



North Tazewell Revitalization Plan



Tonight's Agenda

Introduction

Economics

Town-wide Initiatives

Site Initiatives

Architecture Initiatives

Next Steps: Budget, priority for grants



Who we are

Virginia DHCD

Cumberland Plateau PDC

Town of Tazewell

Hill Studio - Roanoke, VA

- David Hill, ASLA
- Carter Smith
- Caitlin Adams, AASLA, MLA
- Jonah Collins

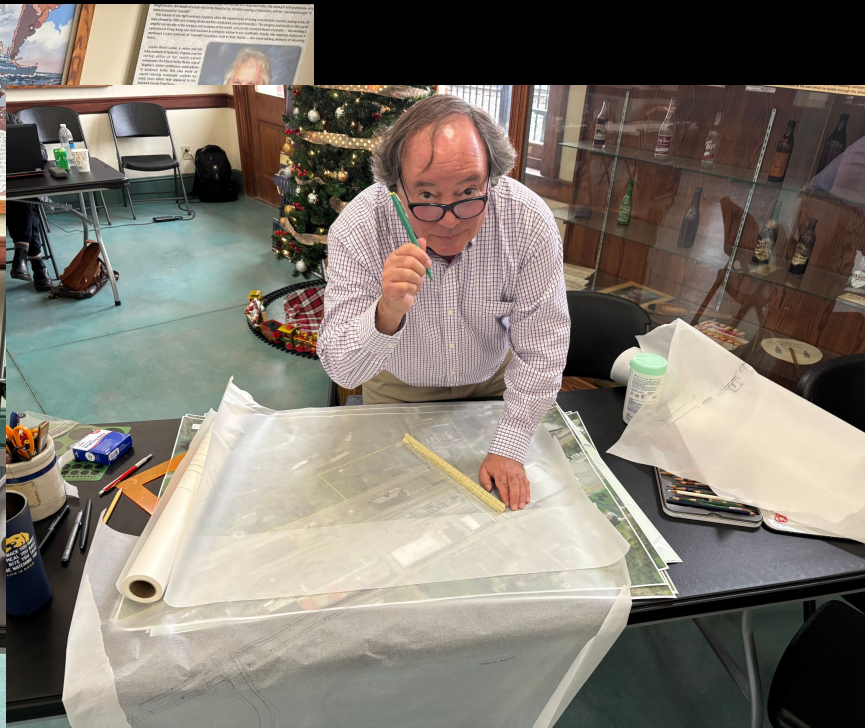
Arnett Muldrow - Greenville, SC

- Aaron Arnett, AICP



Cumberland Plateau
Planning District Commission





Design Workshop



Design Workshop Results

Over the last three days, the design team has taken the opportunity to learn and imagine what can be for North Tazewell.

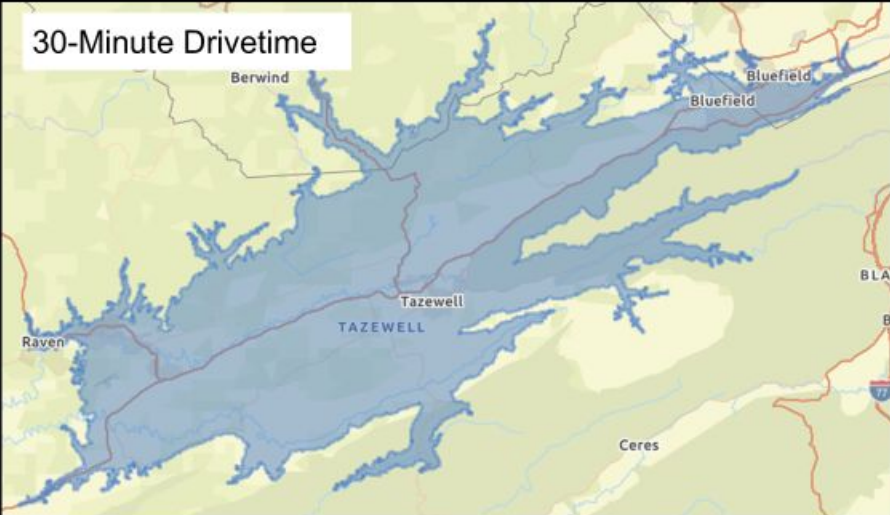
Please tell us which plans we should prioritize

While we hope to win these grants, there is no guarantee we will get them - but we will try!



Economics

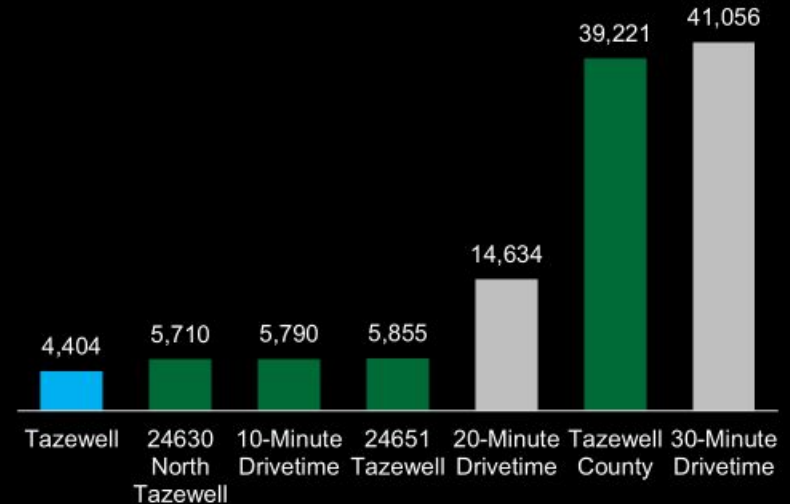
- Market Area
- Demographic Snapshot
- Housing
- Retail Demand
- Tourism



Economics - Demographics

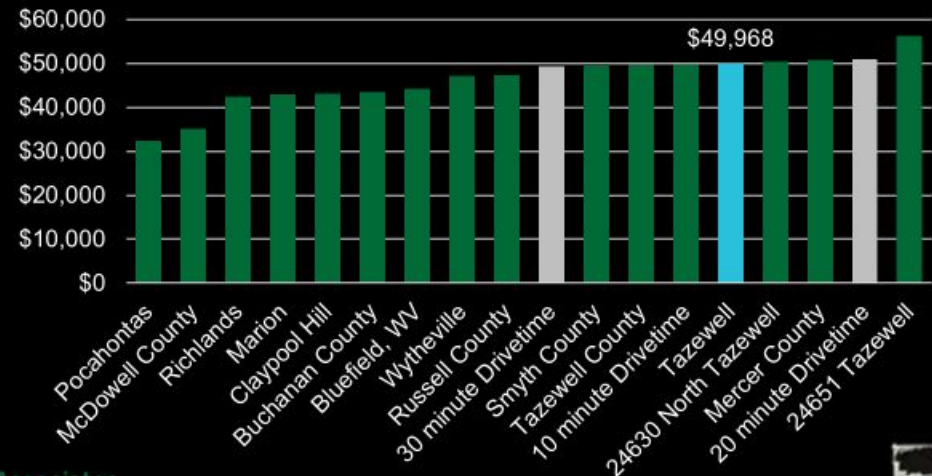
- Tazewell = 4,404 population 2024
- -3% loss between 2010 & 2020
- -0.8% loss projected 5Y

2024 Population



- Modest incomes in region
- Tazewell (\$49,968) and 20-minute trade area (\$50,895) higher incomes than region

