



# Waynesboro

*Where Good Nature comes Naturally*

# Virginia Main Street Summer Toolkit

# Outdoor Recreation as Economic Development



July 17, 2013

# Four Points

- Using Main Street Principles
- Building Partnerships
- Stimulate Business Growth
- Capitalize on Assets

# Using the Main Street Principles

Don't re-invent the wheel, the method works.

# Using the Main Street Principles

- ❖ Search the soul of the community to find your unique value proposition.
- ❖ Look beyond the obvious, search for catalyst vs. result.
- ❖ Gain community acceptance – “teach the natives”.
- ❖ Plan for an extended campaign, recognize that elections are cyclical – re-educate.

## Streetscape

- Phase 2, 500 Block of West Main Street (TE) (June 2014)
- Wayne Avenue from Federal to Broad St. (CDBG) (June 2014)

## *A Brief History of Downtown*

## River Front Parks/ Greenway Trail

- Phase 1, YMCA to Dominion Pavilion (TE) (2012)
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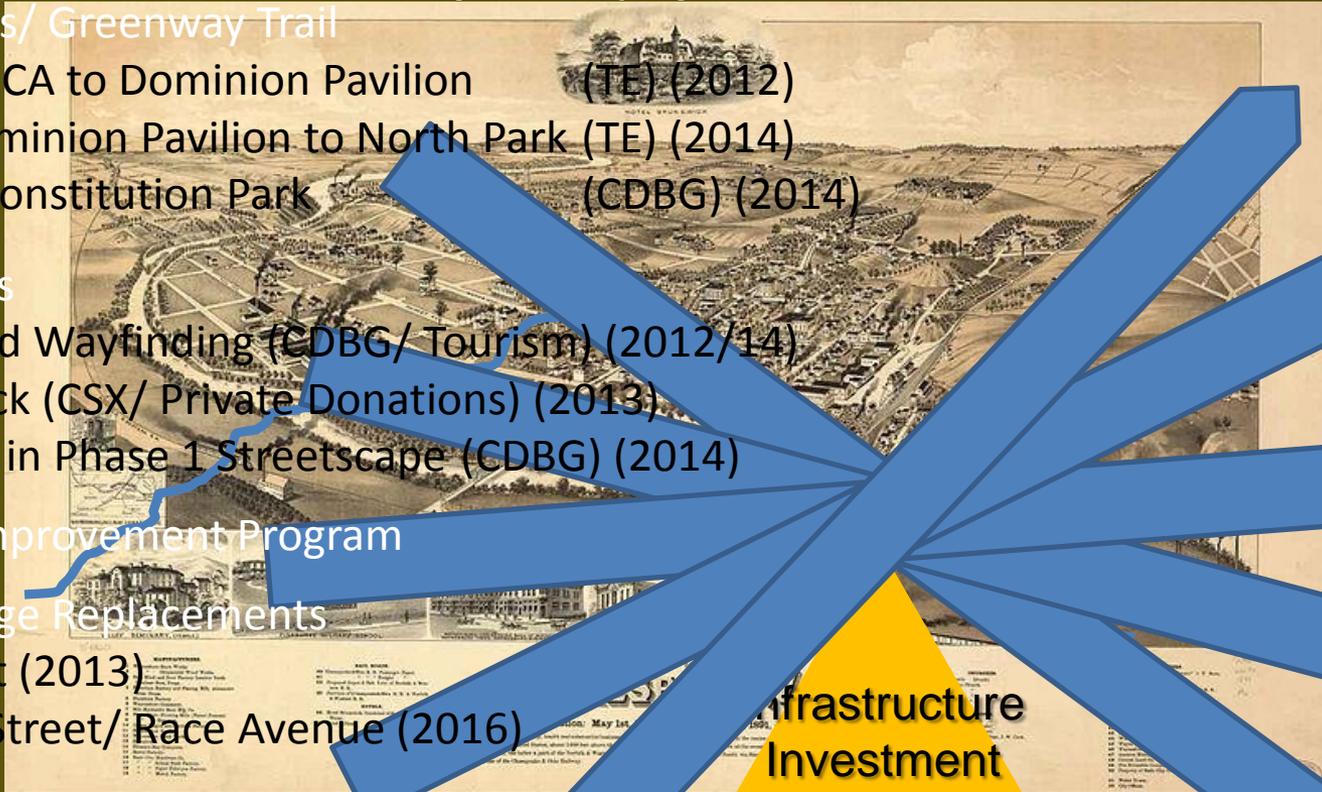
## “Smaller” Efforts

