



Colonial Beach Business District Revitalization **Market Analysis Summary & Visioning Workshop**

April 11 & 12, 2011

6:30 PM

MEETING SUMMARY

MEETING OBJECTIVES

The main objectives of the meeting were to:

- Provide a brief background and overview of the Town's DHCD Grant Activities and Schedule
- Provide a summary of Colonial Beach's Economic Market Analysis
- Engage each other in visioning and other activities related around improvements to the historic commercial area.

This meeting served as the 1st 2-day visioning workshop for the project area and will be followed up by another meeting in about 2 months (sometime in June 2011). Approximately 58 individuals attended the first evening and approximately 40 individuals attended the second evening.

1st EVENING ACTIVITIES

- Power Point Presentation
 - Background / Introductory Info
 - How we got here?
 - Overview of Grant Activities and Schedule
 - Market Analysis Summary and Findings
- Group Sessions (visioning)
 - Values and Visioning Exercise
 - Mapping Exercise (improvement areas, special areas, what's missing?)
- Summaries

2nd EVENING ACTIVITIES

- Summary of comments from previous evening
- Presentation of concepts and ideas for the historic commercial area based on those comments
- Group Sessions
 - Market Analysis Discussion – Key Elements
 - Concepts and ideas discussion – What works / what doesn't
- Summaries

1st EVENING GROUP SESSION SUMMARY

At the conclusion of the power point presentation the group was divided into five smaller groups to discuss a variety of topics.

Values and Visioning Exercise

Attendants were asked to think about the following imaginary experience and list their thoughts/discussion on a flip chart.

This year, for some reason it became necessary for you to move hundreds of miles from Colonial Beach. You made the move and developed a life for yourself in your new community and it was not possible for you to go back for a visit until 20 years later. Twenty years is a long time – not a lifetime, but enough time to notice changes.

As you wander through the historic commercial core area, you happen to run into each of the following four people:

A Resident

A Business owner

An Elected official

A High school sophomore

What would you like each of these individuals to say about the historic commercial area? What changes were made? What is the character of the area? What were the greatest accomplishments since you moved?

Group 1

1. Resident

“Can you believe the change at the waterfront”

“So much to do here”

“Everything I need is in town”

“Industrial park=revenue”

“Doubled senior housing”

“Expanded B&B & known the world over”

“Wedding=Destination”

“More variety of restaurants”

2. Business Owner

“All the year-round business”

3. Elected Official

“Proud of the steps that have been taken”

“Brought in professional managers”

“Look at all the success we had by partnering with Dahlgren. Also, there are a variety of businesses and better/forward thinking leadership”

4. High School Sophomore

“I was so prepared for college & life”

“Teen activities/comm. center”

“Partnership with school system”

5. Miscellaneous

- "All the online services"*
- "Recreation facilities for all ages"*
- "Pedestrian friendly (benches, tables, trees, etc.)"*
- "Spot for waterway cruises"*
- "Look how well we're leveraging the waterfront view, experience & asset"*

Group 2

1. Resident

- "Active/Vibrant"*
- "Winter activities on Town Hill"*
- "Great sidewalks"*
- "Parking"*
- "New bike/pedestrian path"*
- "Nice looking homes"*
- "Landscaping"*

2. Business Owner

- "It is a business friendly community"*
- "It was a smart move on my part"*
- "My business is thriving"*
- "Finally business friendly/now business friendly"*
- "Followed the town vision"*
- "We're expanding"*
- "We have....."*
 - *"Boardwalk shops/fun shops & games"*
 - *"Kid activities"*
 - *"Water sports"*
 - *"Skate park/spray ground"*
 - *"Water park (look @ Ches Beach, slide is horrible)"*
 - *"Bicycle rentals/Kayak rentals"*
 - *"Expanded business hours"*
 - *"Movie theatre/Dinner seating"*
 - *"Real beach sand"*

3. Elected Official

- "We have finally balanced our budget"*
- "Our roads & water/sewer fixed"*
- "We have a continuing vision for the next 5 years"*
- "Our Mayor has an office"*
- "We are proud of our empowered citizens/volunteers"*

