

# Business District Revitalization Planning Grant



Town of Colonial Beach, VA



An aerial photograph of a coastal town, likely Victoria, British Columbia, showing a harbor with a bridge, residential areas, and green spaces. The image is faded to serve as a background for the text.

# Workshop Agenda

- Brief Introduction / Summary
  - Market Analysis Findings
  - 1<sup>st</sup> Visioning Workshop Summary
- Management Team
  - Key Activities/Discussions
- Proposed Physical Improvement Concept Drawings
  - Conceptual Master Plan
  - Priority Improvement Areas
- Break
  - Visual Preference Survey & Branding Ideas
- Group Discussions & Summaries



# Business District Revitalization Planning Grant

## Economic Restructuring & Revitalization

- Undertake activities to identify opportunities to improve the economic and physical conditions within the community
  - Extensive community and stakeholder involvement
  - Analysis / Evaluation (Market Analysis)
  - Establishment of a clear vision and key projects (Economic Restructuring Plan)
  - Implementation Grant Funding up to \$750,000 or \$1,000,000 if housing is included



An aerial photograph of a coastal town, likely in the Northern Hemisphere, showing a waterfront area with a pier, various buildings, and a mix of residential and commercial structures. The image is faded to serve as a background for the text.

# Market Analysis

- Local Economic Engine - Tourism
  - Tourism related activities are the most important economic drivers
- Challenges
  - Seasonality
  - Aesthetic Character of the Area
- Opportunities Abound
  - Attractive central location to launch tours of the many surrounding historical and cultural attractions
  - Arguably the best waterfront location in the Northern
  - Target Markets
    - Historic and Cultural Tourists
    - Art and Food Tourists
    - Wedding Parties
    - Bicycling Tourists
    - Bird and Wildlife Watchers

An aerial photograph of a coastal town, likely Nantucket, showing a harbor with several boats, historic buildings, and a mix of residential and commercial areas. The image is faded to serve as a background for the text.

# Market Analysis

- Invest in Tourism
  - *\$1 investment in Tourism promotion results in a \$5 impact on local and state taxes - State Tourist Commission*
- Improve the aesthetics of the area
- Tools
  - Tax Increment Financing
  - Business Improvement District
  - Enterprise Zone
  - National Historic Designation
  - State and Federal Grants
- Goal/Projections
  - Increase in tourist traffic of at least 5% / year
  - Over the next 5 years an additional 15,000 – 20,000 SF new retail space
    - 7,000 – 10,000 dining
    - 5,000 – 8,000 specialty retail
    - 2,000 – 3,000 salon/spa



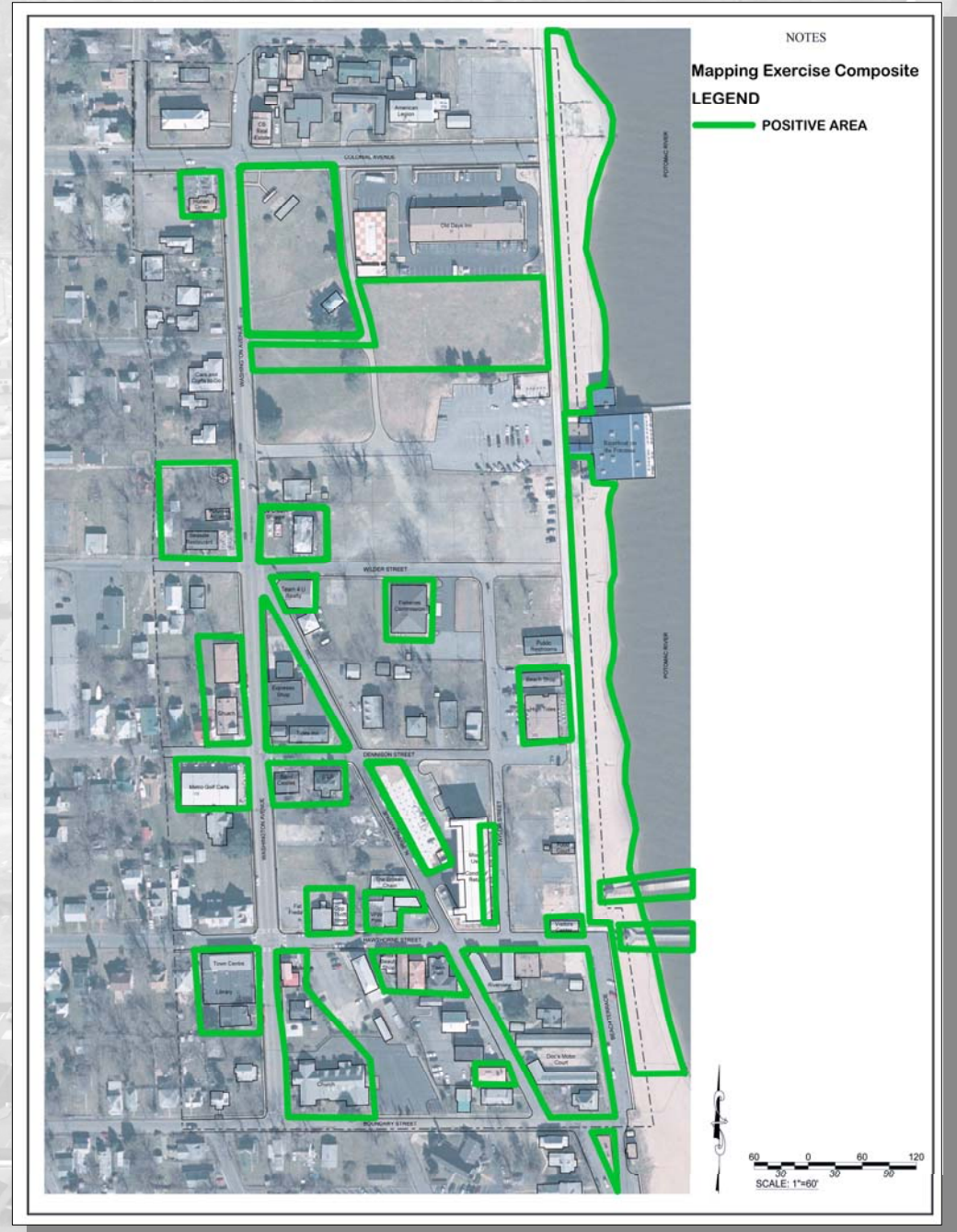
An aerial photograph of a coastal town, likely Ocean City, showing a wide beach, a boardwalk, and residential areas. The image is faded to serve as a background for the text.