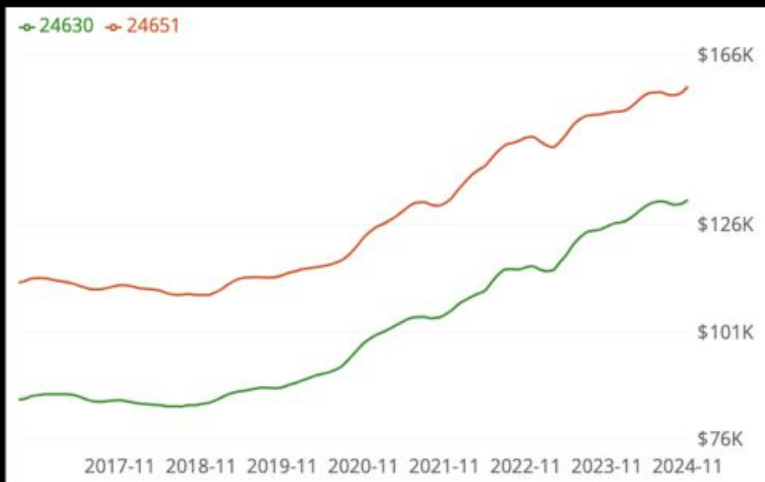
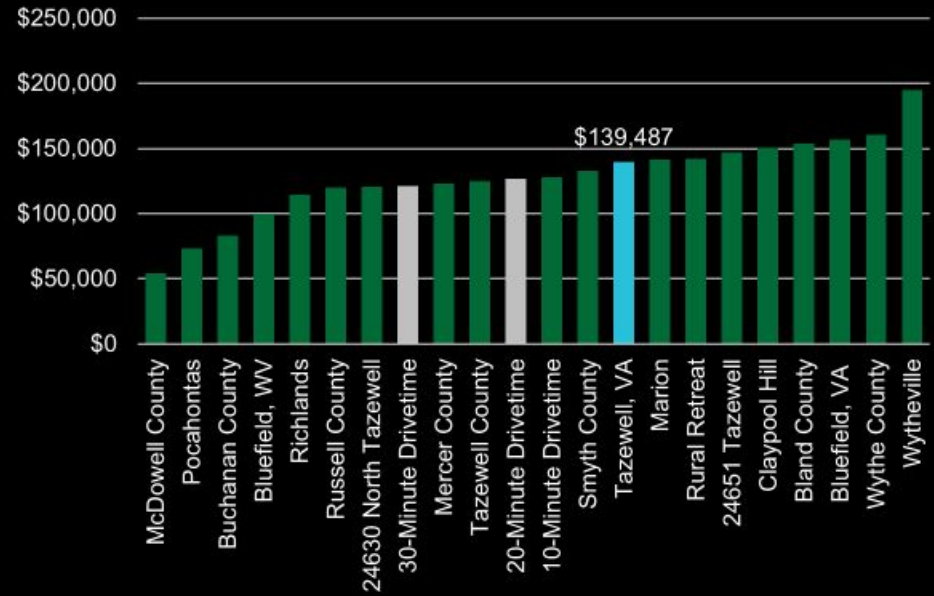
Regional Median Household Income



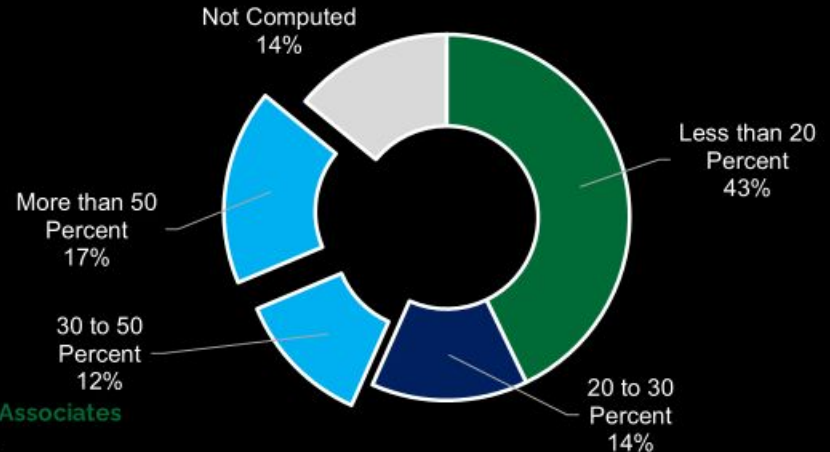
Economics - Housing

- Tazewell Median Home Value (\$139,487) upper half of region
- Home values N Tazewell Zip up 49.7% in last five years!
- 29% of renters and 13% of homeowners are “cost-burdened”

Regional Home Values



Gross Rent as a Percentage of Household Income, 24630 North Tazewell



Economics - Retail

- Tazewell & trade areas are regional commercial magnets
- Still, demand in key categories in trade areas

Retail Leakage in the 20-Minute Drivetime, Select Categories

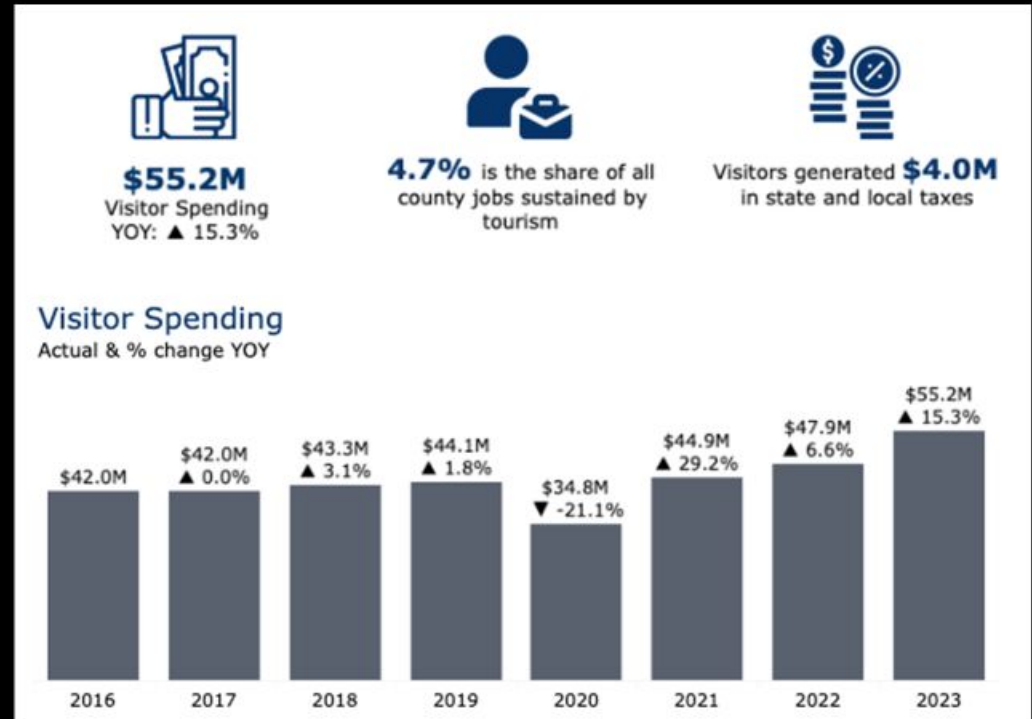


	Tazewell	10-Minute Drivetime	20-Minute Drivetime	30-Minute Drivetime
Stores Sell	\$105.9 million	\$136.3 million	\$354.9 million	\$1.07 billion
Consumers Buy	\$84.1 million	\$110.9 million	\$289.5 million	\$812.1 million
Market Leaks/Gains	\$20.8 m GAIN	\$25.4 m GAIN	\$65.4 m GAIN	\$256.7 m GAIN