4. High School Sophomore

- "Character of area"*
- "Friendly"*
- "I have a paying job in this town"*
- "After college, I'd like to return to Colonial Beach to further enhance our community with a long term vision"*

"It's a great place to raise kids"
"Business/College opportunities"
"I will attend a top rated school in VA"
"There are many activities for teenagers"

Group 3

1. Resident

"Area has been cleaned up"
"Utilities have improved (lights, water, etc.)"
"Friendly place to live"
"Utility lines have been buried underground"
"Area has improved, but kept its "quaint" feeling"
"So many things to do-its difficult to decide what to do each evening"
"Quaint inns & cottages"
" "Destination spot" for tourists-shopping, restaurants, art"

2. Business Owner

"Tax incentives to help new & established businesses improve their buildings, etc."
"Business friendly for new businesses"
"Business owners are pleased with flourishing business-supportive town gov't."
"People are coming & using my business-business volume is improving"
"Artists' Triangle – has become an art Mecca"
"Business community is united & supportive of community"
"Chamber of commerce is supported whole heartedly by town & town officials"

3. Elected Official

"Officials have a good report with town residents and with the members of the Chamber"
"Town Council represents the needs & wants of people & supports the businesses"
"We have no problem of finding good candidates for office/elected positions"
"Proactive town gov't. – Takes action on routine matters without being prompted"
"Our town gov't. always acts in the best interest of the tax payer"
"Elected official-feels that through personal observation - that we have a good town and take pride in town"

4. High School Sophomore

"There are lots of things for young people to do in town"
"I feel I received a good education & want to return here to live"
"I can afford to live here because there are good paying jobs available"
"I am happy that the town is wireless"
"Family friendly place"
"It's a great place to raise kids"
"Good place to raise children"

Group 4

1. Resident

"Proud to live in Colonial Beach"
"I don't have to go to F/Burg to shop (prom dress, etc.)"

2. Business Owner
 - "Businesses open year-round"*
 - "Cobblestone"*
 - "We are part of Main Street USA"*
 - "Profit margin increase 1:1 to 2:1 per year"*
3. Elected Official
 - "Taxes are reasonable"*
 - "Capital improvement program funded yearly"*
4. High School Sophomore
 - "90% of graduates-college bound and wish to return"*
 - "Pathway for financial assistance to high schools"*
 - "Satellite community college program for high school graduates"*
 - "Year-round sports activities"*
5. All
 - "Friendly"*
 - "Clean and environmentally sound"*
 - "Job opportunities-always something to do"*
 - "Community has money-able to reach goals"*
 - "Sidewalks"*
 - "Bike paths"*
 - "New first class hotel"*
 - "Median income increases 20% (1% per year)"*
 - "Good sand on beaches"*
 - "State of the art golf course/driving range"*
 - "We don't fight amongst ourselves"*
 - "Goals/outcomes 5/10/15 year"*

Group 5

1. Resident
 - "More things to do..."*
 - *"Bowling Alley"*
 - *"Movie theater"*
 - *"Spa"*
 - *"YMCA/Community center"*
 - *"Miniature golf"*
 - "Improved infrastructure"*
 - *"Sidewalks"*
 - *"Underground utilities"*
 - *"Improved boardwalks"*
 - "Excited and happy tourists"*
 - "Sense of security"*
 - "Variety of restaurants"*
2. Business Owner
 - "Profitable"*

“Needed to expand sq. ft.”
“Hired more people”
“Innovative”
“Had to meet challenge of increased competition”
“Healthy promo of tourism year-round”
“Can hire from local workforce”

3. Elected Official

“We have a cohesive governing body”
“They have increased revenue sources”
“Provided tax incentives”

4. High School Sophomore

“Glad we stayed”
“There’s a lot to do”
“Top notch education opportunities”
“Good employment opportunities-classmate first governor of VA”
“Want to come back after college and raise family”

5. General

“ADA compliant”

Mapping Exercise

As a group discuss and identify on the map the following items in the color specified. Add notes, as needed, to clarify your thoughts.

