

### *DISTRICT DEFINITION*

- District expansion to include The Villages and West Beverley St. from Lewis to Jefferson Sts.
- Expand district.
- The district is so large which can make it seem fragmented. To build a better sense of unity throughout the district, while maintaining the identity and uniqueness of each area. I am not sure how to do this. Maybe signage, map placement?

### *PARKING*

- A small, historic-looking parking garage on each block of Beverley Street.
- Free parking for business owners

### *CONCERT VENUE*

- Permanent pavilion at the Wharf with lighting electric for performance and events.
- Band shelter downtown
- Permanent pavilion a la C'ville for music and events

### *PUBLIC SPACES*

- Numerous pocket parks downtown, each with gorgeous grass, flowers, small trees, and benches.
- More Downtown green space.
- I wonder if the Wharf parking lot couldn't be replaced with a Spanish-style plaza with a fountain in the center.
- More green space in Wharf or on Central Avenue
- More trees in parking areas & streets as appropriate
- More outdoor restaurant seating
- Flowers (perennial bulbs) in the small green spaces in various locations downtown

### *ALLEY & STREET EVENTS*

- Utilize Downtown alleys for local events.
- Experiments with regular street closings.
- Street closure Friday & Saturday in August – October to accommodate activities and addition dining area for restaurants

### *WAYFINDING*

- Trailblazing Signage-permanent and prominent that direct people from Beverley to the Wharf and Central Avenue
- More banners
- Sign entering Staunton indicating "downtown Staunton-- 60 retail stores and 30 restaurants" (whatever the estimated number).
- Parking Signage – Directionals for Tourists (See Pictures). Signage – Store Front Listings – map
- Additional Banners locations at garages.
- Interstate Signage

## **The DESIGN Wishlist**

### *CONNECTIONS*

- Better walking connectors to Gypsy Hill park and Wright's/Villages of Staunton.
- A physical connector (walkway) between Lewis St. and Gypsy Hill Park.
- A walkway between Greenville Ave. and The Villages of Staunton.

### *SAFETY & CLEANLINESS*

- Reduce speed limit on Beverley St. – reduce wrecks, assist deliveries
- Trash pick up every day with a convenient place for trash cans outside.

### *PROPERTY APPEARANCES*

- Better general upkeep of historic buildings by property owners
- No run-down, crummy-looking businesses
- Make the Methodists tear down the ugly addition to their beautiful little original church;
- Make the City tear down the courts/jail building and put something aesthetically pleasing on that corner.
- Grant money for improvements
- Better lighting in front windows of stores that are closed at night for better curb appeal.

### *STREETSCAPE IMPROVEMENTS*

- Better lighting between Beverley Street and the Wharf.
- Public & private Christmas light displays
- Pave Beverley Street
- Completed Streetscape in Central Ave. area.
- Provide bike racks

### *VACANT BUILDINGS & STOREFRONTS*

- Continue Art Displays in Empty store fronts – RE Smith center, Children Art Network or allow off-premises displays for stores to display products or display cases
- Fill vacant windows.
- Formulate incentives to encourage the development or appropriate temporary use of underutilized property.
- For vacant property owners and homes around downtown (tenant occupied or owner occupied) to maintain and keep curb appeal up to a certain standard. The old grocery store on Central is a good example. "If you own it, maintain it"



### *CONTROL*

- Put SDDA in charge of all the landlords, the city government, and the NEWSLEADER so we can make them do whatever we want.
- To have the budget completely independent of the city. To be self-sufficient regarding income. Not to say that we should not work with the city, but to no longer have a financial tie to them

### *LEADERSHIP*

- Create ambassadors from SDDA to MBC, Historic Staunton, City Council, City staff, the mall, Frontier Museum complex, Parks & Rec, downtown landlords, and other key entities/groups.

Each ambassador would be familiar with SDDA goals, maintain contact with their assigned group, look for opportunities to move SDDA goals forward by joining efforts with their group, and win friend after friend for downtown.

## **The ORGANIZATION Wishlist**

### *PROPERTY APPEARANCES*

- Better general upkeep of historic buildings by property owners
- No run-down, crummy-looking businesses
- Make the Methodists tear down the ugly addition to their beautiful little original church;

### *COMMUNICATIONS*

- Better communication.
- Organize and communicate with downtown residents to build a strong urban neighborhood.
- Board get-togethers at restaurants every other month
- Have people who read e-blasts and who plan ahead.



### *RESOURCES*

- More budget for entertainment.

### *CALENDAR*

- Annual event calendar piece.