Economics - Tourism

- \$55.2 million in direct visitor spending in Tazewell County
- Steadily increased
- By category:
 - Food & Beverage: 31.9%
 - Transport: 25%
 - Retail: 23.5%
 - Lodging: 13.6%
 - Recreation: 6.1%



Economics - Findings

- Population declining. Tazewell -0.8% in next five years = market contracting.
- Modest incomes, yet Tazewell has some of highest in region
- Housing greatly increased in last 15 years (49.7%)
- Affordability challenge (29% of renters are cost-burdened)
- Commercial Center, but still opportunity for: Full-service restaurants, clothing, electronics, sporting goods, etc.
- Tourism is robust & growing in Tazewell & Tazewell County

Opportunity in North Tazewell:

- Recruit commercial based on local demand (restaurant, specialty)
- Create attainable housing in upper floor of warehouses
- Grow tourism through marketing, branding, events, business recruitment





Tazewell

Unspoiled Virginia



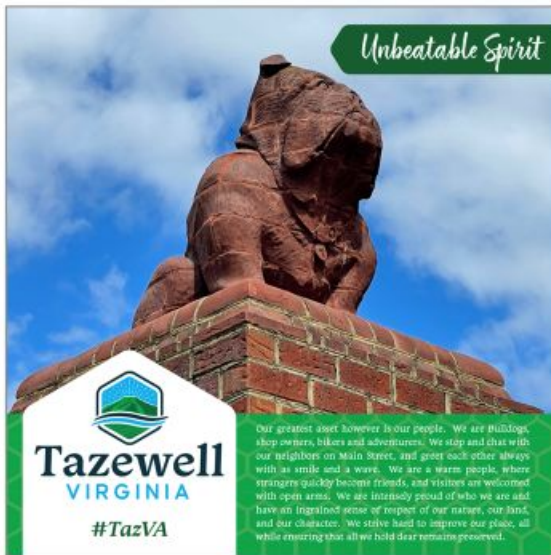
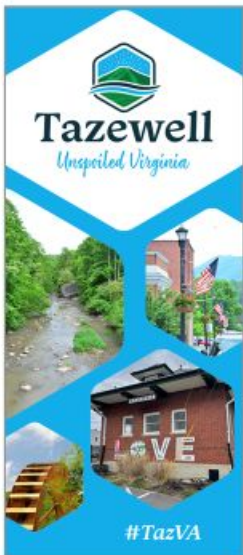
MAIN STREET
**Farmer's
Market**



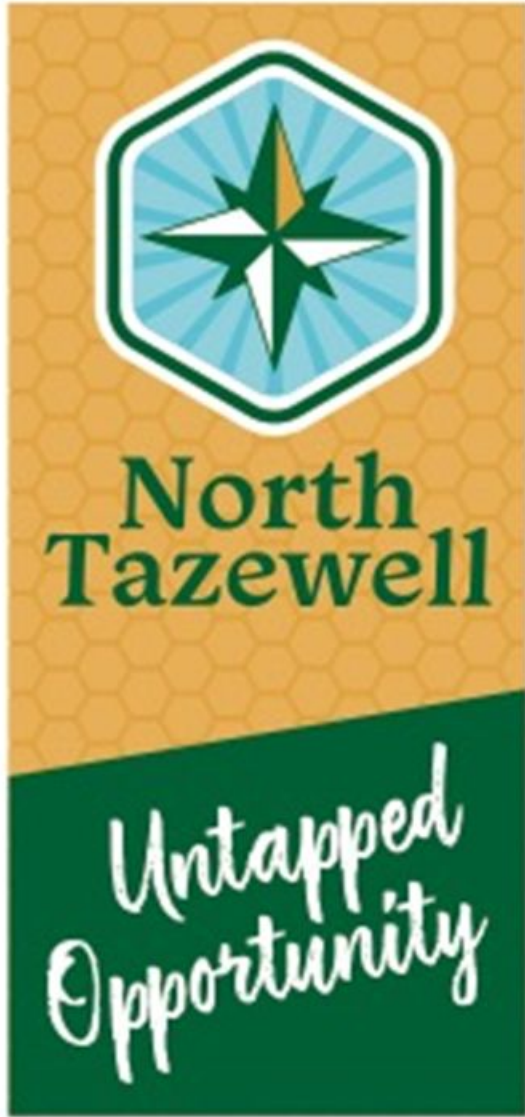
**Tazewell
TODAY**
A VIRGINIA MAIN STREET COMMUNITY



Tazewell
4th Fest
FOOD ★ FAMILY ★ FUN



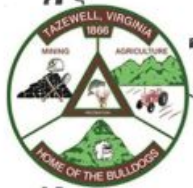






- MARION - 35
- BLUEFIELD - 19
- HISTORIC MAIN STREET - 2
- LINCOLNSHIRE PARK - 2
- BACK OF THE DRAGON
- TWIN DEPOTS SCENIC BYWAY
- TRAIL OF THE LONESOME
- COAL HERITAGE TRAIL





**NORTH TAZEWELL;
FUTURE FARMERS MARKET**
PERSPECTIVE VIEW
08.22.24



**DIALOGUE
+ DESIGN
ASSOCIATES**

Unrivaled History



**North
Tazewell**
VIRGINIA

#TazVA

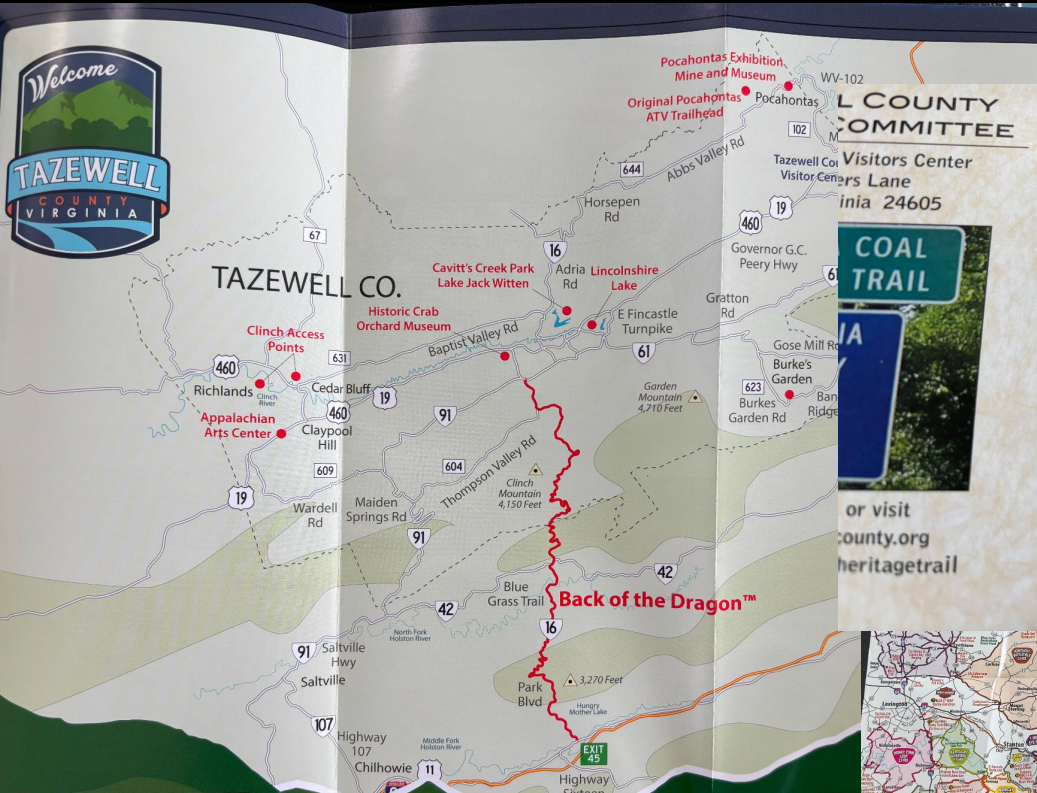
Once a frontier in the heart of Southwest Virginia, Tazewell has some of the richest history and natural resources of the entire region. Early Indian inhabitants, and later the founders of our town, settled in the valley around Crab Orchard and our history began. The headwaters of the Clinch River, our verdant hills, lush meadows and pristine streams gave life, and proved perfect for settlement with thriving agriculture, livestock, and recreation.



