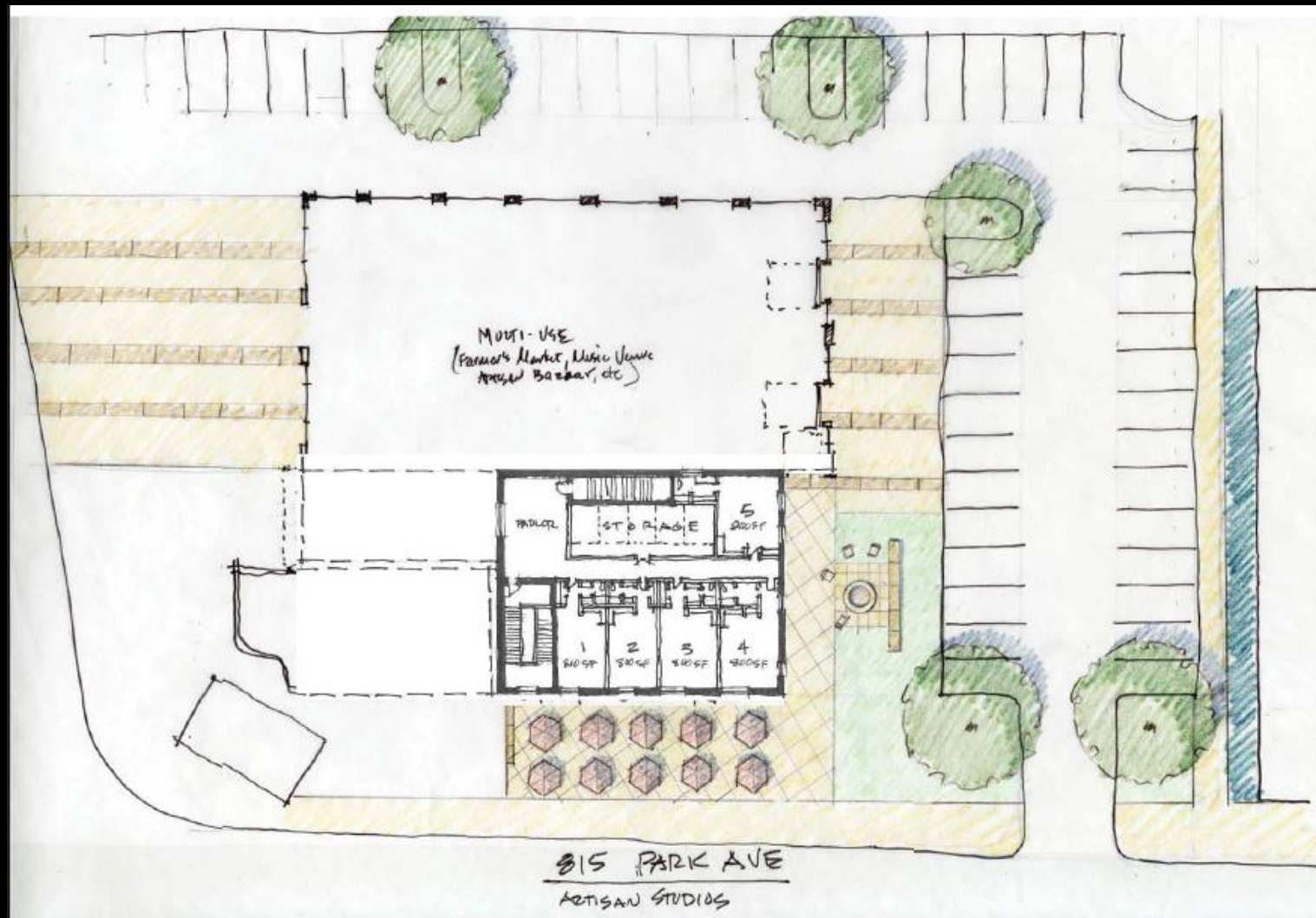
Downtown Revitalization Plan

- **Implement Plan:**
 - Façade Improvements
 - East Gateway Enhancements
 - 11th Street Streetscape Enhancements