- Branding and Wayfinding (CDBG/ Tourism) (2012/14)
- The Fish Deck (CSX/ Private Donations) (2013)
- Street Trees in Phase 1 Streetscape (CDBG) (2014)

## CDBG Façade Improvement Program

## Downtown Bridge Replacements

- Broad Street (2013)
- West Main Street/ Race Avenue (2016)



Progress/Growth

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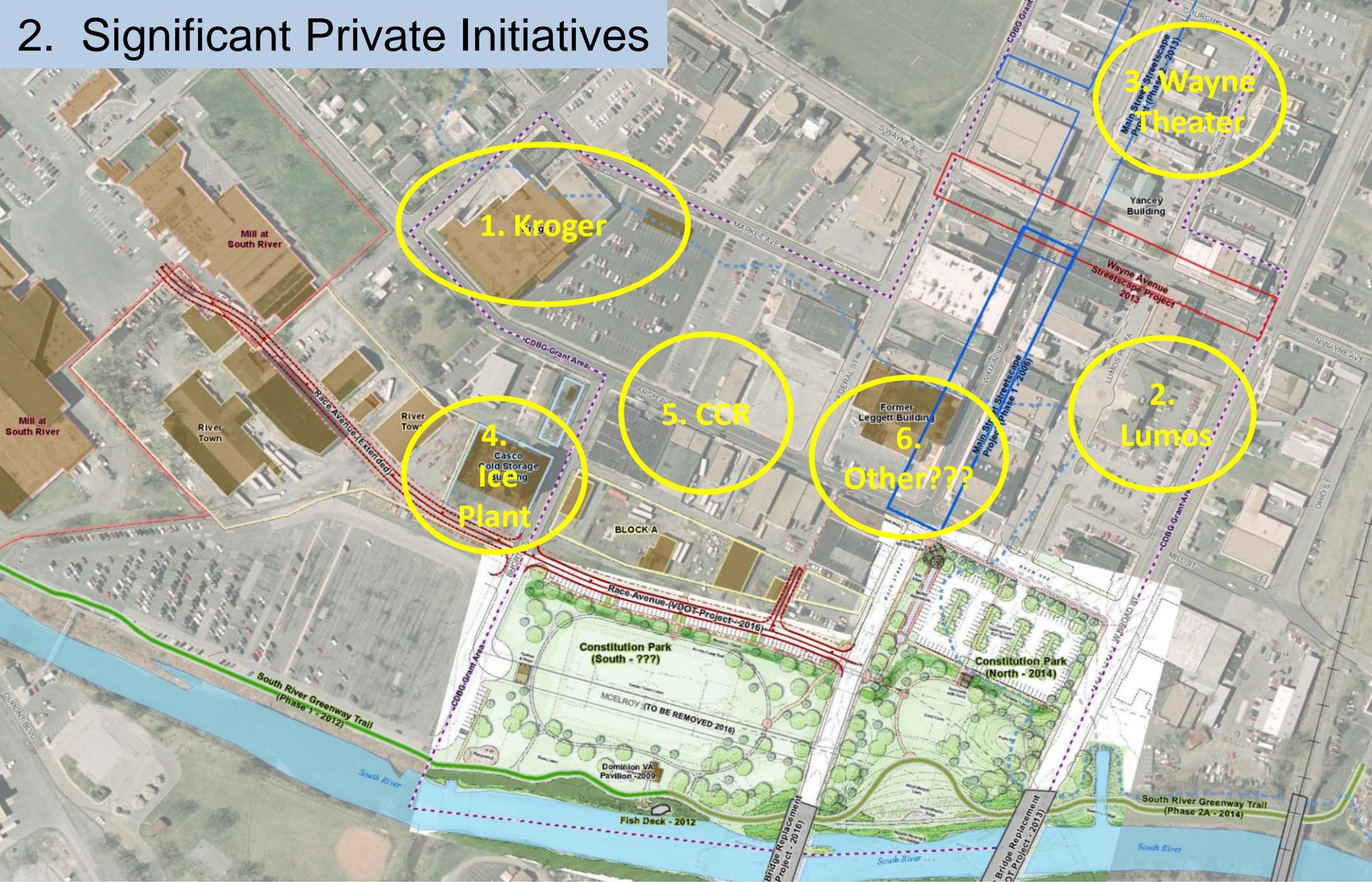
***“To get 100% Downtown Revitalization, it is going to require many successful 5% Solutions”***