Town-Wide Initiatives



Regional Attractions



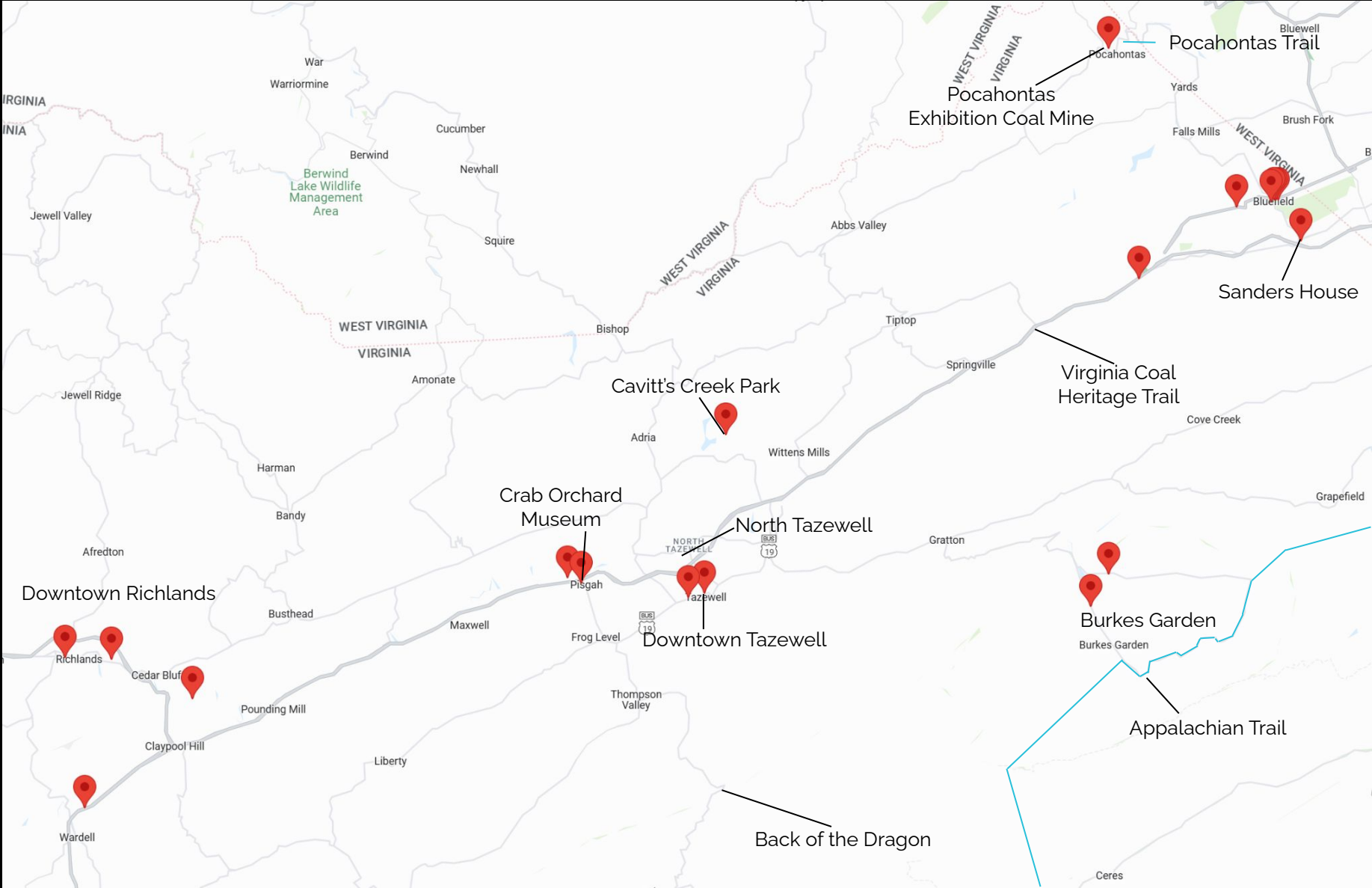
The Visitors Center invites you to explore the rural roads of Southwest Virginia and enjoy the cool mountain winds through the Coal Trail.

