



Colonial Beach Business District Revitalization Public Workshop #2

August 13, 2011

MEETING SUMMARY

MEETING OBJECTIVES

The main objectives of the meeting were to:

- Provide a brief introduction and summary of the first public meeting
- Present the key activities of the Management Team
- Review the proposed conceptual master plan and key area improvements

This meeting served as the 2nd public workshop for the project area and is the final public meeting currently scheduled. Approximately 49 individuals attended the event.

EVENT ACTIVITIES

- Welcome and Introductions
- Introduction / Summary Info
 - Market Analysis Summary
 - 1st Visioning Workshop Summary
- Management Team
 - Members
 - Key Activities
- Proposed Conceptual Plans
 - Conceptual Master Plans
 - Priority Improvement Areas
- Visual Preference Survey
- Branding Ideas
- Group Discussions – (40 - 60 min)
 - Key Activities Discussion
 - Conceptual Plans and Perspectives Discussion
- Summaries and Next Steps

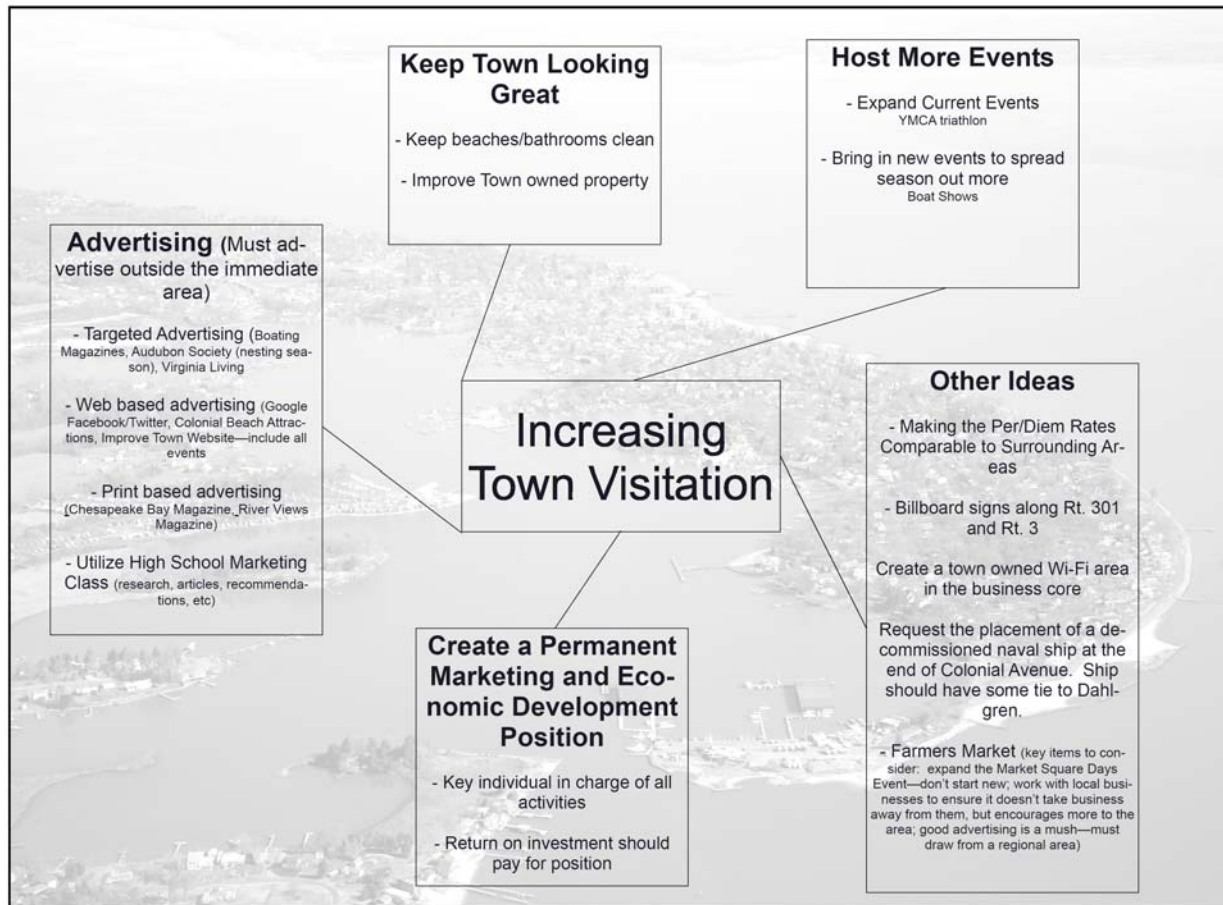
GROUP SESSION SUMMARY

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

Management Team Key Activities

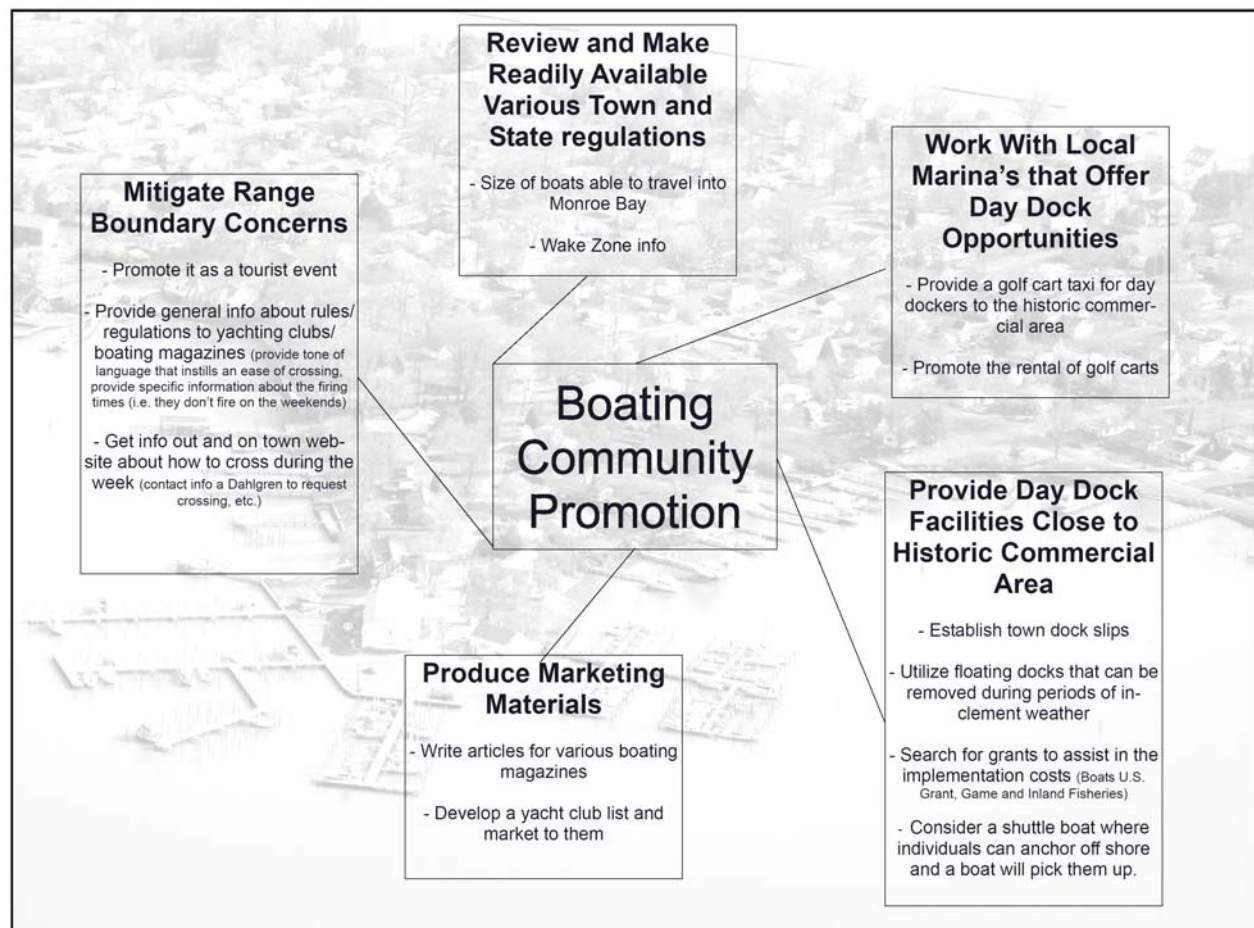
The groups reviewed and discussed the key activities the management team had been working on (they are summarized below and a print out of each was provided for reference). Generally, the groups all

agreed with the ideas for each activity that the management team had identified. The groups provided additional thoughts and ideas related to the activities as shown in the tables below.