### *EXPENSES*

- More printing : )

### *STAFFING*

- At least 1 more full time staff person with benefits.

### PERCEPTION

- Hire a professional writer to craft an irresistible story about the Little Downtown that Shut Down its Mall, and get it published in USA Today, the Wall Street Journal, and the Washington POST. (This would be in contrast to 40 years ago when malls were built all across the nation, decimating their downtowns. Besides, have you BEEN in the Staunton Mall lately? It NEEDS to be shut down.)
- More positive perception of the District by general public
- Focus on 5 outside from other cities and get input – questionnaire



### COMMUNICATIONS

- Have people who read eblasts and who plan ahead.
- Better communication.

## The PROMOTIONS Wishlist

### *PROMOTIONS benefitting MERCHANTS*

- Professional assistance with website marketing.
- Shopper eblast once per month and expanded eblast list.
- Shopper eblast like Carytown
- Cohesive Approach to marketing Downtown as a destination in partnership with SDDA & Tourism.
- Visitor's Center acts as a concierge for Downtown.
- Annual event calendar piece.
- Push for more shoppers during 10AM to 5PM hours – more ad dollars.

### EVENTS

- More Kids Nights.
- Taste of Jazz- Schedule Spring Summer 2011 events
- Art & Jazz/Blues Sidewalk event Sundays
- Expanded carriage rides for holidays & special events
- More budget for entertainment.
- Cooperative events organized by the Cultural Arts/Red Brick District.
- Continuing strong & expanded entertainment presence, public & private

### EVENT LOCATIONS

- Utilize Downtown alleys for local events.
- Experiments with regular street closings.
- Permanent pavilion at the Wharf with lighting electric for performance and events
- Sound system for music in various locations
- Band shelter downtown

### *DOWNTOWN HOURS*

- “Downtown Hours” during which every merchant, restaurant, beauty shop and professional office stays open. Businesses could also be open for add'l hours, but EVERYONE would be open Downtown Hours.
- No hobby businesses that only open sporadically;
- All retail stores open until 9 PM on Fridays and Saturdays.
- More retail stores and more open later hours and on Sundays.

### *PARKING*

- A small, historic-looking parking garage on each block of Beverley Street.
- Free parking for business owners

### *CONCERT VENUE*

- Permanent pavilion at the Wharf with lighting electric for performance and events.
- Band shelter downtown
- Permanent pavilion a la C'ville for music and events

### *IDENTITY & CLUSTERS*

- Clusters/themes of businesses (in addition to the categories of Theatres and Restaurants) that downtown becomes known for.
- Dynamic shopping experience/destination.
- Develop strategies to increase our competitive position in relationship to suburban development.

### *USE OF VACANT BUILDINGS*

- Beverley Street storefronts 100% leased.
- Second/third floor leasing with moderate rates for attracting artists.
- Triple the number of downtown residents.

### *ENTREPRENEUR ATTRACTION*

- Completion of a professional outreach packet and a strategy for distribution.
- Grant program to supplement rents and attract arts businesses and studios.
- Entrepreneur locator methodology
- Double the number of downtown businesses
- Grocery store
- A grocery and drug store and more clothing.
- Men's clothing store



### *STREET CLOSINGS*

- Street closure Friday & Saturday in August – October to accommodate activities and addition dining area for restaurants
- Experiments with regular street closings.

## **The ECONOMIC RESTRUCTING & RETAIL Wishlist**

### *GOVERNMENT OFFICES*

- Government offices use downtown business for services as much as possible
- Relocate top-secret Federal government offices to the upper floors of downtown Staunton buildings. It'd be safer, cheaper, bring money into Staunton, produce customers for downtown businesses, and no one would ever look for them here.

### *MAGNET DEVELOPMENT*

- Youth venue with arts educational component.
- Farmers mkt on Wed as well as Sat.
- Expanded Farmer's Market – tie in with large (not just local) marketing campaign to proximity of Polyface Farms. Capitalize on the differentiator.
- Hands on children's museum
- Significantly expanded Woodrow Wilson Presidential Library.

### *SUPPORT FOR BUSINESSES*

- E-mail newsblast for customers – like the one that Carytown Merchant Association does.
- Shopper eblast once per month and expanded eblast list.
- Professional assistance with website marketing.
- Facilitation of improved business plans.
- Free face lifts and fat farm vacations for all downtown business owners
- Police night foot patrol (door checks) off downtown commercial properties – currently done sometimes.
- Better lighting in front windows of stores that are closed at night for better curb appeal.
- More cooperation between restaurants and Staunton PD.
- Put the wireless internet in like they were supposed to.