# Visioning Workshop

- Resident
  - *So many things to do*
  - *Improved sidewalks, pedestrian areas, boardwalk, parking, etc*
- Business Owner
  - Business is open year round
  - Business is profitable, growing, etc...
- Elected Official
  - Proud of all the progress that has been made
- High School Sophomore
  - Lots of things for young people to do
  - This is a good place to raise kids

# Visioning Workshop

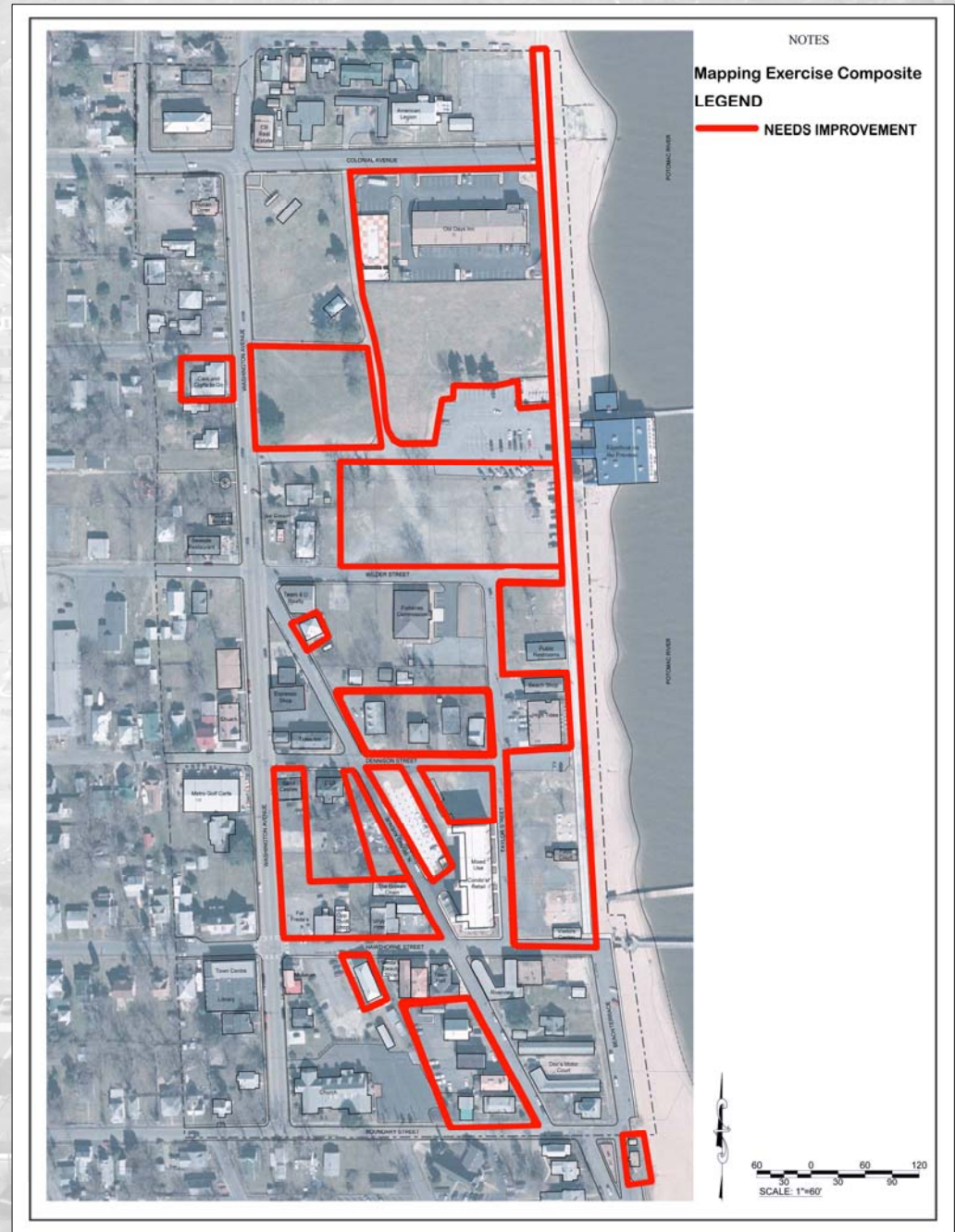
- Areas that are unique and/or special





# Visioning Workshop

- Areas that Need Improvement





# Visioning Workshop

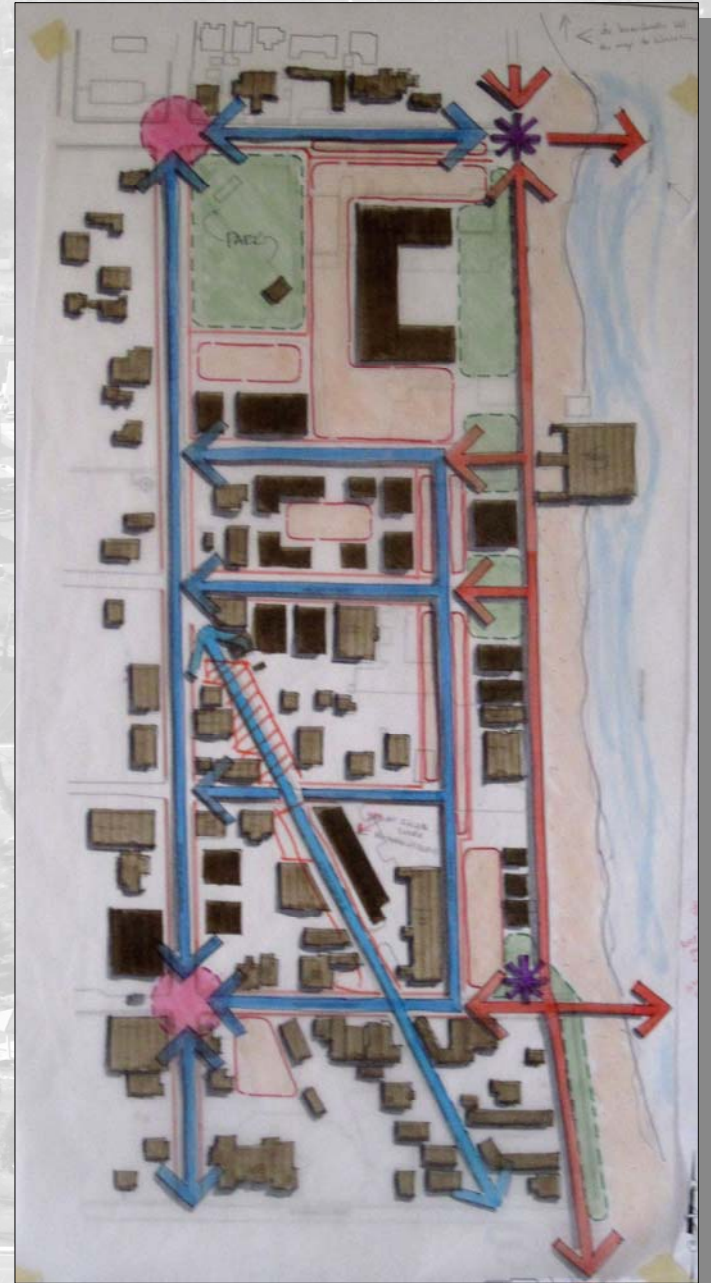
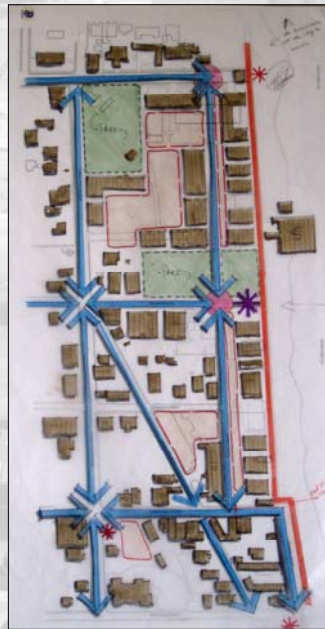
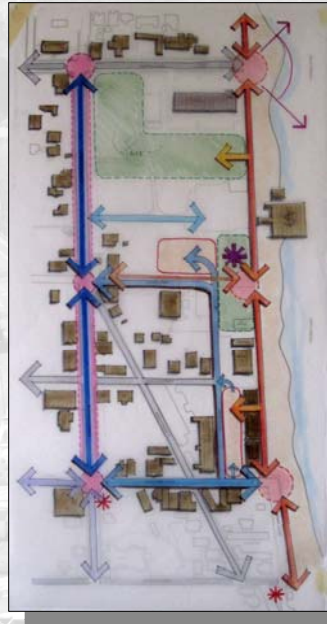
- Priority Areas for Improvement