Infrastructure Investment

Significant Private Initiatives

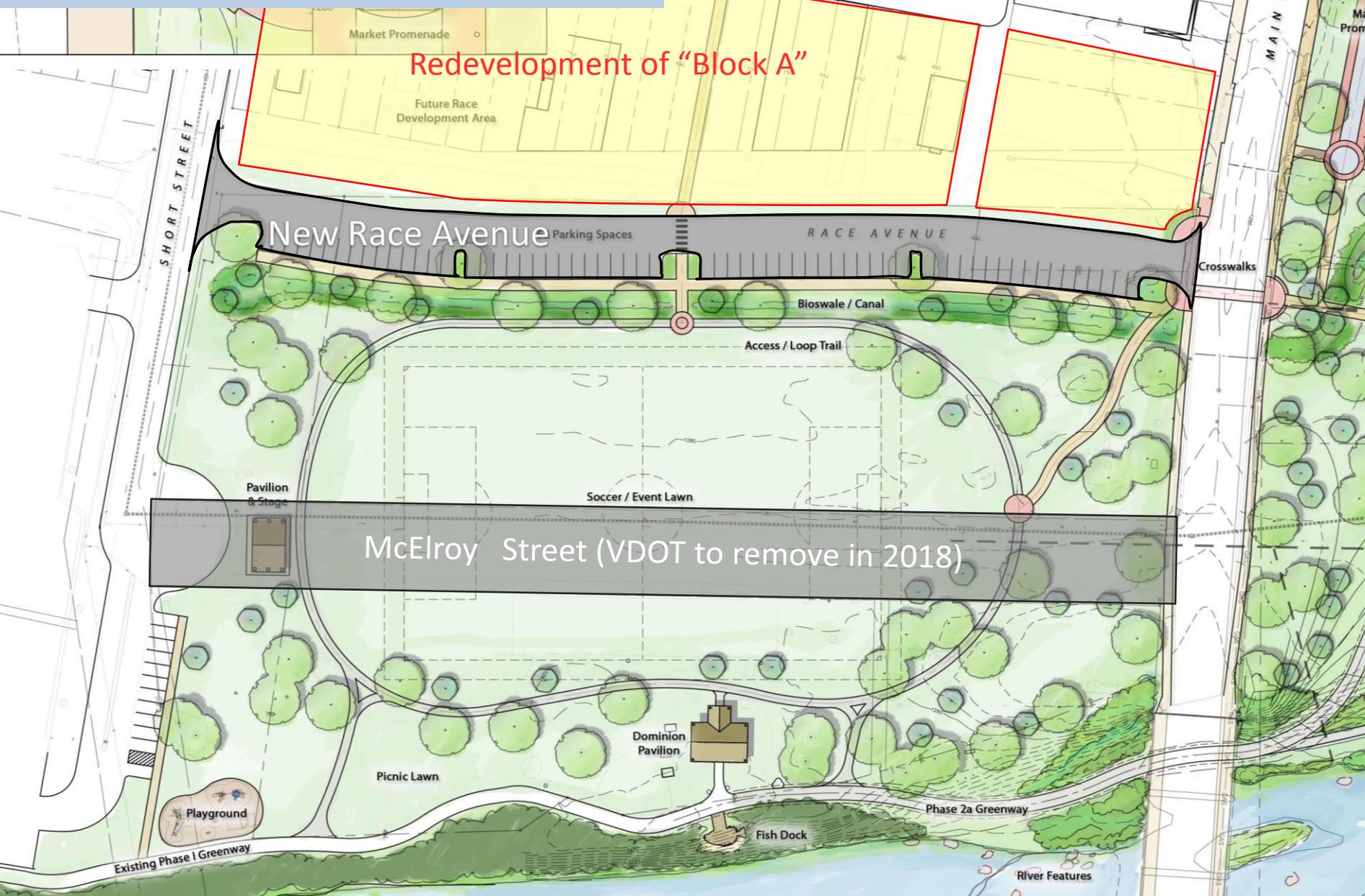
Downtown Residential Units

# 2. Significant Private Initiatives

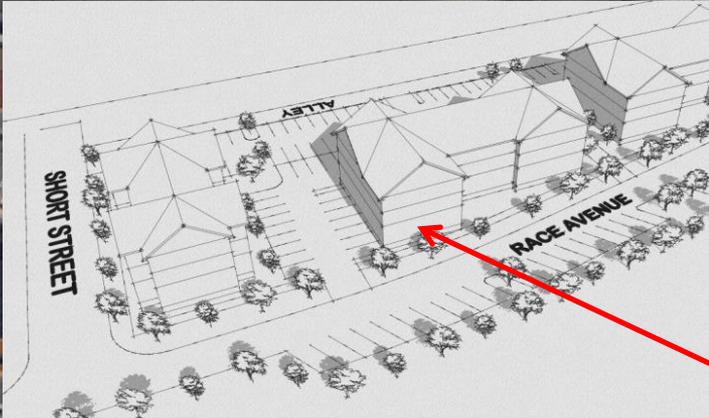


- **Downtown Revitalization Website**
  - <http://www.revitalizingdowntownwaynesboro.com/>

# 3. Downtown Residential Units



## Southern Park Section



Block A

Ice Plant Property