Increasing Town Visitation Comments					
Group Number	Advertising	Looking Great	More Events	Permanent Position	Other Ideas
1 & 3	Regional Promotions	Bigger/nicer trash cans, improved streets/sidewalks, clean up days for community, more attractive signage	Promote events autumn festival Recreational Venues: swimming, gym, theater, bike paths, bocce ball, need off season events, spring fling festival	This is key	Winery showcase Like All ideas presented
2	Richmond, MD, WV tweet, face book, Broaden population				
4	Name Recognition, Improve appearance in conjunction with new facilities. Small theme hotel! Mini Golf, Personal property pride				Colonial Beach Name Recognition in Key





Boating Community Promotion Comments					
Group Number	Mitigate Range	Regulations	Local Marinas	Day Dock Facilities	Marketing Materials
1 & 3	Agree	Jet Ski Designated Area	Agree	Agree	Need to make water accessible to visitors. Need directory for boat launch sites
2					Are we too limited in coverage?
4	No Wake Zone very important for: Paddle Boats, Canoes, Children's Activities				Advertising in Boating Magazines, seafood festival, water taxi



Promoting the Town as a Golf Cart Community and Promoting B&B's / Cottages Comments			
Group Number	Top Picture of Golf Cart	Publications	Other Comments
1 or 3	Selected first logo, wanted a person driving added to it...	Need a PR person for the town, advertise in publications geared toward retirees	Signage is key
2	Selected first logo		
4	Selected first logo	Washingtonian, Old Town Crier, Virginia, DC, MD, South MD, N. VA	Golf Cart magazine, Golf cart taxi services, hourly rentals, golf cart tours \$ per person.

Logo Development

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

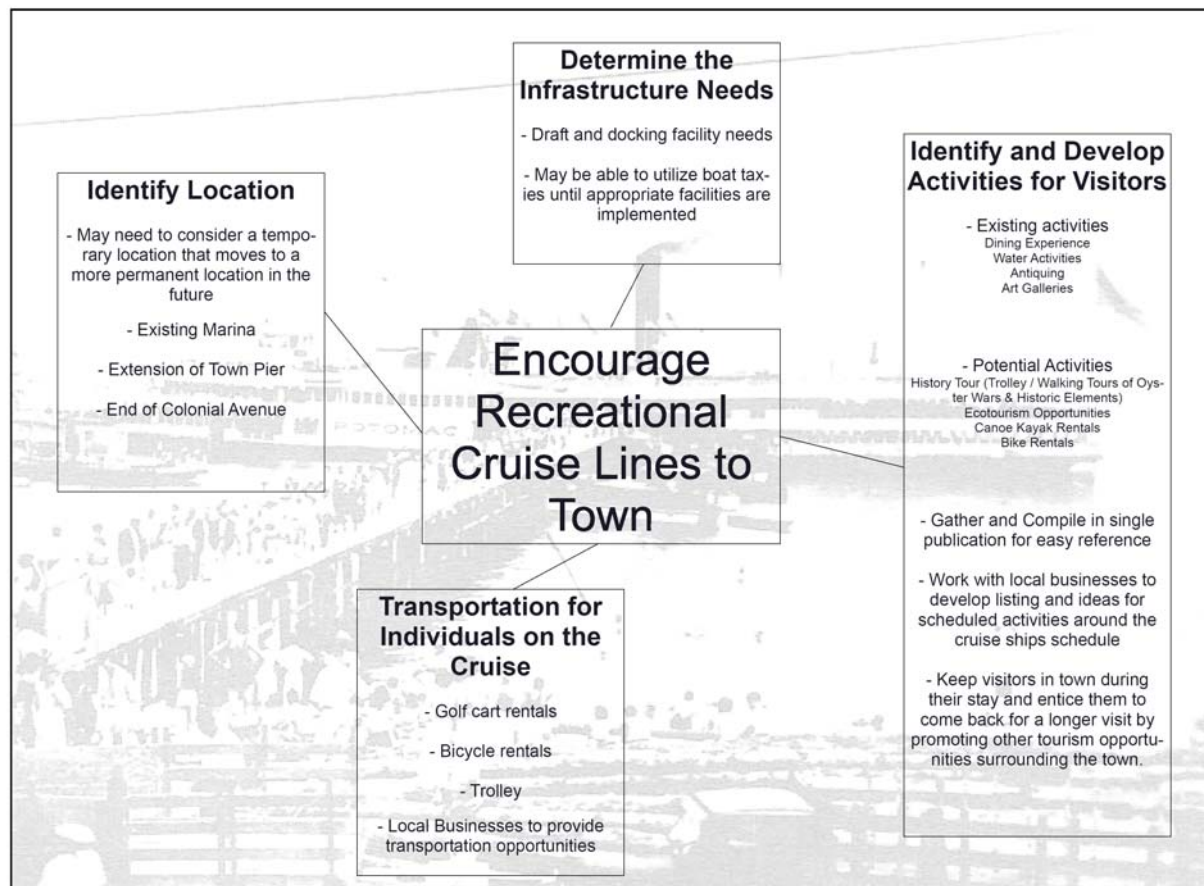
Promoting the Town as a Golf Cart Community