# Visioning Workshop

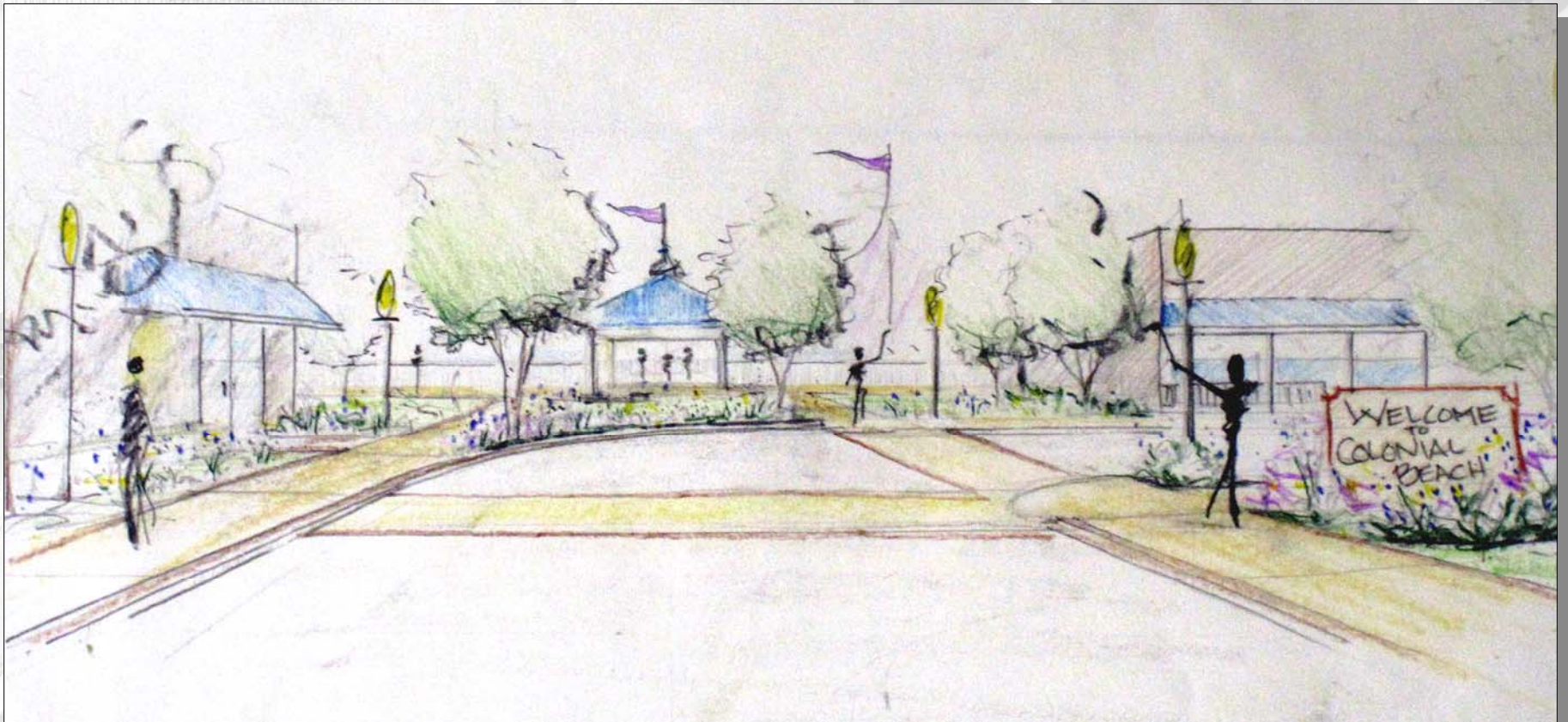
- Improvements to the end of Colonial Ave.
- Distributed Greenspace
- Extension of Taylor
- Boardwalk Improvements
- Extension of Boardwalk South