- In green identify areas or elements that are unique, special, and/or can be celebrated. Items can be a specific area or just a character description.
- In red identify areas or elements that need improvements/modifications. Also list in red elements that are missing from the commercial core.
- In blue of the areas and/or elements identified in red, highlight one or two that are in the groups opinion the most important to improve immediately (do not identify more than 2).

The images and notes on the following pages summarize the findings of all groups on one map for each of the identified tasks.

Areas that are special/unique:

1. *"The concrete rubble at the end of Colonial Avenue has some historical significance."*
2. *"Utilize the end of N. Irving Avenue as an art colony."*
3. *"Preserve N. Irving Ave and Hawthorne buildings for historic district."*
4. *"Keep Town Hill"*
5. *"Ice Cream Shoppe"*
6. *"Foodies" identified at the Seaside Restaurant*
7. *"Expresso Shop / Tides Inn block"*
8. *"Hawthorne / Washington"*
9. *"Town Hill – winter wonderland activities/ice skating"*
10. *"Hunan Diner"*
11. *"Day's Inn site – needs to be demolished. Town should sell other town property outside core to buy this piece."*
12. *"Riverview, Docs, Hunan, Expresso, Town Hill, Museum, Town Hall Building, Tides Inn, B&B"*
13. *"Town Center & Library"*



Areas that need improvements, elements that are missing, comments:

1. *"Need visitor parking (meter parking vs. Kiosk) on town owned land adjacent to visitor's center."*
2. *"Paved Parking lots with H/C spaces and landscaping"*
3. *"Public restrooms need lots of improvements"*
4. *"Remove heavy equipment parked next to condo building."*
5. *"Remove boarded windows on Irving."*
6. *"Fix fence and façade at VFW Post."*
7. *"Need porch railings for safety at the Museum."*
8. *"Utilize Day's Inn site for a family hotel with pool from public use"*
9. *"Scrape and Scrap Days Inn site"*
10. *"Another hotel"*
11. *"Community Center"*
12. *"Recreation for all ages along boardwalk... telescope, games, arcades, park area, spray park, skateboard, etc."*
13. *"Facades along boardwalk should have historic facades." "Add shops along boardwalk"*
14. *"Turn town owned land where food court is located into an activity, shops, games, area"*
15. *"Cultivate gathering along the boardwalk"*



“entertainment” “amphitheatre”

16. *“Memorial or welcome beacon in center of Colonial /Washington Ave intersection”*
17. *“Privacy fence around utility area in front of Riverboat on the Potomac”*
18. *“Cobblestone walkways”*
19. *“Directional signage”*
20. *“Lighting”*
21. *“Mixed retail – boat rentals/character, bait tackle shop, miniature golf, misc restaurants, food vendors”*
22. *“Improve facades along Hawthorne between Washington and N. Irving” “Storefronts”*
23. *“Move main visitors center, keep current one as satellite and add trolley stop”*
24. *“Utilities - underground, water & sewer”*

Areas that are priorities for improvements:

1. *“Beachfront, boardwalk, food court, restrooms”*
2. *“Senior housing adjacent to existing condos”*
3. *“Flowers Everywhere”*
4. *“Public restrooms, with summer coming”*
5. *“Benches and telescopes along boardwalk”*
6. *“Laser tag and indoor putt-putt golf”*
7. *“Rejuvenate boardwalk”*
8. *“Both public restrooms”*
9. *“Town owned land where the food court is located”*
10. *“Commercial center, outdoor art gallery, beach walk, promenade”*
11. *“Restrooms – 1st class”*
12. *“Boardwalk and sidewalks as a whole”*
13. *“Sidewalks”*
14. *“Public Restrooms”*
15. *“Boardwalk”*
16. *“Beaches – Clean”*



2nd EVENING GROUP SESSION SUMMARY

At the conclusion of the concept/idea presentation the group was divided into three smaller groups to discuss the concepts and market analysis presentation.