or visit tazewellcounty.org or heritagetrail.com



VIRGINIA IS FOR LOVERS

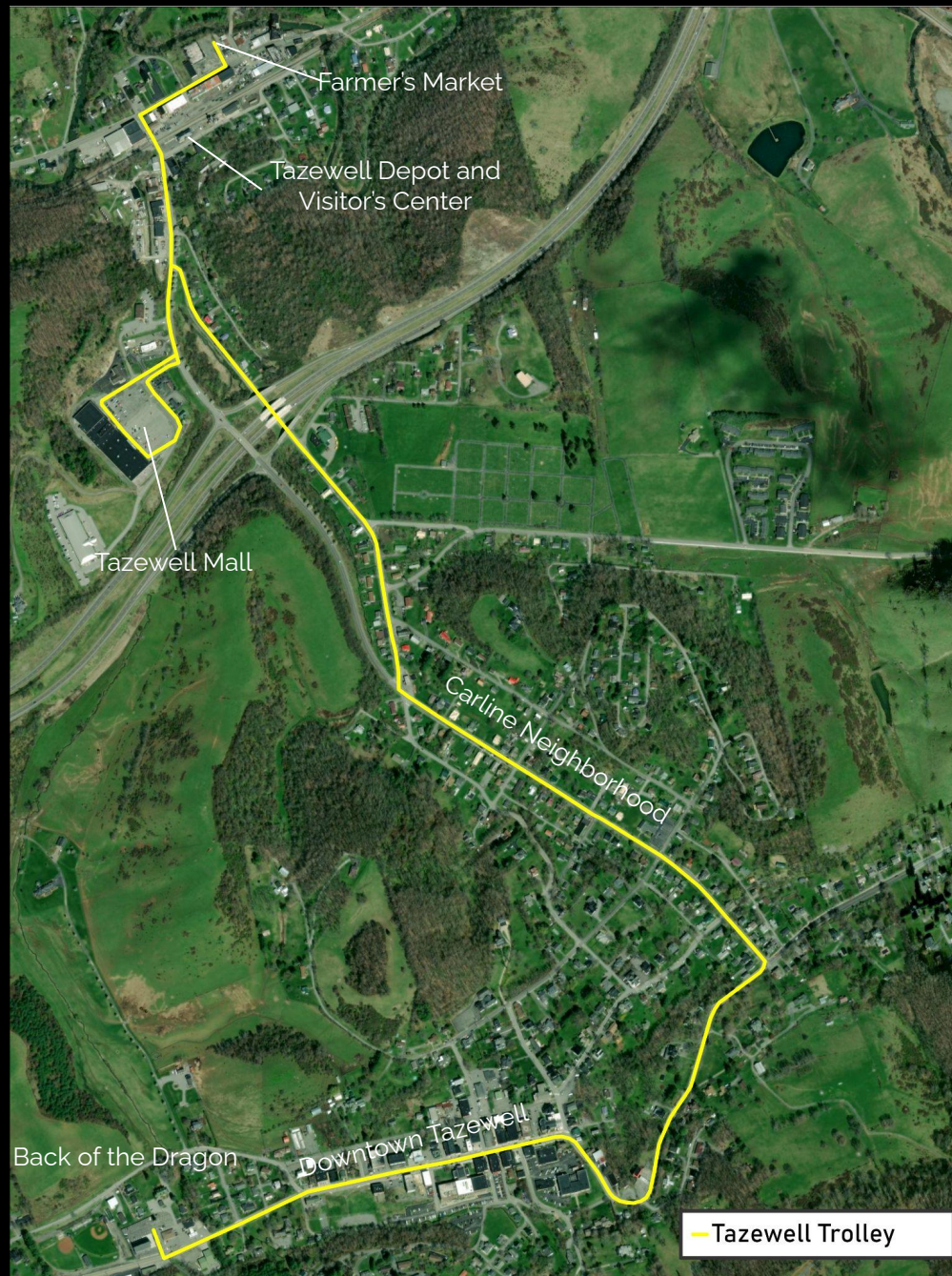
Regional Attractions Within 30 Minutes



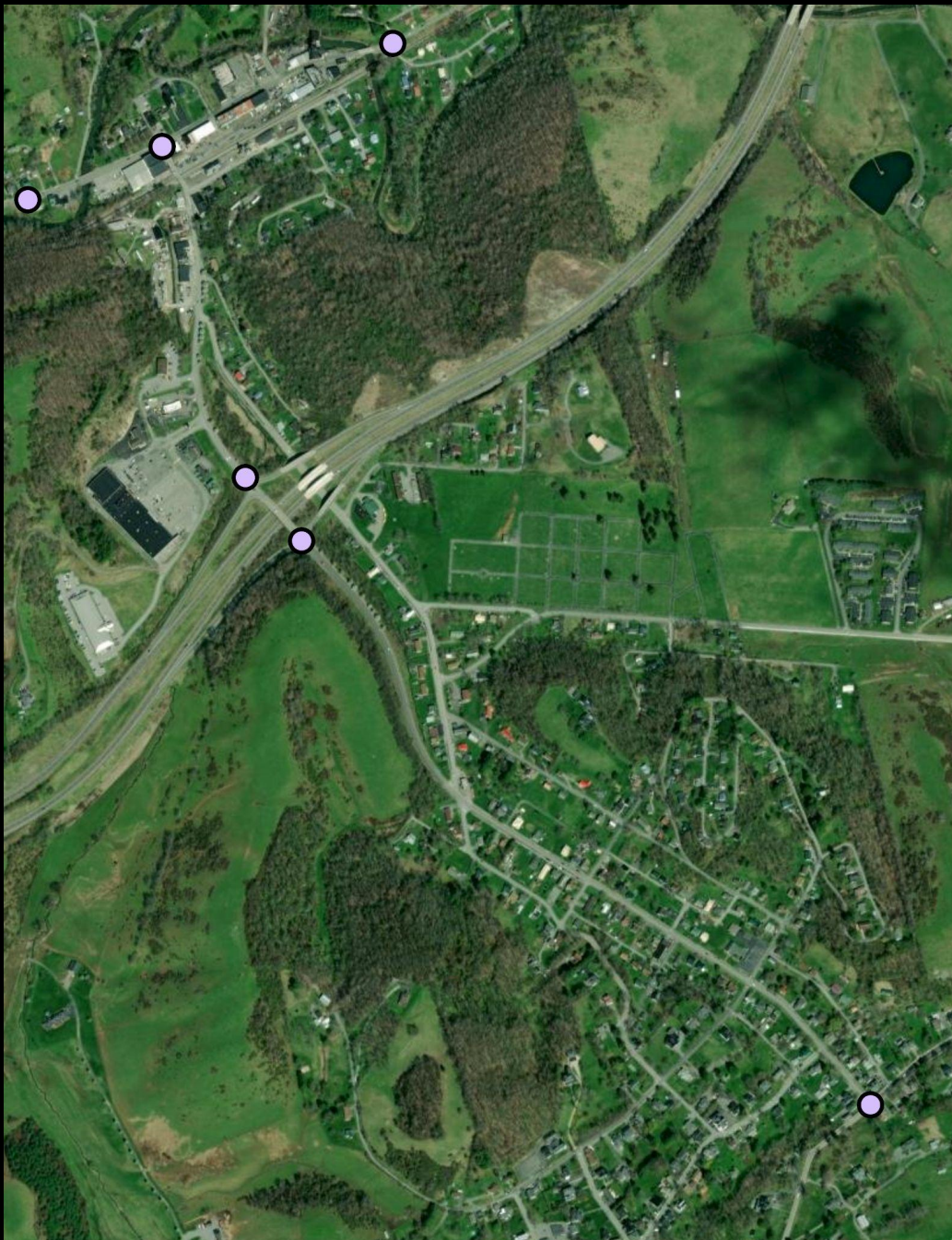
Tazewell Trolley



Tazewell Trolley



Wayfinding





Active Mobility



- Safe Pedestrian Railroad Crossing
- Three Town Trail
- Downtown Connection Trail