# Visioning Workshop

- Key Area Improvements





# Management Team



Business Representation – Vickie Coffman, Sharon Dunavant, John DePasquale

Cottage Owners - Glenda Chiarello

Town Residents – Walter Kern, Maureen McCabe, Sue Buzby, Jay Jarvis

Weekenders – John DePasquale

Historic Society - Mitzi Saffos

CB Foundation – Peter Fahrney

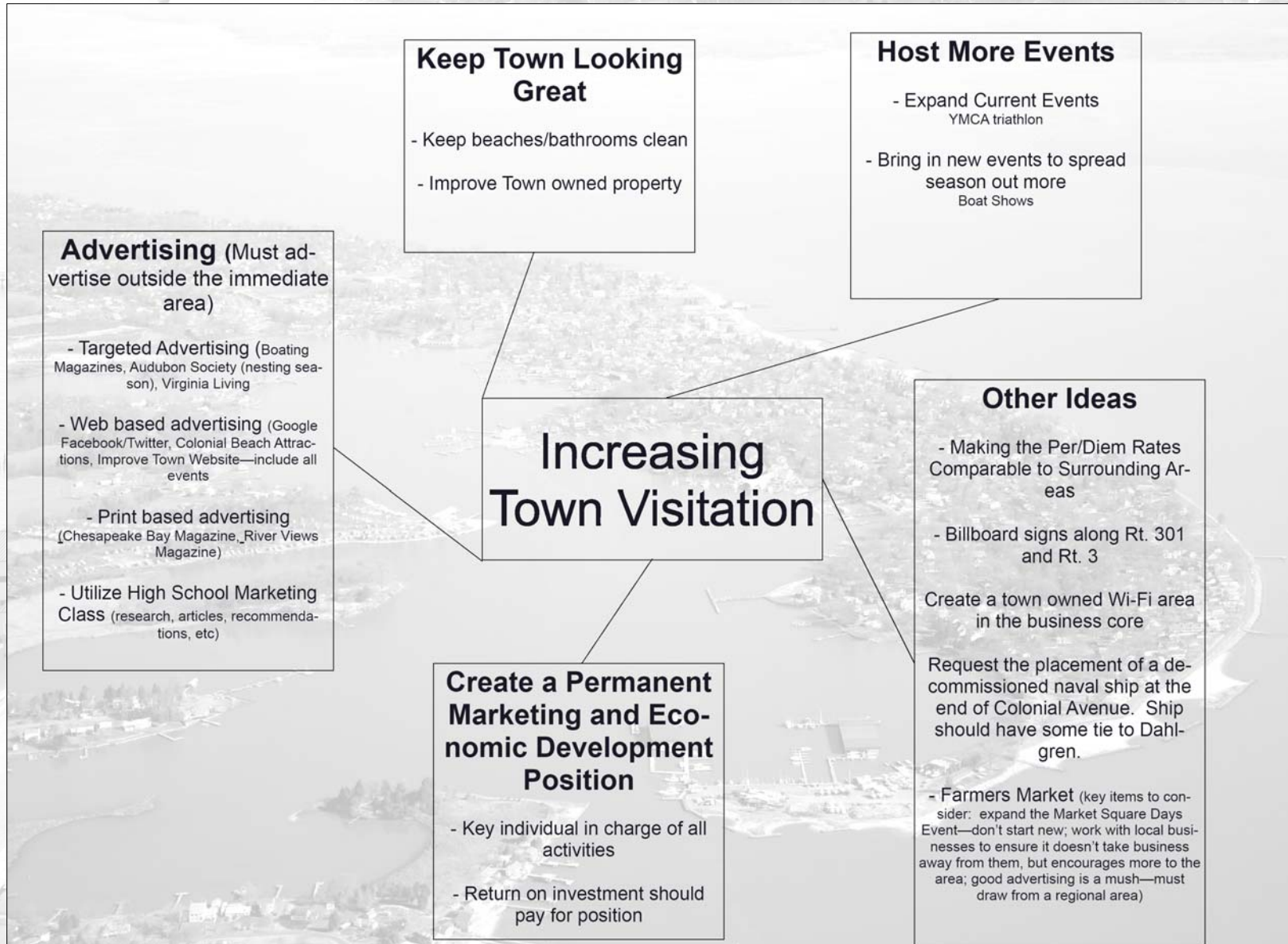
Public Relations – Kathy Flanagan

Schools – Michael Shumate

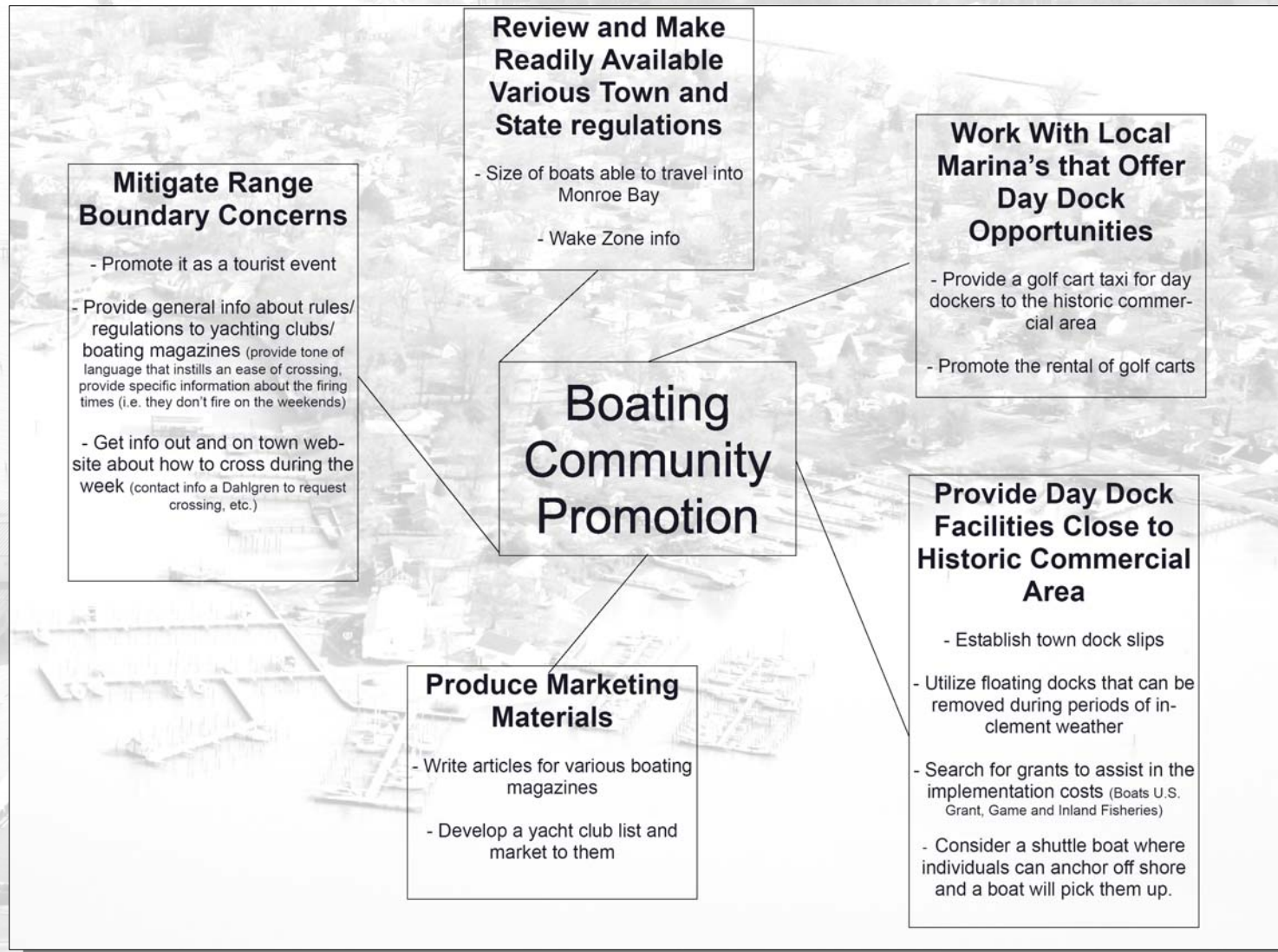
Local Government Reps - Shane Buzby (TC), Margaret McMullen (PC), Gary Mitchell