Market Analysis Discussion

Groups were asked to discuss and identify the top three ideas/recommendations from the Market Analysis Presentation that hit home/made the most sense related to their understanding of their community.

Group 1

1. *"Tag all advertising with golf cart community"*
2. *"Marketing ideas"*
 - *"Birdwatcher – Audubon"*
 - *"History tours – Use of trolleys & recording"*
 - *"Creative arts – paint/photography/writers"*

Group 2

1. *"Improve town appeal"*
 - *"Curb appeal town property (Bay Saver Landscape)"*
 - *"Home properties-Tax breaks-Rebates"*
 - *"Business property improvements-tax breaks"*
 - *"Improve amenities"*
2. *"Expand marketing"*
 - *"Social media"*
 - *"Billboard at gateway of N.W.K.G."*
 - *"Brochures"*
 - *"More support to tourism"*
 - *"Branding/Image is needed"*
3. *"Focus on economic development"*
 - *"Business friendly rep."*
 - *"Hubzone"*
 - *"Bring in businesses to enhance brand"*

Group 3

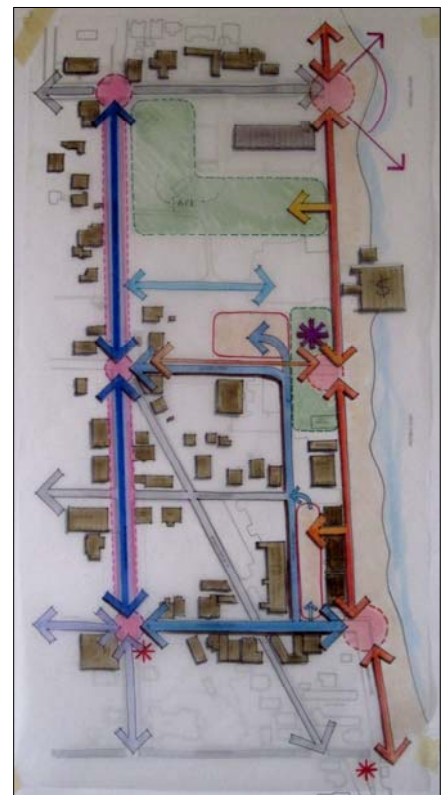
1. *"Tourism blitz-via internet (facebook, tourism sites, etc.)"*
2. *"Validate the retail leakage population data (i.e. age of residence) from market analysis"*
3. *"Proximity to Dahlgren (Missing out on opportunities-hotels, recreation, restaurants)"*
4. *"Approved list of hotels for gov't. workers/contractors"*

Concepts Discussion

Groups were asked to discuss the concepts/ideas presented and make notes to express their ideas/discussions.

Concept 1 notes

1. *"Improve boardwalk north all the way to Lincoln"*
"Yes!"
2. *"Like Open Space"*
3. *"Like beach, boardwalk upgrade"*
4. *"Would like landscape everywhere"*
5. *"Like focal point at end of Colonial Avenue"*
6. *"Welcome gazebo, at end of Colonial (end of boardwalk?)"*



Concept 1

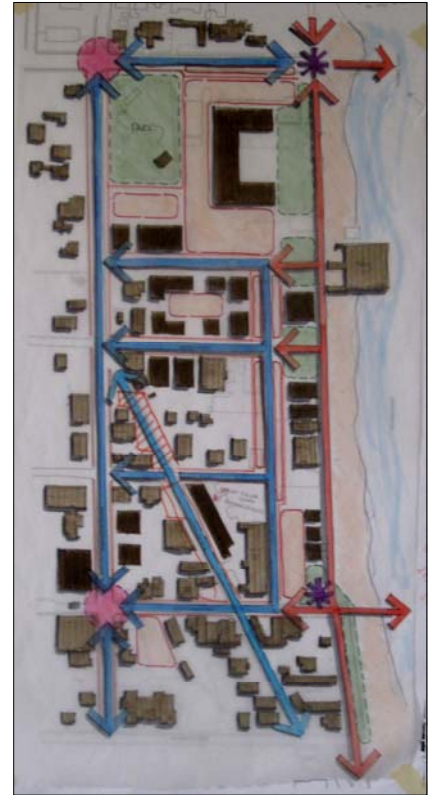
7. *"Reconstruct pier"*
8. *"Welcoming" structure on Jackpot pier foundation"*
9. *"Like extension of Boardwalk south to memorial"*