# Business Growth

- Tourism Development Zone
  - Focus on type of business
  - Special incentives
- Peer to Peer
- Funding /Training
  - CDBG
  - SCCF
  - Local
  - SBDC

# Center for Coldwaters Restoration

Capitalize on our asset

- Interpretative Center
- Research
- Hatchery
- Agency Campus



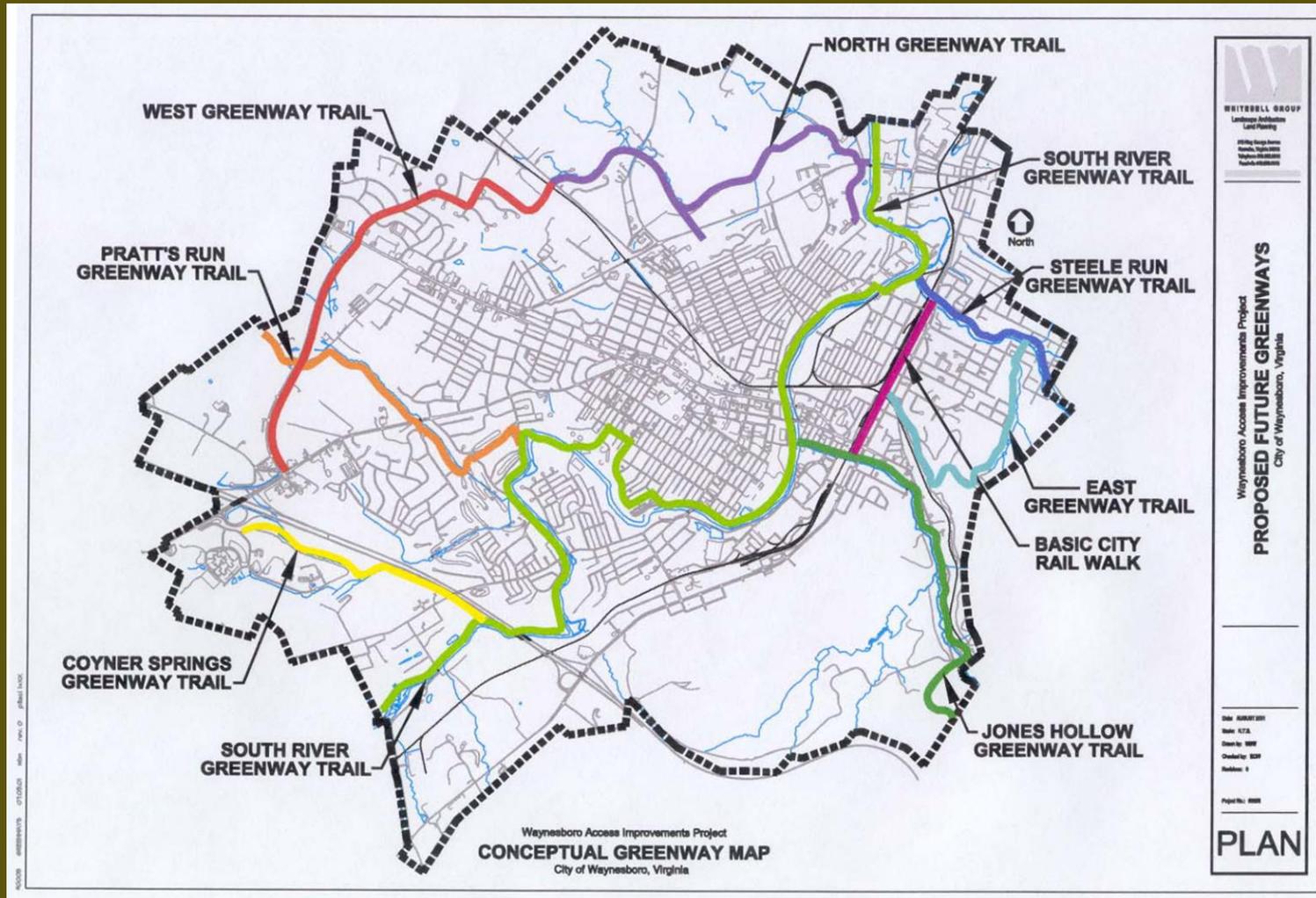
# Center for Coldwaters Restoration (CCR) Venture Model