# Management Team – Key Activities

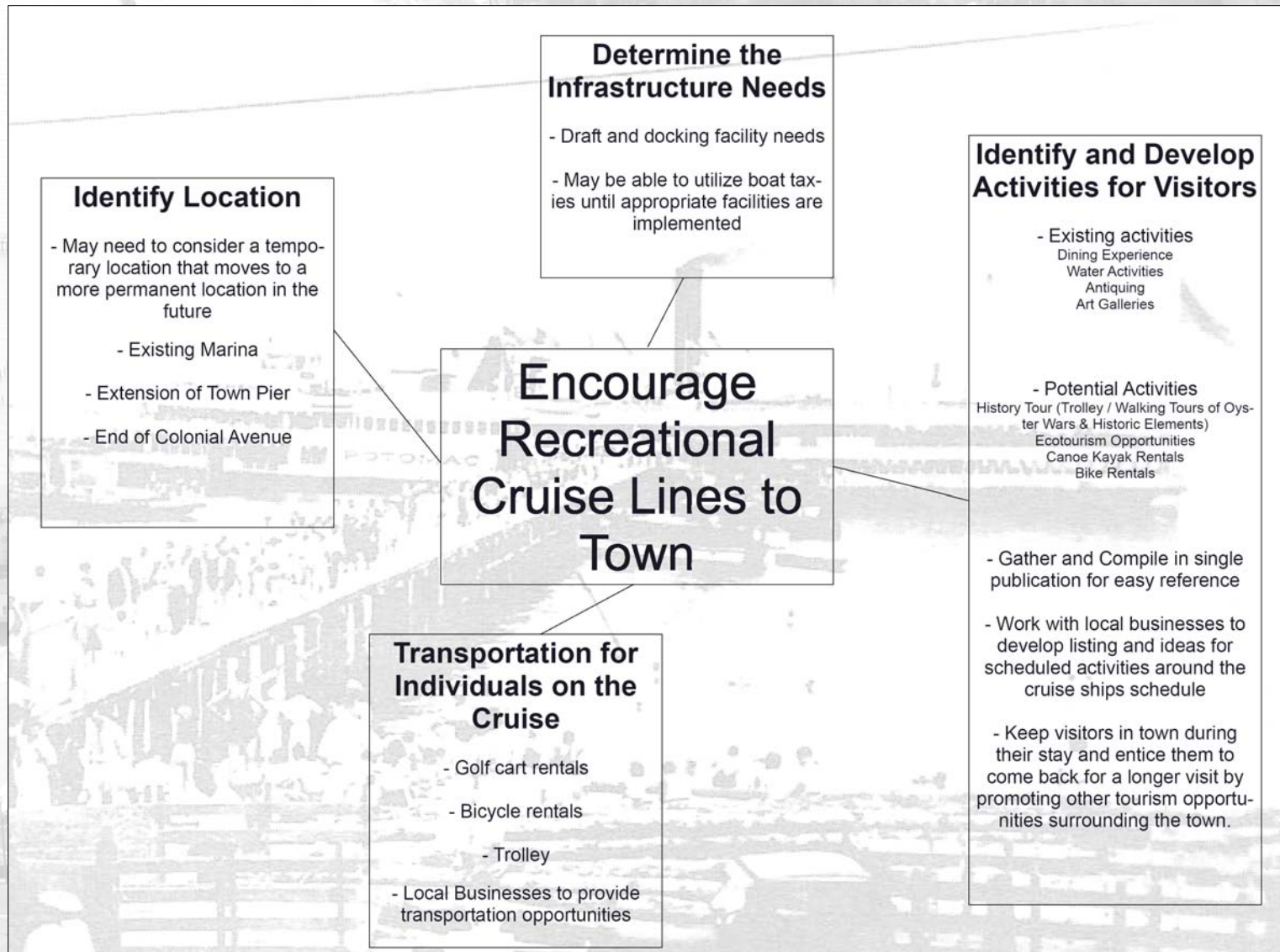


# Management Team – Key Activities





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# Management Team – Key Activities

## Logo Development

- Develop a logo that area businesses and the town can use to promote the town as a golf cart community