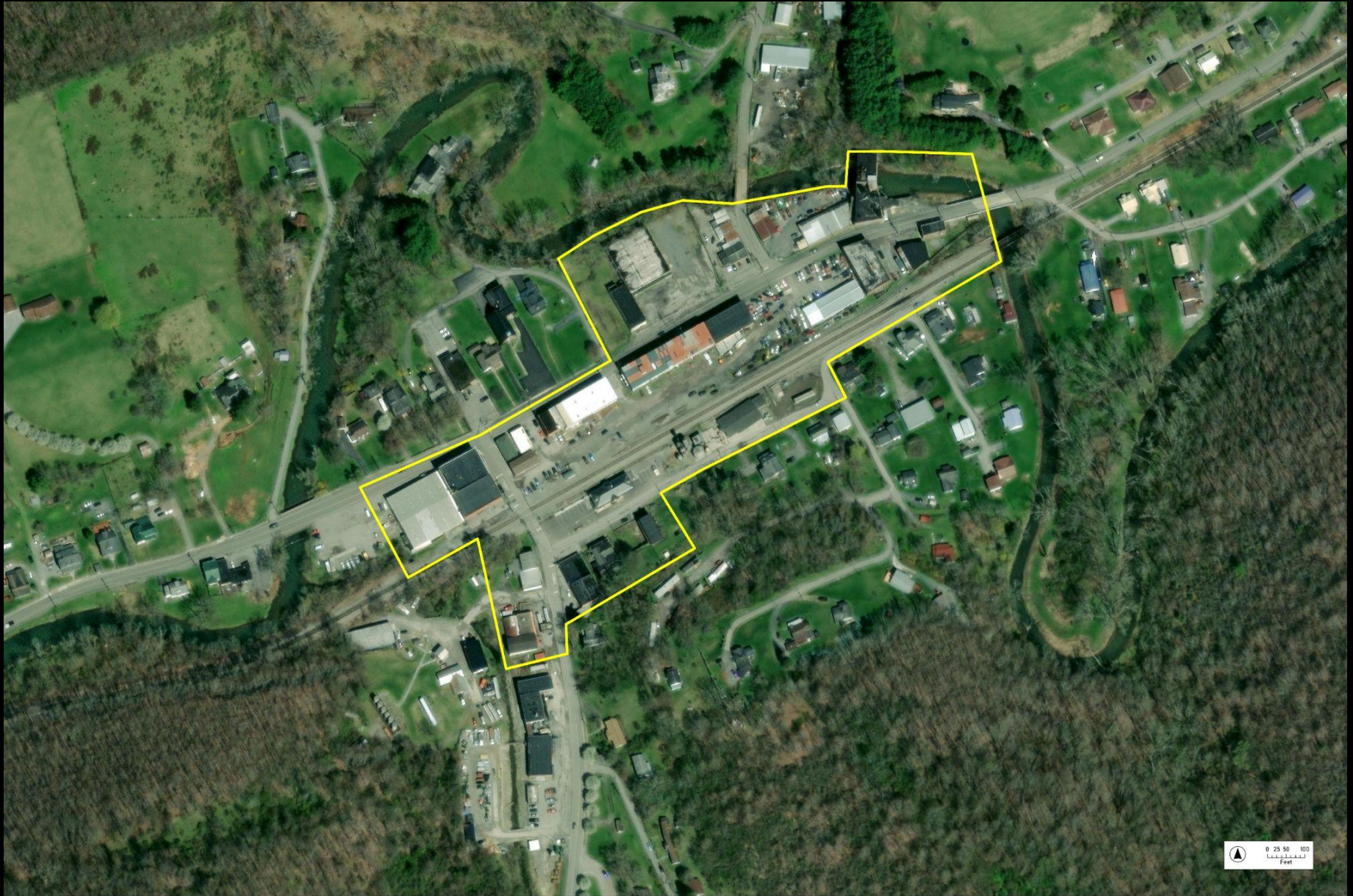




Site Initiatives

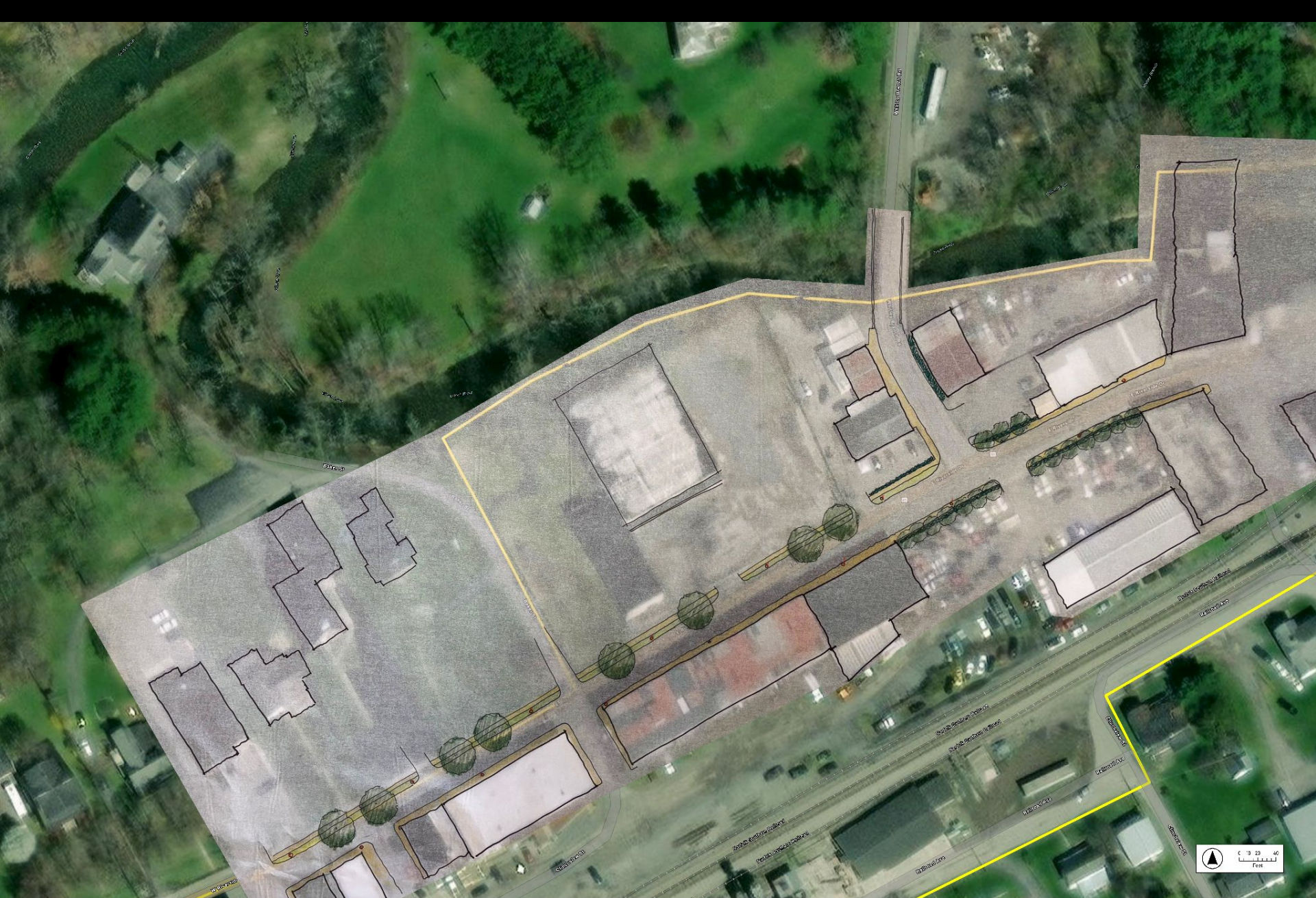


Project Area