Downtown Revitalization Plan

- **Implement Plan:**
 - **Façade Improvements**
 - **East Gateway Enhancements**
 - **11th Street Streetscape Enhancements**
 - **Farmers Market Lot Improvements**



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Downtown Revitalization Plan

- **Implement Plan:**
 - **Façade Improvements**
 - **East Gateway Enhancements**
 - **11th Street Streetscape Enhancements**
 - **Farmers Market Lot Improvements**
 - **Biking Friendly Enhancements**

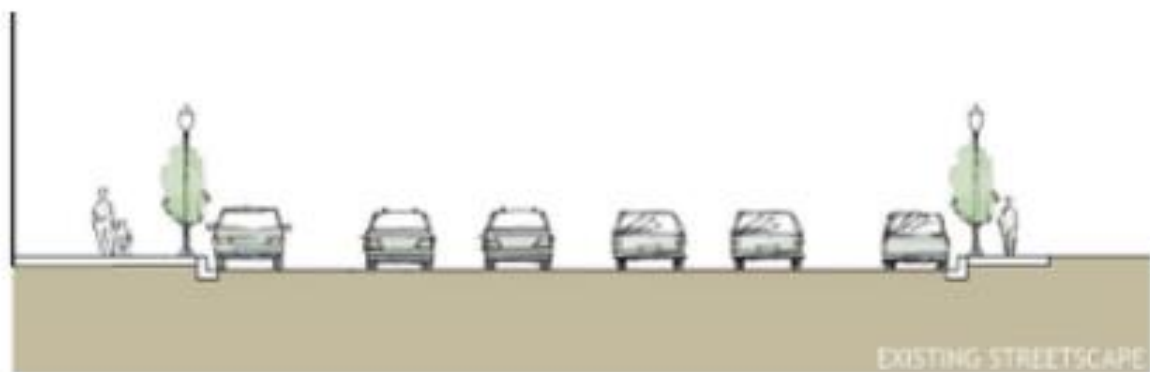


Figure 12: Existing and Proposed Improvements on Park Ave.