- ❖ Concept is complicated and multifaceted.
- ❖ Human nature is for people to focus on that which is familiar and comfortable.
- ❖ Supporters fund “passion”, need to personalize for them.
- ❖ Three dimensional “living brochure” customizable to the meet the “passion”.

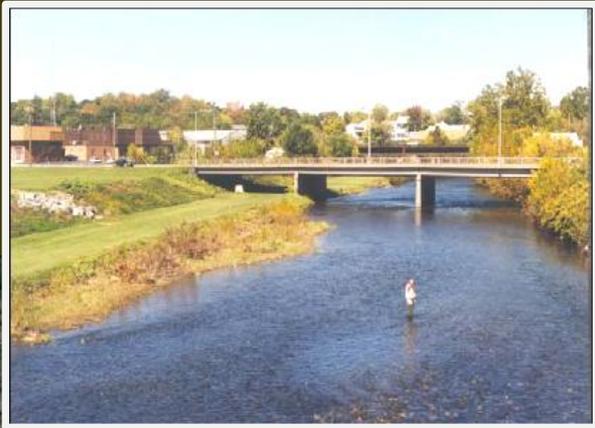
# Center for Coldwaters Restoration (CCR) Venture Model

- ❖ Applied for and received \$25,000 VS grant to anchor project.
- ❖ Leveraged to \$50,000 from combination of civic groups (Kiwanis, Rotary) and corporate citizens.
- ❖ Enjoy the tour, checks can be written to WDDI 😊.