Concept 2 notes

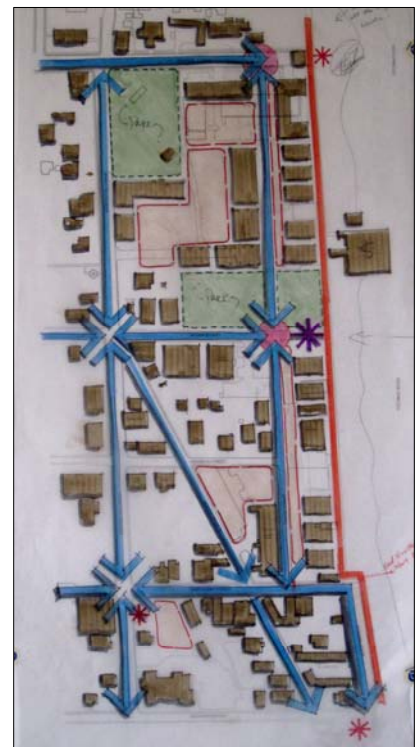
1. *"Improve boardwalk north all the way to Lincoln"*
2. *"No hotel, prefer small inn, maybe on colonial or elsewhere"*
3. *"Maximize open space / park area"*
4. *"Boat pier at end of colonial would be great"*
5. *"Incorporate boat docking spots at end of Colonial Avenue"*
6. *"Not sure about closing Irving to vehicular traffic and only allowing golf carts at this time"*
7. *"Irving stays car traffic"*
8. *"Love distributed green space and distributed parking, ditto"*
9. *"Keep green space pocket parks, ditto"*
10. *"Like smaller green spaces down Taylor Street"*
11. *"Boardwalk connection to Irving avenue is important"*
12. *"#1 priority - either end of colonial avenue or restrooms, water feature, visiting center"*
13. *"Extension of boardwalk south is good"*
14. *"Keep Irving one way – thru traffic to access beaches and parking by all"*
15. *"Like Golf cart/Ped. For Irving Ave."*
16. *"Stop Hawthorne at end of Irving start boardwalk and continue it to larger beach"*
17. *"Cobblestone end of Hawthorne to boardwalk and clean up Irving bathroom"*
18. *"End Hawthorne at Irving, cobblestone or pavers to expanded boardwalk"*
19. *"Like the idea of ending Hawthorne at Taylor and starting boardwalk on Concept 2" "Great idea"*

Concept 3 notes

1. *"Improve boardwalk north all the way to Lincoln"*
2. *"Need more open spaces"*
3. *"Extension of Taylor to Colonial is great" "Ditto" "Ditto"*
4. *"Extend Taylor to Colonial Ave."*
5. *"We want Colonial Avenue improvements as #1 priority"*
6. *"Like historic markers-Historic district"*
7. *"The focal point at the end of Colonial Avenue should be #1 priority" "Ditto" "Ditto"*
8. *"Like spray ground, water feature, visitors center, bathrooms at end of Wilder"*
9. *"Focus on History!!! Have old buildings"*
10. *"Need year round public restrooms. Look into "Clivus"*