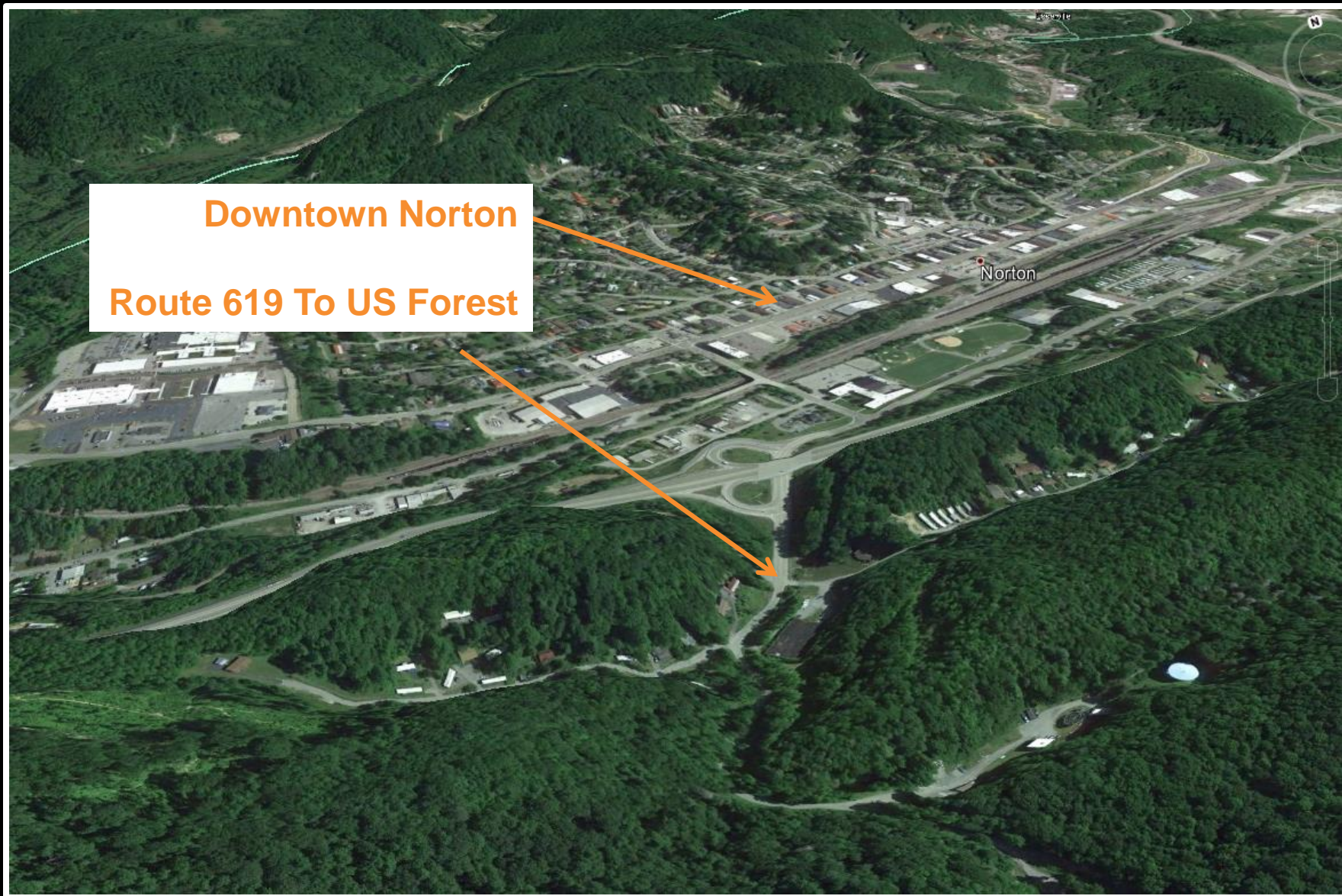
Downtown Revitalization Plan

- **Implement Plan:**
 - Façade Improvements
 - East Gateway Enhancements
 - 11th Street Streetscape Enhancements
 - Farmers Market Lot Improvements
 - Biking Friendly Enhancements
 - Wayfinding



Downtown Revitalization Plan

- **Implement Plan:**
 - **Façade Improvements**
 - **East Gateway Enhancements**
 - **11th Street Streetscape Enhancements**
 - **Farmers Market Lot Improvements**
 - **Biking Friendly Enhancements**
 - **Wayfinding**
 - **Connect Downtown To Our Mountain Assets**



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Downtown Revitalization Plan

- **Implement Plan:**
 - **Façade Improvements**
 - **East Gateway Enhancements**
 - **11th Street Streetscape Enhancements**
 - **Farmers Market Lot Improvements**
 - **Biking Friendly Enhancements**
 - **Wayfinding**
 - **Connect Downtown To Our Mountain Assets**
 - **Turn Our Worst Place Into Our Best Place**

Downtown “Center of Gravity”