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

Encourage Recreational Cruise Lines to Town Comments				
Group Number	Identify Location	Infrastructure Needs	Activities for Visitors	Transport for Cruise Patrons
1 or 3	Agree	Agree	Agree	Agree, Need designated area for pets
2	Agree Either extension of town pier or end of Colonial Ave.	Boat Taxies		
4				Golf cart rental by Hour, Overnight Cruises from DC, One way around the point walking & biking paths



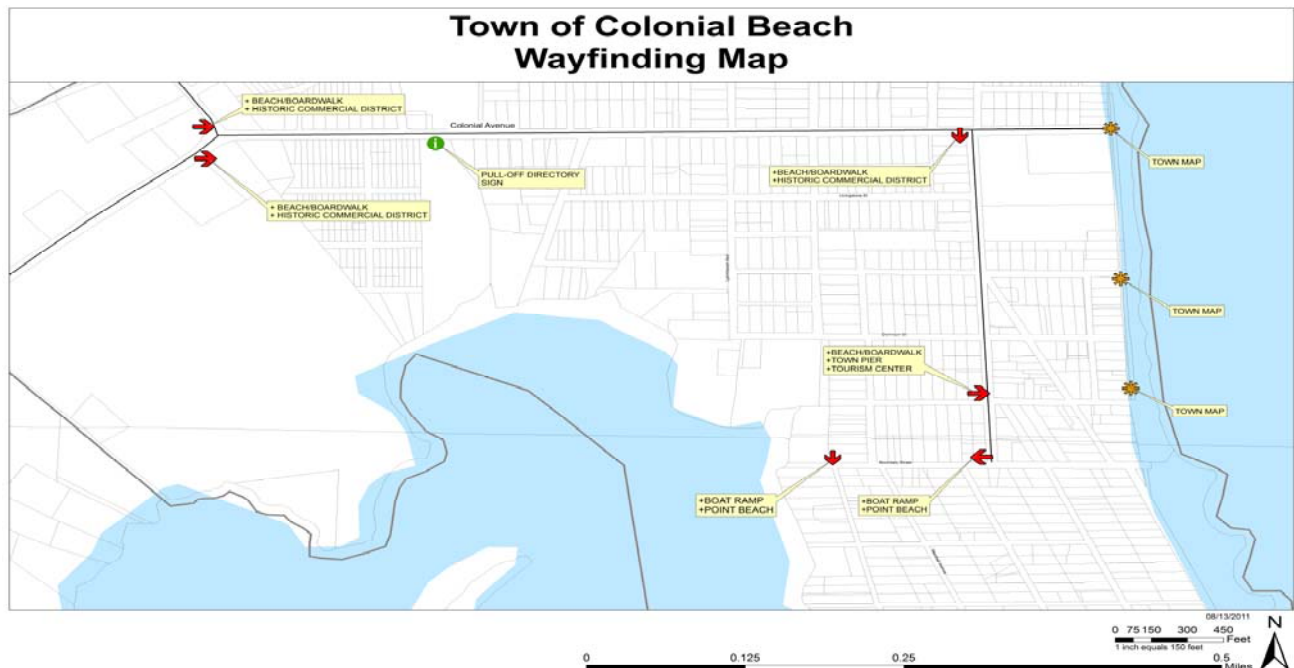
Historic Markers for Eventual History Trial