# Waynesboro's Greenway Trail Plan



# Phase 1 and Phase 2 of the Greenway Trail





CROZET TUNNEL

County  
City

SUNSET PARK

Basic City

64

TROUT FISHING AREA

YMCA LIBRARY

Waynesboro

BASIC PARK

NORTH PARK

CONSTITUTION PARK

Waynesboro

RIDGEVIEW PARK

Waynesboro, VA

Howard Ave

Link Rd

Anthony Cir

Hopeman Pkwy

Image © 2010 Commonwealth of Virginia

© 2010 Google

Data SIO, NOAA, U.S. Navy, NGA, GEBCO

250

Park Rd

W Main St

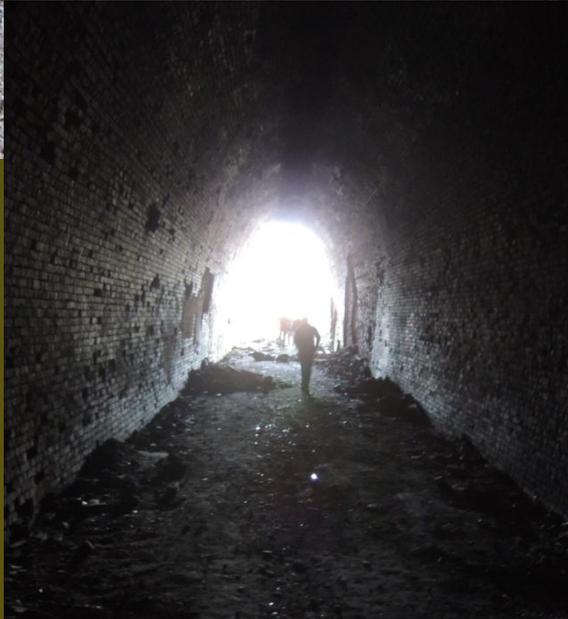
Stuart St

Woods St

Stevens St

© 2008 Google Ave

# Crozet Tunnel







City  
County

Oak  
Lane  
Bridge

DGIF Upper South  
River Special  
Regulation Area

Google earth

Image © 2013 Commonwealth of Virginia

# Questions



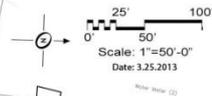
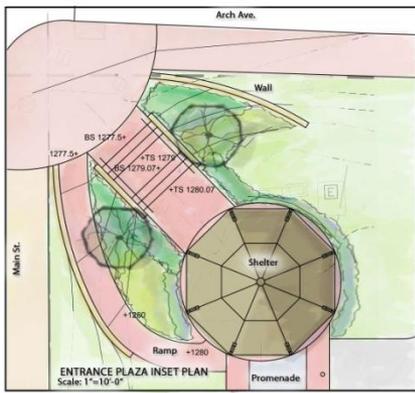


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**DRAFT**  
**Constitution Park (North & South)**  
**and Phase 2a Greenway** ×  
**Master Plan**  
**City of Waynesboro, Virginia**