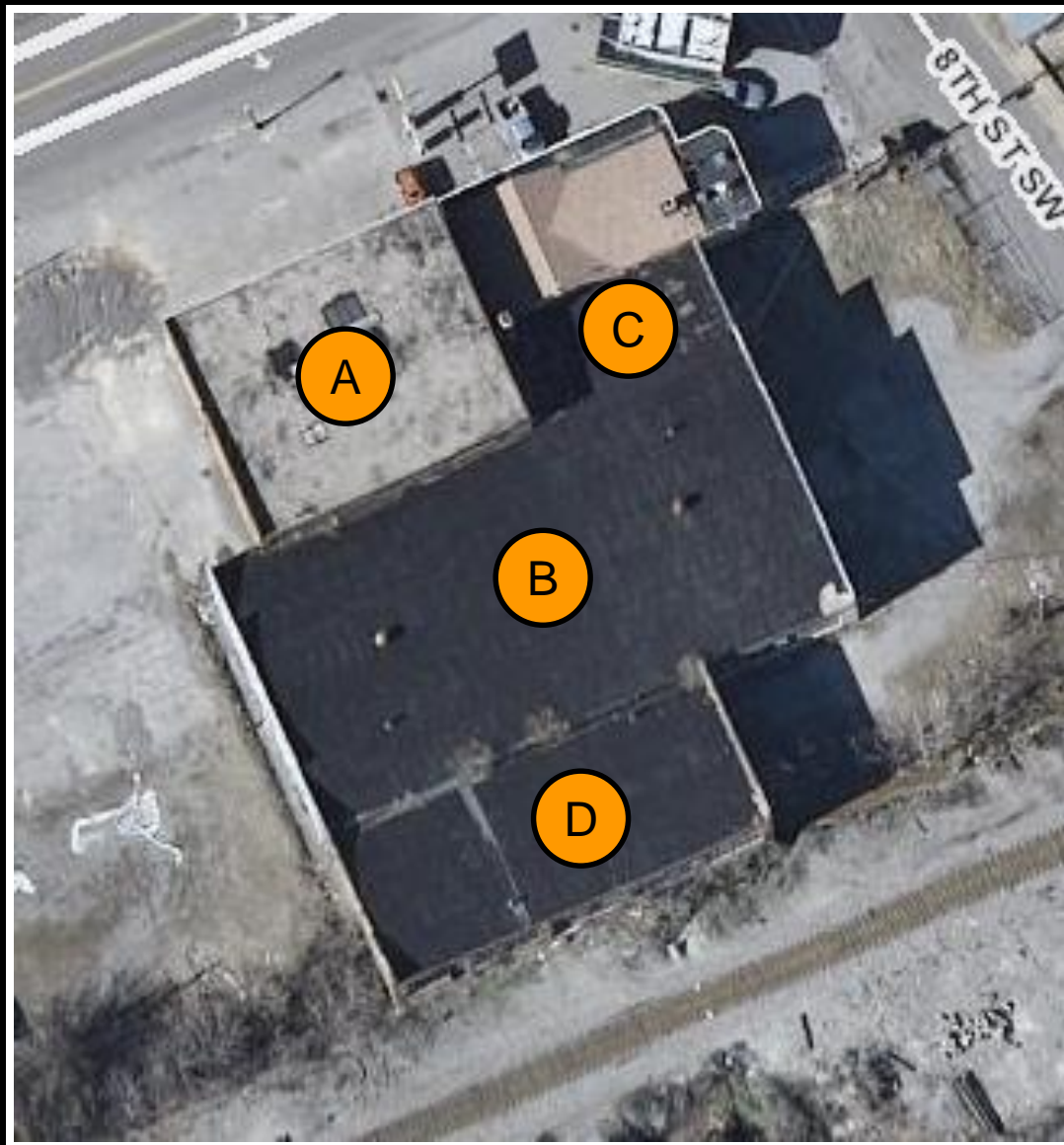


815 Park



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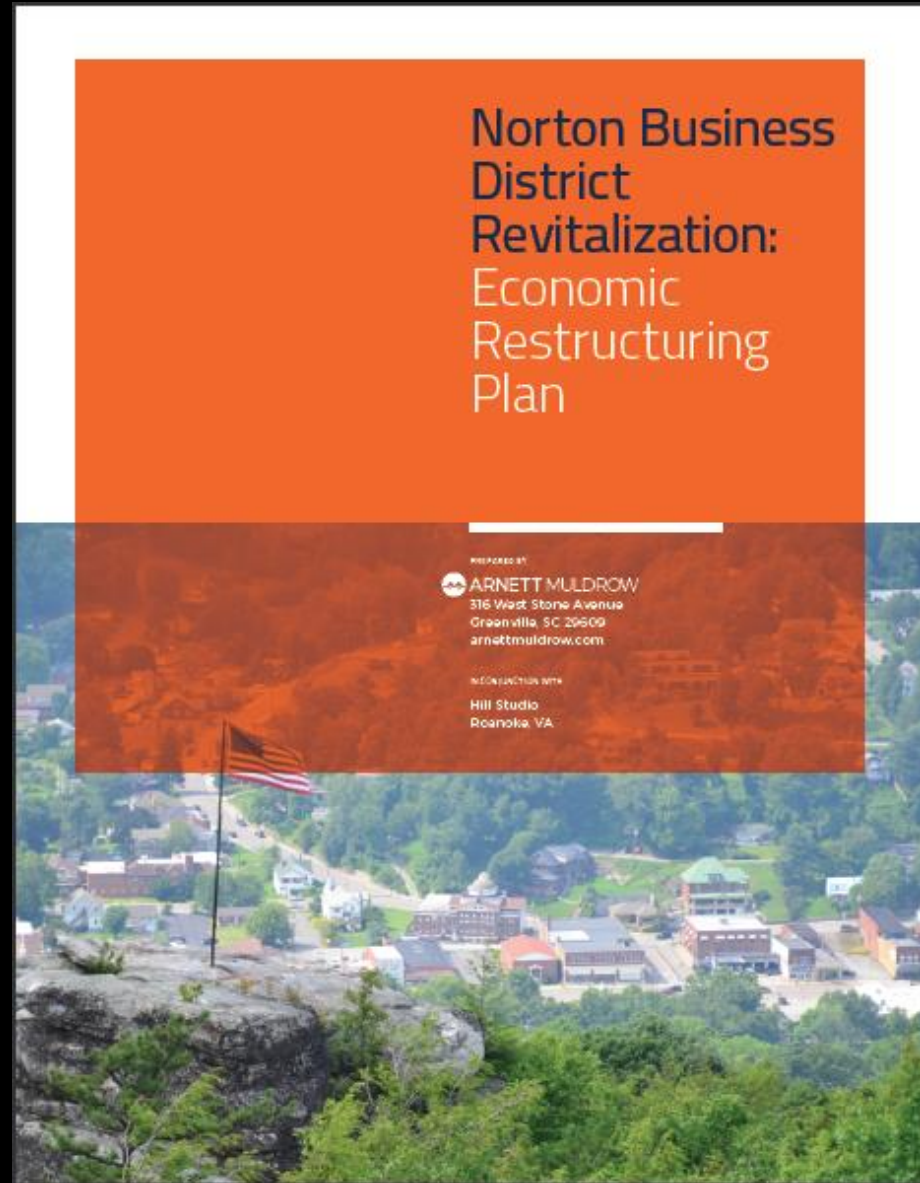
SOUTHWEST VIRGINIA
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Key Component

Market Analysis Concluded:

- Potential Retail & Commercial Growth Opportunity Based On Current Leakage
- Demand for Additional Downtown Restaurant & “Brewpub” concept:
 - Caters to Outdoor Recreation Focus
 - Proven Concept in Region