Need Historic Markers

Need to prioritize most significant ones for marker program

Wayfinding Signage



Need welcome landscaping and quality sign at Rt. 205 and Colonial Ave.

Sign should direct to "Public Beach" at Rt. 205 and Colonial Ave.

Need sidewalks/lighting along Colonial Ave.

Need theme beautification, flowers, banners, etc. along Colonial and Boardwalk.

At Colonial Ave and Washington should direct to: beach, boardwalk, parking.

Sign at Washington and at Boundary should direct to "Public Beach" not "Point Beach".

Want a boat ramp at 700 Colonial Avenue and end of Boundary St.

Summary of Visual Preference Survey

Below are the pictures shown to the stakeholders to determine image preference. The numbers below indicate the number of stakeholders who preferred each image.



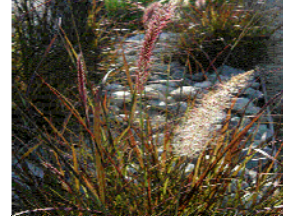
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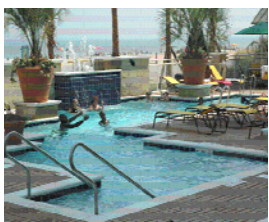
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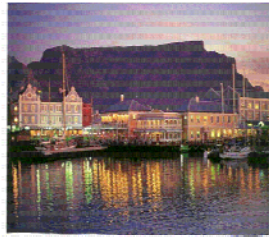
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10



19



29



36



18



49



9



6



24



31



21



4

Presentation of Draft Vision for Comment

One suggestion was received related to the draft vision as identified below.

*The historic commercial business district is the hidden gem of Colonial Beach and plays a vital role in the prosperity of the town. Stretching for two miles, the scenic Potomac River shoreline is a destination point for residents and visitors seeking fun in the sun including water recreation activities such as swimming, sunning, and boating. The one-half mile boardwalk offers outdoor dining, specialty shopping, hospitality venues, biking, and the opportunity to observe the **Potomac River's** ~~Chesapeake Bay's~~ flora and fauna. A vibrant arts community has emerged with an active artist guild and several local galleries and boutiques. Eclectic architecture on the waterfront includes Victorian-*

style homes and beach bungalows nestled alongside bed and breakfast establishments. There are rental cottages available for extended stay and several small quaint motels. Historically significant, the boardwalk area offers visitors an opportunity to walk in the footsteps of President James Monroe, Alexander Graham Bell and watermen who fought a century-long “Oyster War” on the shoreline. Colonial Beach is a golf cart town with golf cart and bicycle rentals available. The town is conveniently located to Washington, D.C., Richmond, Northern Virginia and Maryland. The revitalized historic commercial business district plays a vital role in the prosperity of the town.

Summary of Branding Ideas Voting

Prior to the meeting a call was put out for branding ideas submissions. Several were received and added to the list of ideas created by the management team. Below are the results of the voting in order of preference.