Concept 2

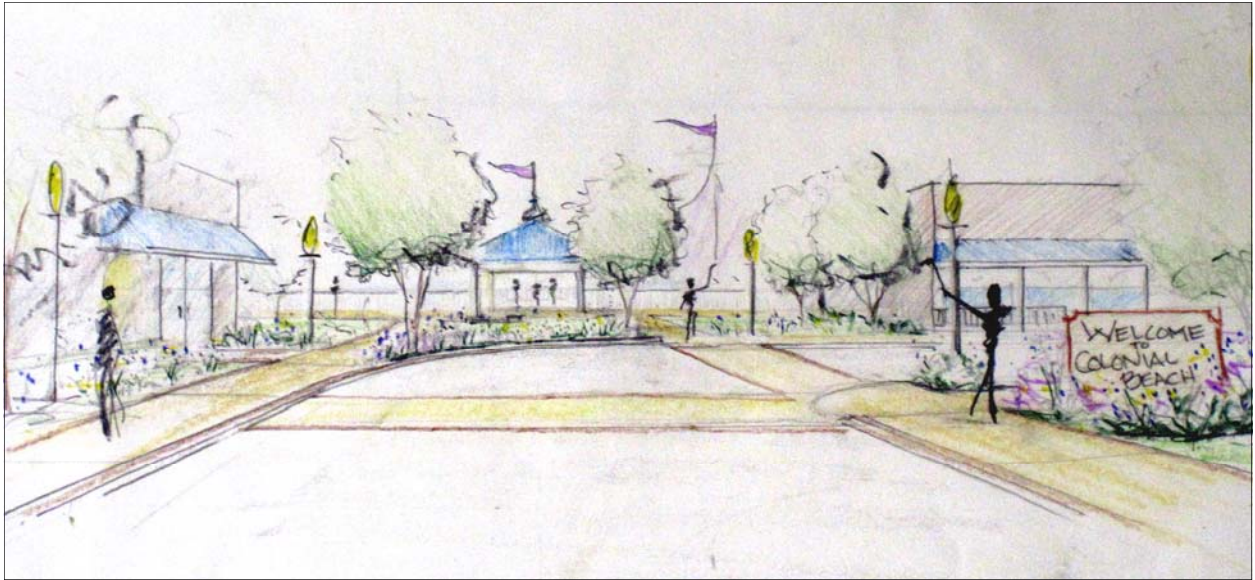


Concept 3

recycling toilet system – eco-friendly and waterless.”

Other Ideas / Comments

1. *“Require new construction to put power lines underground”*
2. *“Make Colonial Beach a destination”*
 - *“Signage-sign standards (black)”*
 - *“Stamped concrete all the way down Taylor Street”*
 - *“Stamped concrete boardwalk”*
 - *“Keep town hill”*
 - *“Low divider wall-seating height/Sand/Boardwalk/Black wrought iron lighting & street signs”*
 - *“Solar lighting built in on side of divider wall”*
3. *“Boardwalk”*
 - *“A real boardwalk-no long term sidewalk-wood”*
 - *“End Hawthorne at Irving, cobblestone or pavers to expanded boardwalk”*
 - *“Lighting”*
 - *“Clean restrooms-update shower design-family friendly”*
 - *“Benches”*
 - *“Trees”*
 - *“Stationary game tables”*
 - *“Sprinkle park/Children’s play park”*
 - *“More trash bins”*
 - *“Food vendors”*
4. *“Signage-standardized (including historic markers)”*
5. *“Improve the end of Colonial Ave.”*
6. *“Wooden boardwalk (Lighting, Benches, Trees, Flowers)”*
7. *“Beautify without blocking view (Electric/Power lines)”*
8. *“Pool & Spray ground”*
9. *“Restrooms”*
10. *“Green space-for large venues”*
11. *“Focus on entryway to beach”*
12. *“Traffic Circle at Colonial and Washington?”*
13. *“Golf cart corral w/ solar power for charging electric carts”*
14. *“Repave sidewalks”*
15. *“Beach like street lamp along Washington Ave”.*
16. *“Continue to pursue YMCA w/ pool for the town”*
17. *“Internet advertising in F’burg”*
18. *“Golf cart drive in movies”*
19. *“Bike and walking trails”*
20. *“Bike lanes along some town roads”*
21. *“Oasis palm tree area – kiosk”*



Potential Improvements to the End of Colonial Avenue



Potential Typical Sections