Event Center Concept

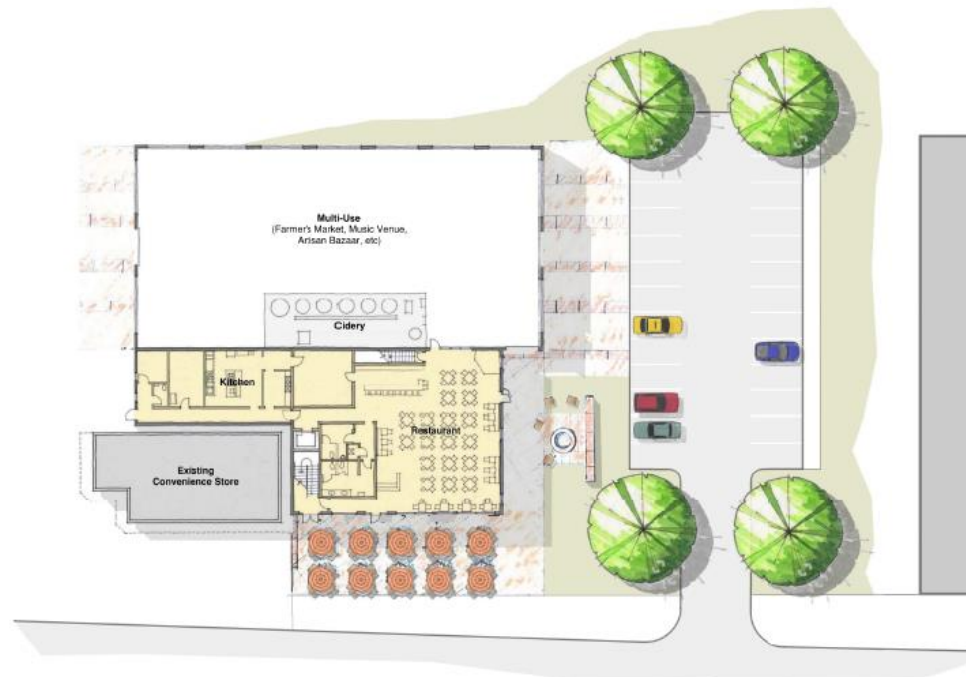


Brewery Concept



Proposed Façade Renovations

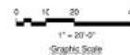
Site Plan for Event Center & Brewery



Proposed Site Plan

Scale: 1" = 20'-0"

February 2018



**THOMPSON
& LITTON**



**SOUTHWEST VIRGINIA
OUTDOORS**



Outcome of City S-W-O-T

- **Goal #1** – Focus on “Low Hanging Fruit” to Capitalize on Local Assets and Regional Tourism Efforts
- **Goal #2** – Develop A Plan
- **Goal #3** – Develop Partnerships



CDBG
IRF
BCC
CBL



Sample of Outcomes

- **Streetscape Improvements**



SOUTHWEST VIRGINIA
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Get Outside