Promoting the  
Town as a Golf  
Cart Community

Promoting the  
Town's B&Bs &  
Cottages

## Develop a Comprehensive List of Publications and Routinely Submit Feature Articles About the Town for Publication

RiverViews  
Warsaw

The Rivah Visitor's Guide  
Kilmarnock

The County Register of Virginia  
Maryland

Chesapeake Style  
Warsaw

House and Home Magazine  
Tappahannock

BaySplash—Lifestyles of Virginia's Chesapeake Bay Region  
Irvington

Getaway...  
King George

Local Scoop  
Kilmarnock

Pleasant Living  
Kilmarnock

Prop Talk—Chesapeake Bay Powerboating  
Maryland

Chesapeake Bay Magazine

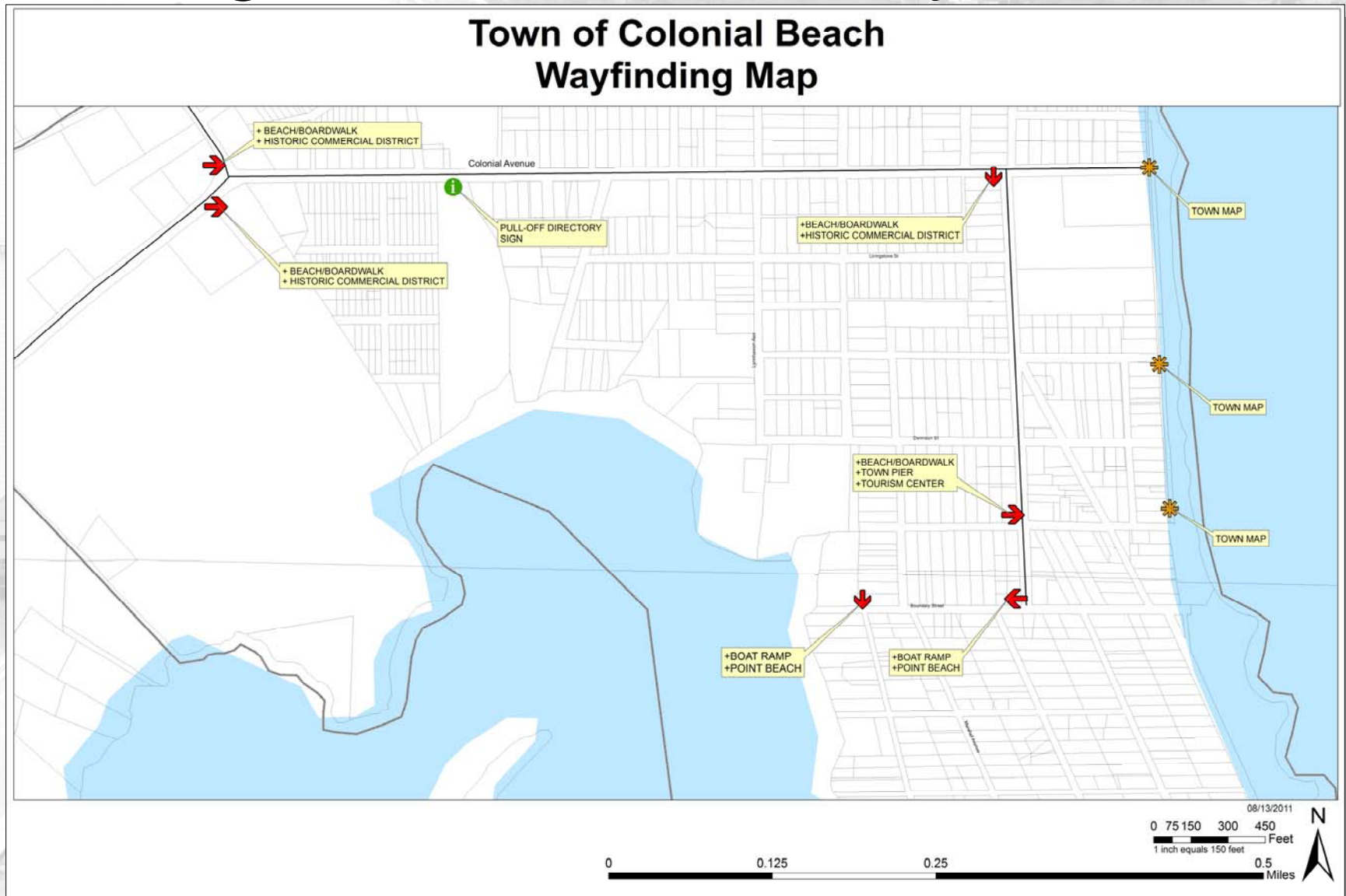


# Management Team – Key Activities

## • History Markers / Trails



# Management Team – Key Activities





# Concept Drawings



Conceptual Master Plan – Option 1