0 25 50 100
Feet











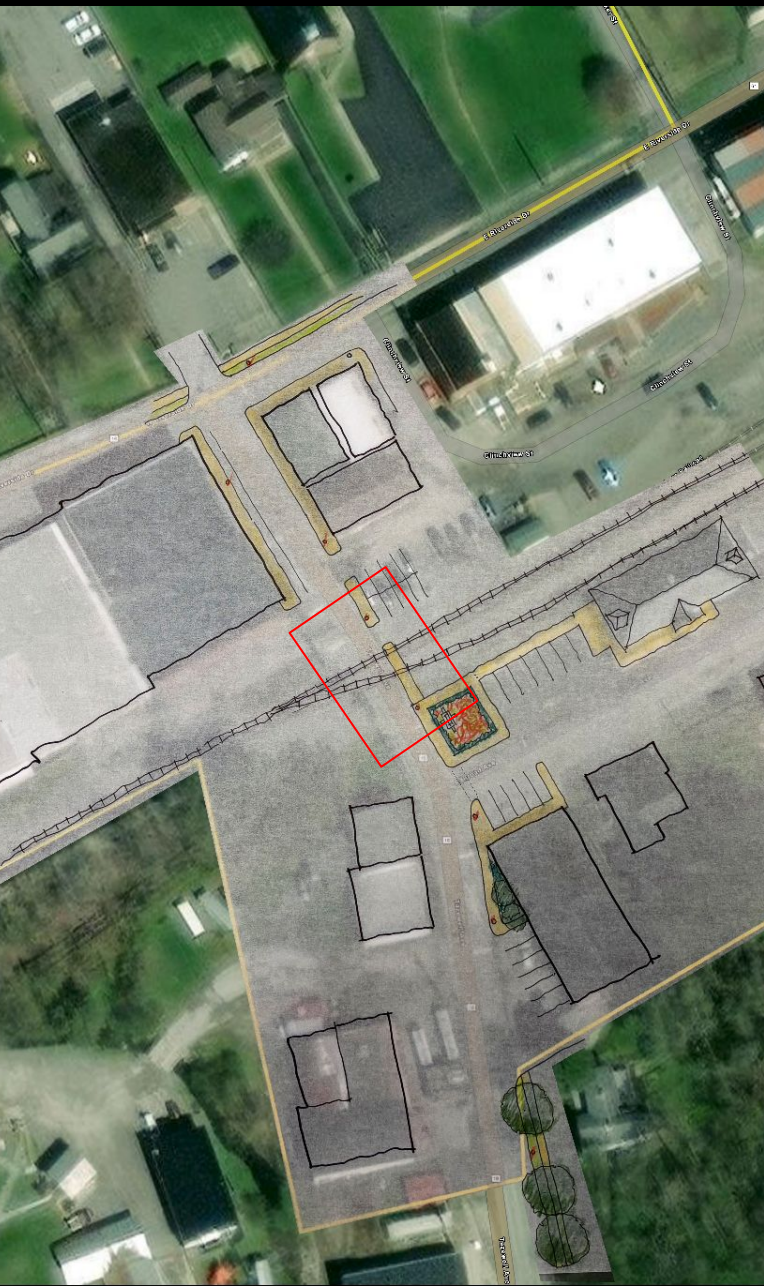
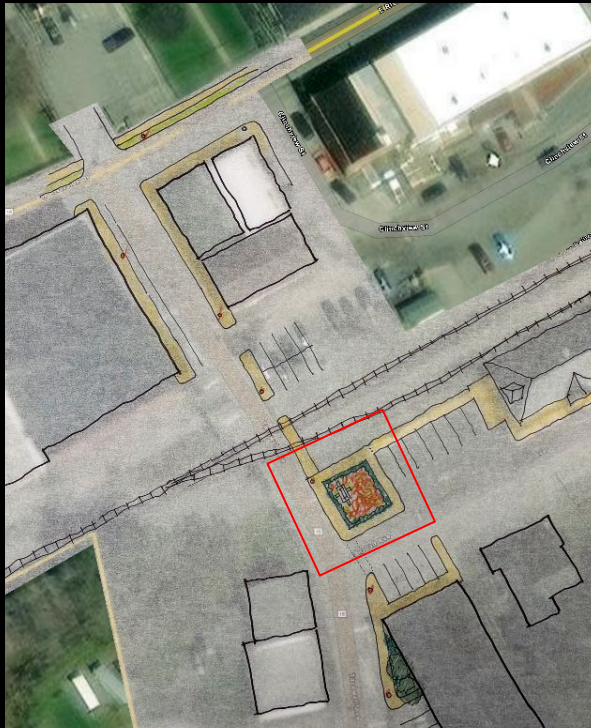