27	Small Town...Wide River...Great Life
22	Colonial Beach ...life in the slow lane
10 – no preference 2 – 1 st option 8 – 2 nd option	Colonial Beach [The Northern Neck’s ¹] [Virginia’s ²] Best Kept Secret
7	Jewel of the Potomac – Colonial Beach
7	Colonial Beach – Beaches, Boats, Sunsets
5	Playground of the Potomac
4	Virginia’s Best Kept Secret...Pride of the Potomac!
4	Happiness is within reach at colonial beach
2 – no preference 1- 1 st option 1 – 2 nd option	Making Memories [the old fashioned way ¹] [sunrise to sunset ²] Destination Colonial Beach
3	Heart of the Potomac
2	Where History and Recreation Meet
1	The River, the View, and You
1	No never, hardly ever...wanna leave
1	Stay for a weekend, come back forever
0	Pride of the Potomac
0	The river, carts & arts & you

Proposed Physical Improvement Concept Drawings

The groups reviewed and discussed the proposed conceptual master plan drawings, perspectives and elevations. They discussed what works and what didn’t. Generally, everyone liked the concepts presented.



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August 13, 2011

Conceptual Master Plan—Option 1 Business District Revitalization Colonial Beach, VA





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Conceptual Master Plan—Option 2

Business District Revitalization

Colonial Beach, VA



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Conceptual Master Plan -Phasing Alternative Business District Revitalization Colonial Beach, VA





Boardwalk Character:



Excellent!



Boardwalk just north of Hawthorne Ave.



End of Colonial Avenue

Group 2: Bocce Ball, Shuffle Board, Putt-Putt Golf

Bocce area and tables with chess/checker tops.
If not here, small designated dog area.

Yes!! More dog space.



Taylor Street looking north



Extended Boardwalk looking north toward Town Pier.



Boardwalk looking south just north of Colonial Avenue.

General Comments

Group 1

Town Looking Great

- Private initiative (homeowners taking more responsibility)
- Town clean up day
- H.S students – community services
- Town identify “less than desirable” properties
- Awards to individuals “seasonal” (Christmas, ect.)
- Host more events
 - Greater cooperation/operational from town
 - More advertising/greater outreach
 - More “water” related events, also:
 - Car Collectors
 - Christmas home tours
 - Arts (theater, art center, galleries)
- Upgrade current activities
- Create marketing and economic development plan
 - Develop a community center (early on) – flexible use
 - Before hiring an individual- tap talent in town

Boating Community

- Day dock – identify area and provide facility
- Do not promote as tourist event – Range Boundaries
- Concentrate more on town owned day docks, cruise ships

Proposed Physical Conceptual Drawings

- Extension of Taylor St. and perpendicular parking is great idea
 - Widening/extension is good idea
- Make sure height restrictions on new development is followed – lower heights towards water.
- What is plan for existing town buildings (tear down – revitalize ???)
- Extension of Boardwalk (past Doc’s Motor Ct.) is good idea
- End of Colonial Ave is an important aspect of “advertising” – way finding
- Community center is an important addition to help create activity/organized events – recreational/cultural.
- Architectural concepts of new boardwalk buildings
 - Height restrictions
 - Hurricane codes
 - Purpose (mixed use: living/working)
 - Retail incentives to come/stay

Promote year round activities/events

- Let the market place determine what businesses are here – the town needs to be more open to working with potential developers/business owners
- Be more business friendly
- Voting rights – people who don’t live here year round

Encourage cruise ship lines in town

- Draft, physical facility
- Creating activities for cruise visitors to enjoy
 - Theater, dance (community center use)

Promoting golf cart community

- Rental opportunities outlined on Colonial Ave Kiosk
- Signage to include rental opportunities
- Golf cart – is not obvious to visitors

Historical Sites

- Highlighted quality of sites vs. quantity of signs /sites
- Use of high quality signage

Way finding Maps

- Immediate need for signage to show visitors key attraction areas (beach, business areas)

Other Key Activities

- More specific parking opportunities outlined/discussed
- Create more activities for teens

Group 2

- We all like perspectives presented.
- “Water” Dog Park near Monroe Bay / Boat Ramp dog access, write strict enforcement of “no dogs on beach” and tickets given.
- Need: Tennis Courts, Basketball courts, Bocce Ball Courts, Skateboard Park, Driving Range
- Improve signs at Washington and Colonial Ave
 - “Beach”
 - “Parking”
 - “Boardwalk”

Group 3 & 4

- Resource (paid) to execute ideas
- Historic marker tower
- Keeping town looking great-include town
- Activate town with activities (bocce ball)
- Wayfinding signage is important
- Promote current events