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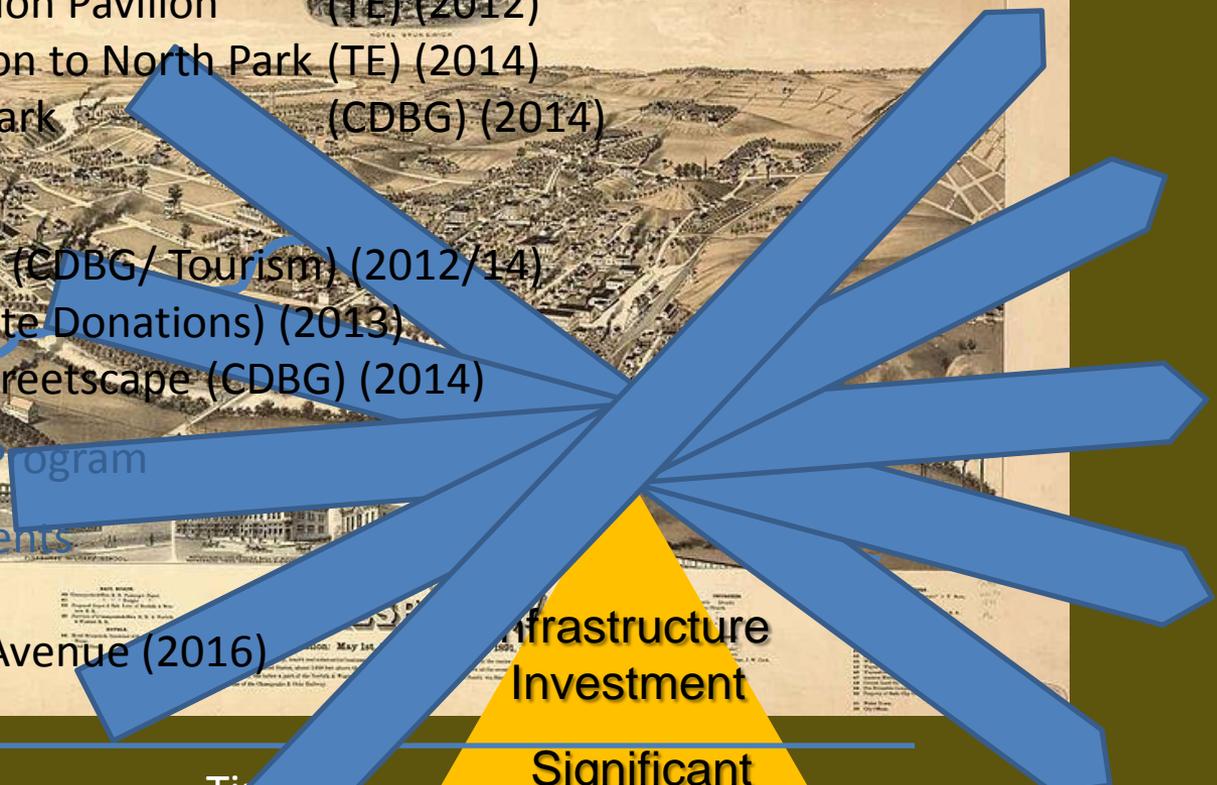
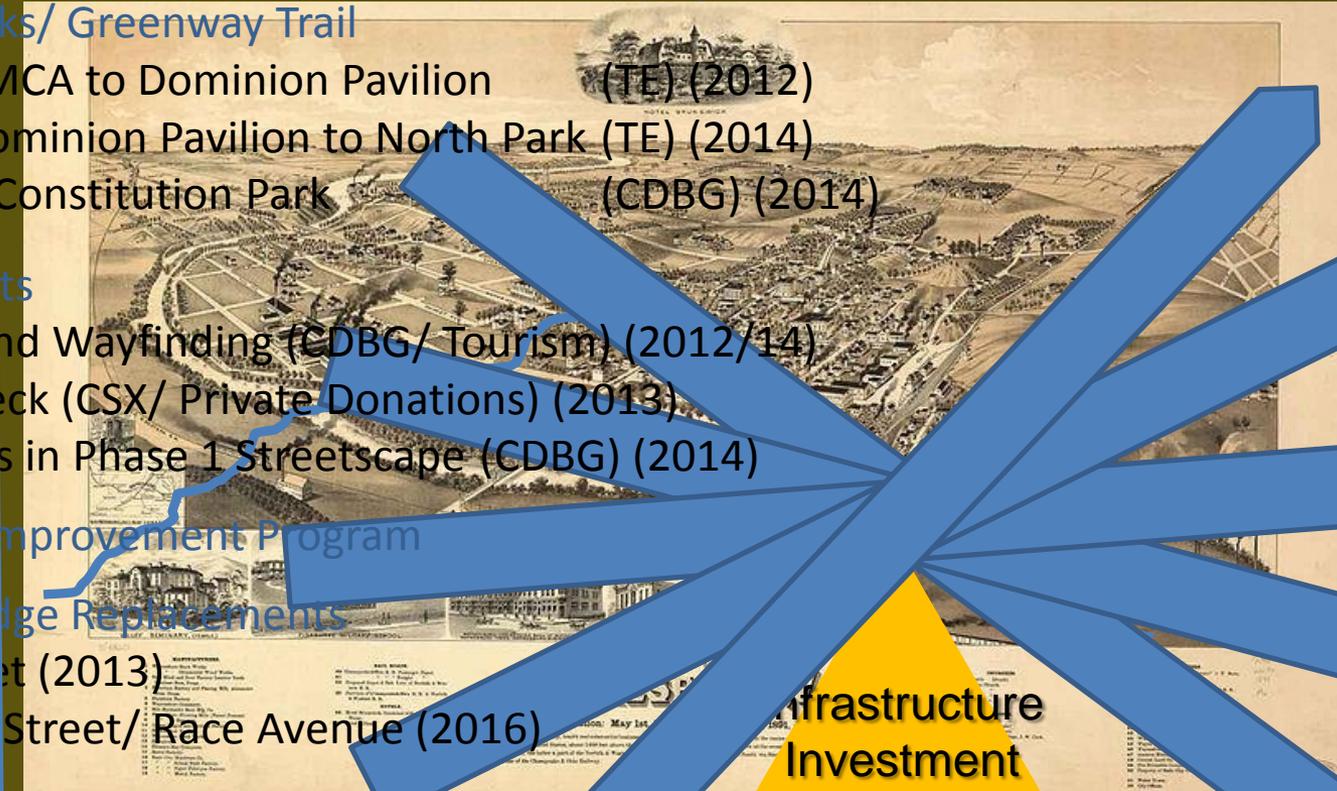
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