# Concept Drawings





# Concept Drawings



Conceptual Master Plan – Phasing Alternative



# Concept Drawings



Boardwalk just north of Hawthorne looking South



# Concept Drawings



End of Colonial Avenue looking East



# Concept Drawings



Taylor Street looking North



# Concept Drawings



Extended boardwalk looking North toward town pier



# Concept Drawings



Boardwalk Looking South (American Legion to right)



# Concept Drawings

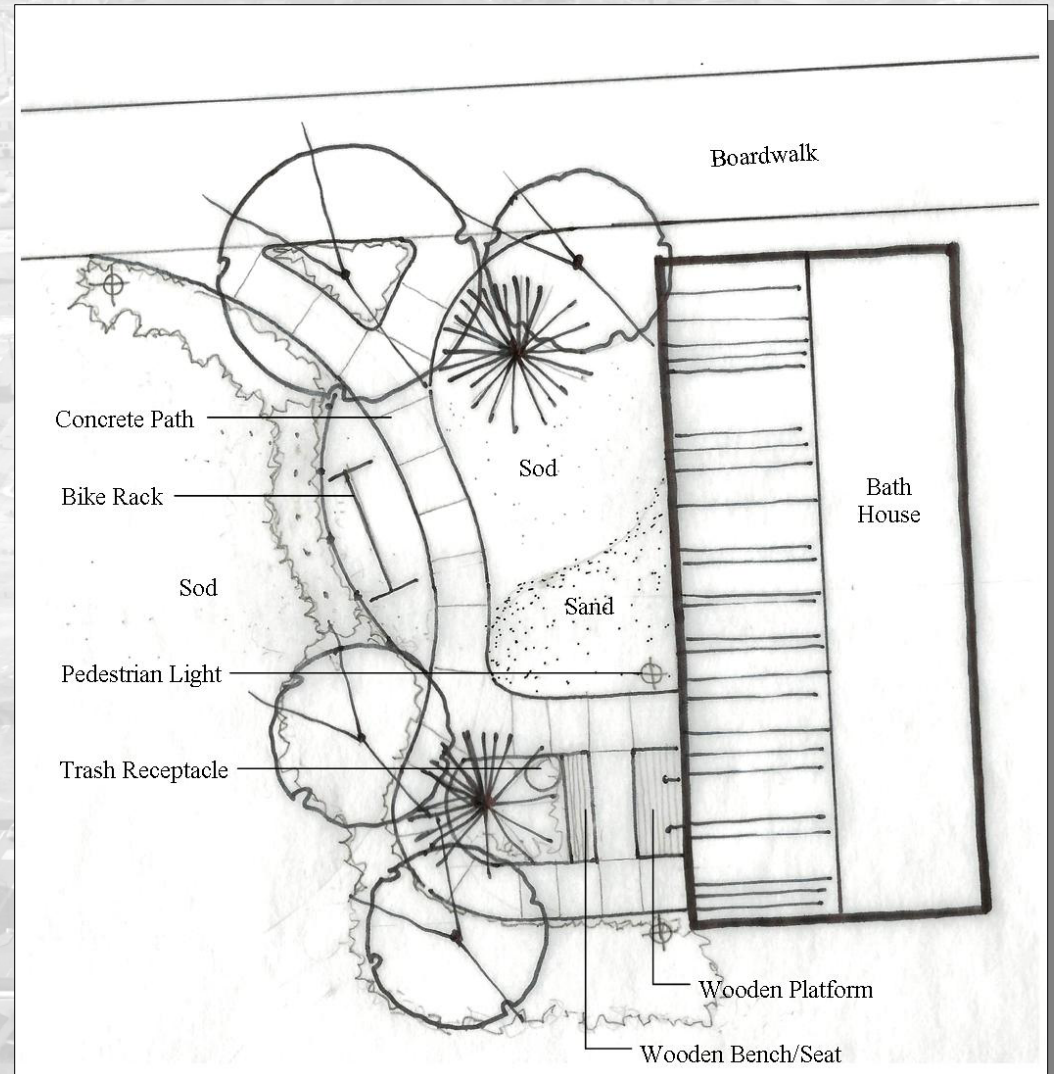


Boardwalk Character and Buildings

# Locally Funded Improvement Project



Bathhouse Improvements





An aerial photograph of a coastal town, likely in New England, showing a mix of residential and commercial buildings, a beach, and a body of water. The image is faded to serve as a background for the text.

# Visual Preference Survey and Branding Ideas

Then... reconvene for group  
discussions