Image: DanTD, Wikimedia Commons







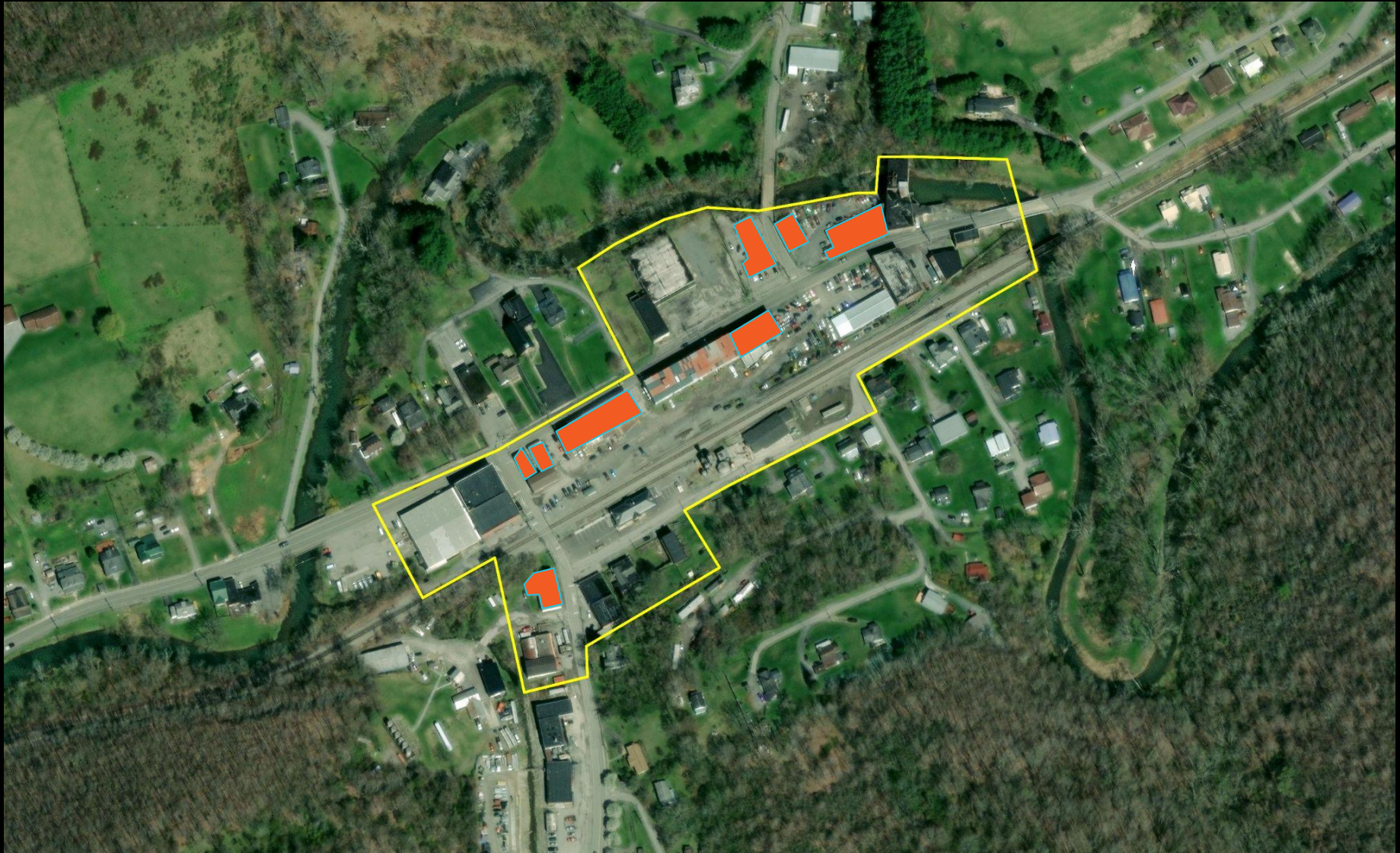












Architectural Initiatives









NEW METAL
HEADER

WIDEN GARAGE
BAY

PAINT FACADE

NEW AWNING

REPLACE FENCE

LOW-GROWING
SHRUBS









NEW DOWNSOUT

NEW STOREFRONT WINDOWS
LILIES OF THE FIELD
THRIFT STORE

SIGNAGE

NEW STOREFRONT WINDOWS

ADD BOLLARD





PAINT
DOWNSPOUT

Lilies of the Field
Thrift Store
ENTRANCE

NEW SIGN

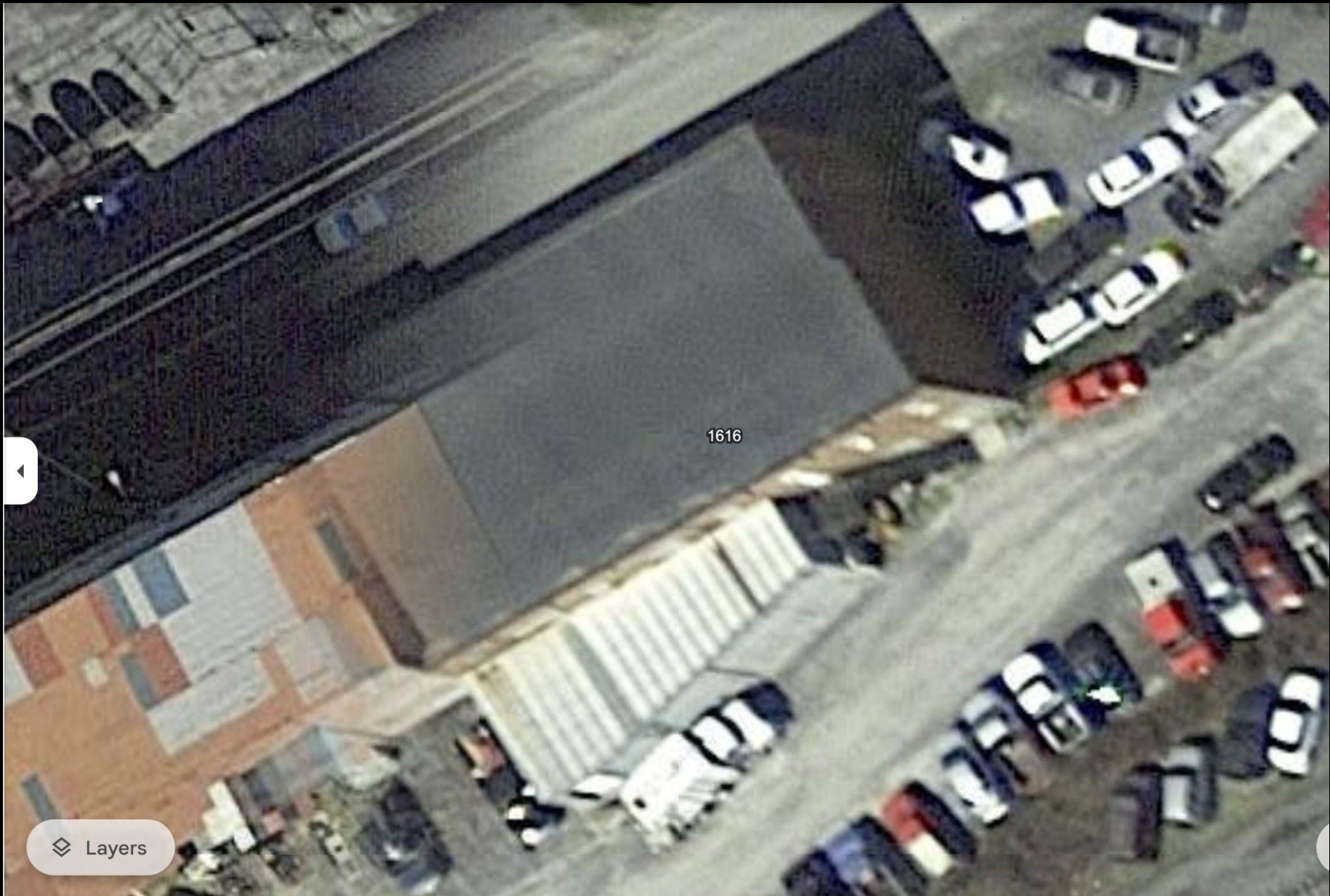
ATTENTION
Please do not park in front of the building. This area is reserved for the Thrift Store. Thank you for your cooperation.

NEW AWNING

NEW RAILING

PAINT
DOWNSPOUT





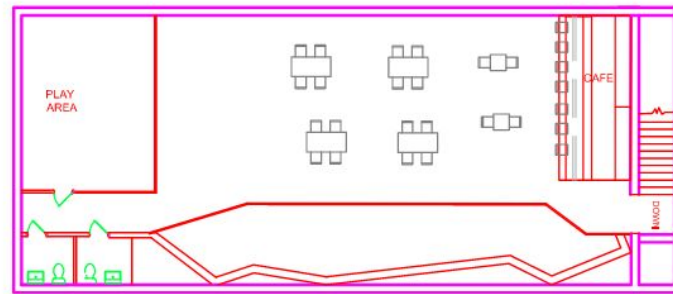
1616

Layers

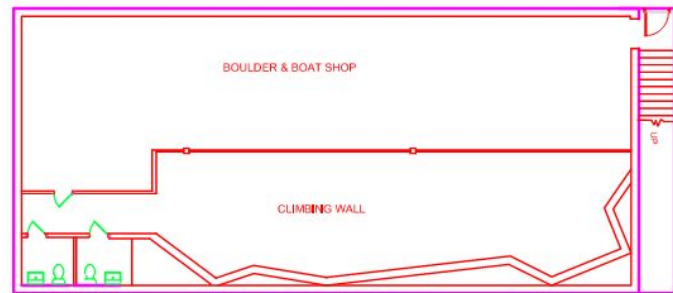
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10 m Ca





SECOND FLOOR



FIRST FLOOR





Layers

1370

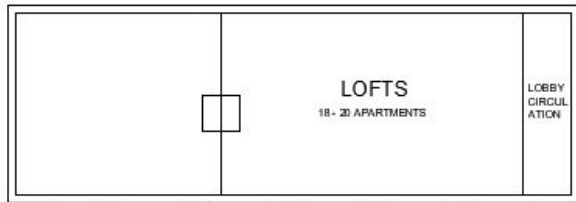
Google 100% Data attribution 10/19/2015–newer

10 m Camera: 848 m

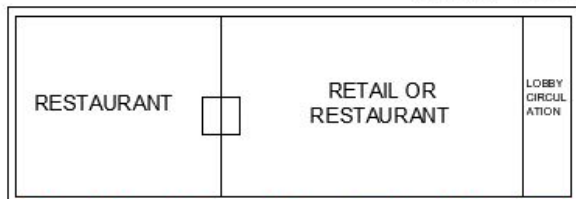
EARL KEENE'S BUILDING







SECOND FLOOR



FIRST FLOOR



PARKING







Initiatives

CDBG Community Grant Improvement (CIG)

- Will be approximately \$1 million
- Most of the money must be used on facades – parts of the buildings that can be seen from the street

Other Initiatives

- Establishing overlay districts in certain areas may help certain businesses receive more funding to start or relocate



Incentives

National Register Historic District

Tourism Zone

Enterprise Zone



Thank You!

Hill Studio - Arnett Muldrow