Sample of Outcomes

- **Streetscape Improvements**
- **Façade Improvements**



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Sample of Outcomes

- Streetscape Improvements
- Façade Improvements
- Event Center





SOUTHWEST VIRGINIA
OUTDOORS

Get Outside



Sample of Outcomes

- Streetscape Improvements
- Façade Improvements
- Event Center
- Cidery

Sugar Hill Cidery



Proposed Façade Renovations





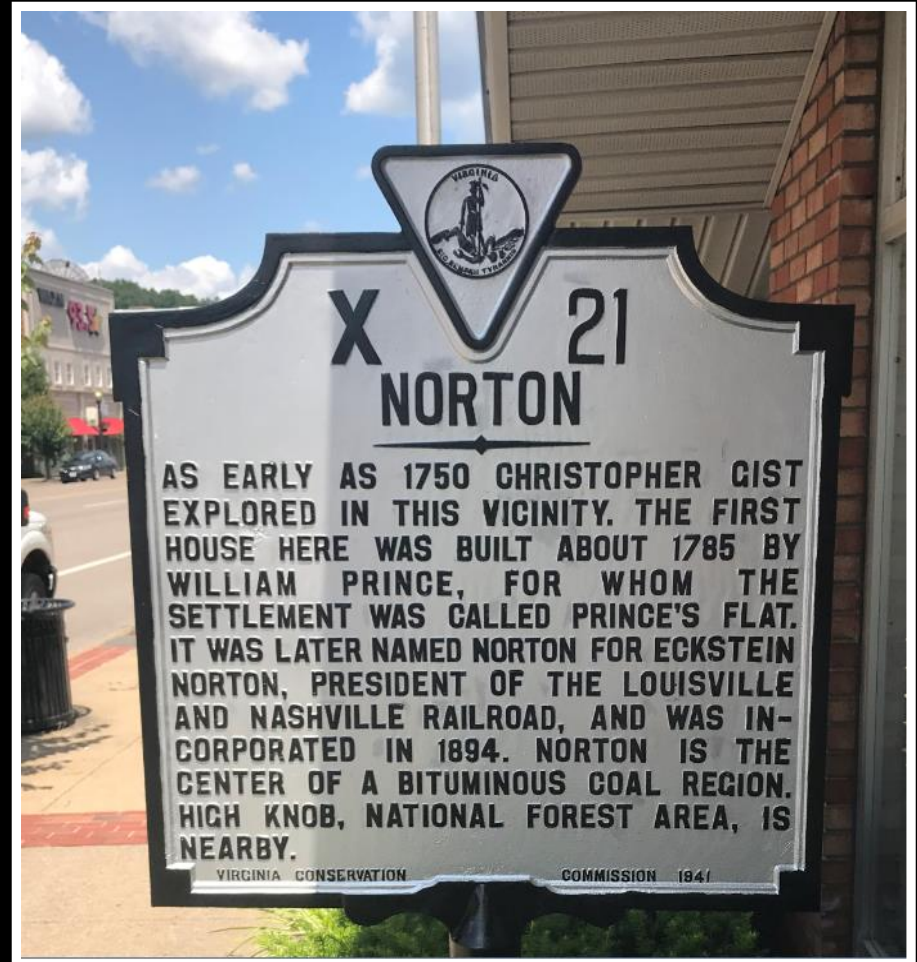
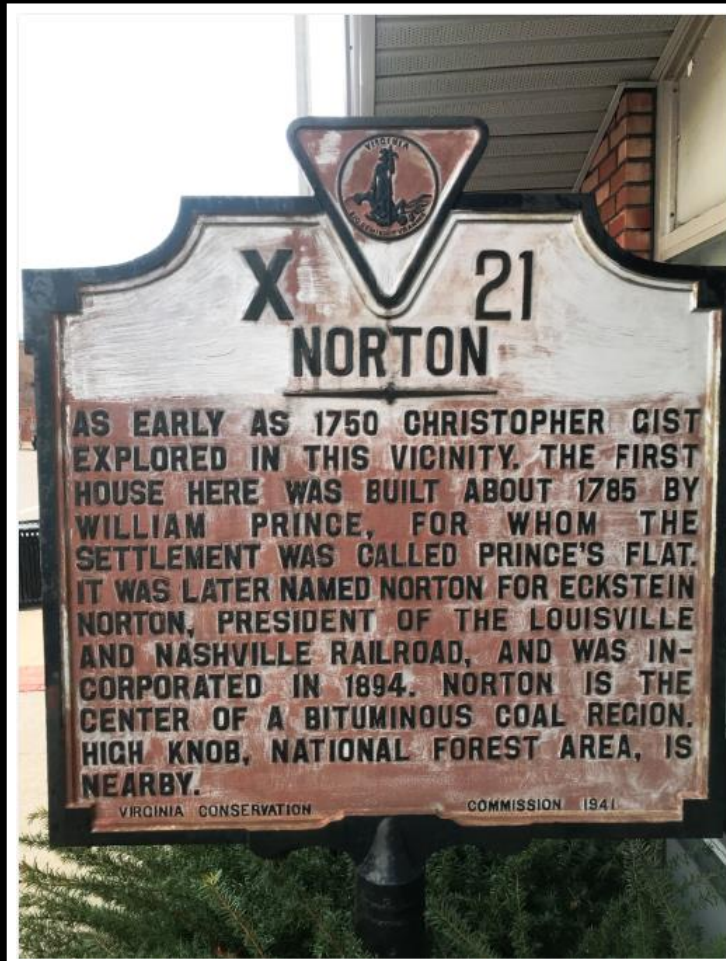
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Sample of Outcomes

- **Streetscape Improvements**
- **Façade Improvements**
- **Event Center**
- **Cidery**
- **Small But Important Projects...**

Restoration of Historic Marker



Restoration of Historic Coke Sign



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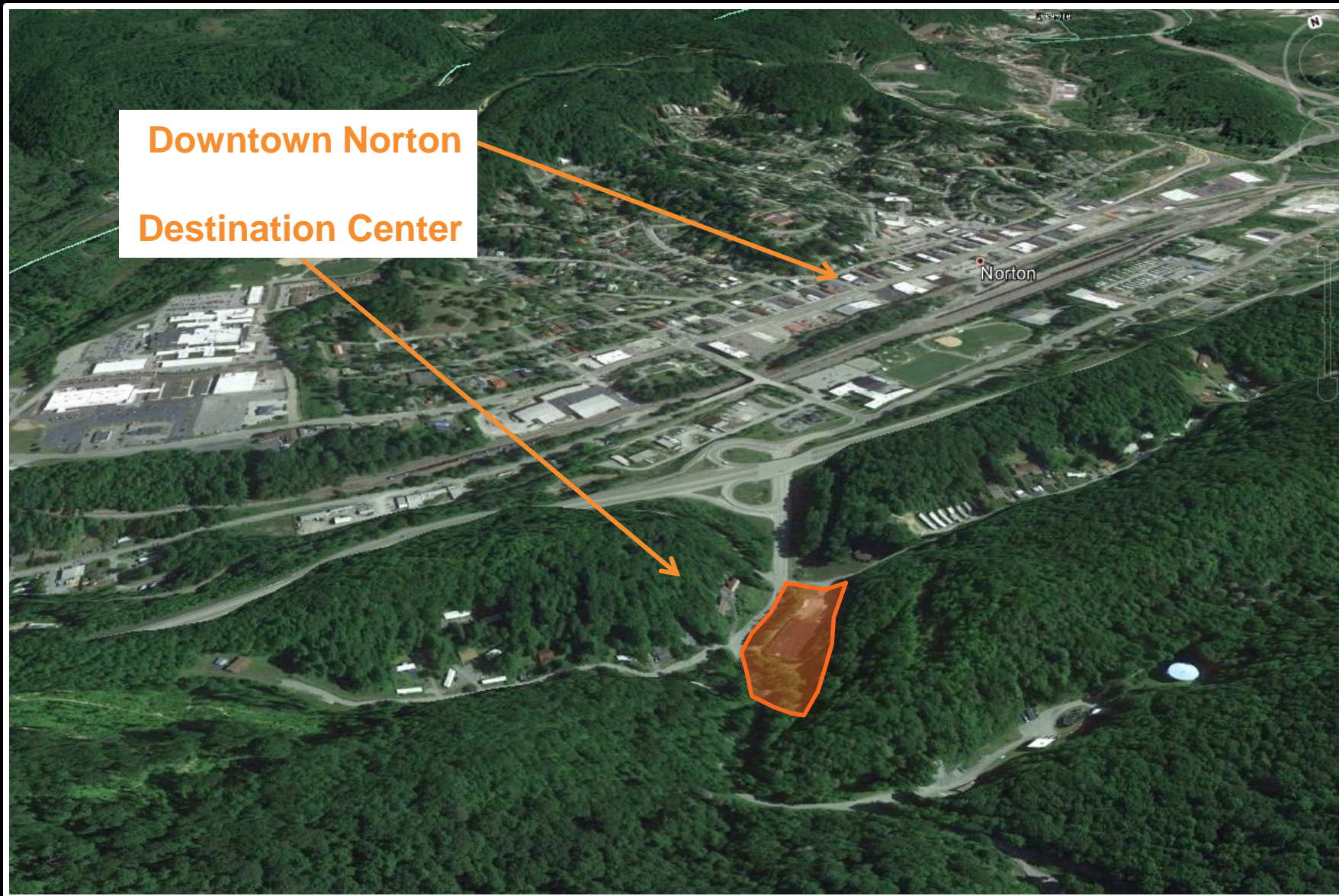
Restoration of Historic Coke Sign



BelcherImages

Current Projects

- **Designing Visitor/Destination Center for the Flag Rock & High Knob Recreation Areas.**



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Current Projects

- **Designing Visitor/Destination Center for the Flag Rock & High Knob Recreation Areas.**
- **Pedestrian Trail Connecting Downtown to Visitor Center & City Trailhead**



Downtown Norton

This aerial map of Norton, Virginia, features several key locations highlighted with orange labels and arrows. 'Downtown Norton' is labeled in the upper-middle section, pointing to a cluster of buildings and streets. 'Multi-Use Path' is labeled on the right side, pointing to a dashed orange line that runs along a road and then turns into a wooded area. 'Destination Center' is labeled at the bottom left, pointing to a brown-shaded area in a clearing. The map also shows a baseball field, a parking lot, and a small pond in the lower right. A north arrow is visible in the top right corner.

**Multi-Use
Path**

Destination Center



**SOUTHWEST VIRGINIA
OUTDOORS**





Get Outside in
NORTON
VIRGINIA

Questions?