



Boones Mill Downtown

Revitalization Plan

Town of Boones Mill, Virginia

Adopted January 24, 2023



HILL
STUDIO

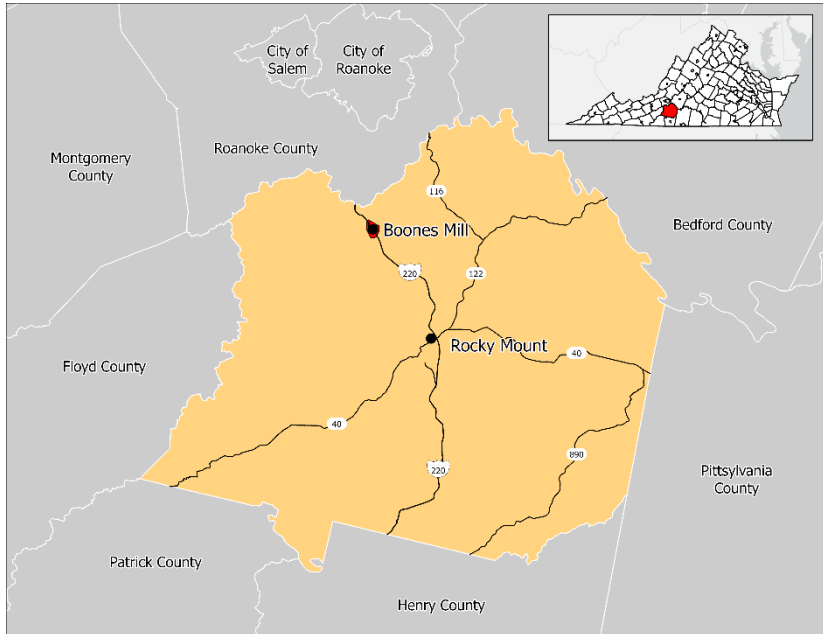
Contents

| | |
|--|----|
| Chapter 1 – Community Overview, Vision, and Need | 1 |
| 1.1 Community Overview | 1 |
| 1.2 Community Need & Priorities | 4 |
| 1.3 Blight in Downtown Boones Mill | 5 |
| 1.4 Market Report | 9 |
| 1.5 Business Development Strategy | 17 |
| Chapter 2 – Public Engagement | 28 |
| Chapter 3 - Physical Improvement Master Plan | 32 |
| 3.1 Downtown Boones Mill Master Plan | 33 |
| 3.2 Primary Initiatives..... | 35 |
| A Key Building Adaptive Reuse (Façade Improvements) | 35 |
| B Main Street Improvements | 37 |
| C Church Hill Street / Easy Street Intersection | 38 |
| D Maggodee Creekwalk (Phase 1) | 39 |
| 3.3 Future Initiatives | 41 |
| E Carter Park | 41 |
| F Maggodee Creekwalk (Phase 2) | 43 |
| G Coordinated Parking – Main Street Businesses | 44 |
| H Commuter Transit Network | 45 |
| I Business Incubator Space | 46 |
| J Expanding Access to the Great Outdoors | 47 |
| K 100 Easy Street | 48 |
| L Future Façade Improvements | 49 |
| Chapter 4 – Implementation | 52 |
| 4.1 CDBG Project Costs & Budgets..... | 52 |
| 4.2 Future Initiatives Costs & Budget..... | 53 |
| 4.3 Total Cost Estimate For Each Element | 54 |

Chapter 1 – Community Overview, Vision, and Need

1.1 Community Overview

The Town of Boones Mill is located in Franklin County in the foothills of the Blue Ridge Mountains. Boones Mill lies along the Maggodee Creek which snakes its way through the county before meeting with the Blackwater River near Rocky Mount and flowing into Smith Mountain Lake in the eastern portion of the county. US 220 bisects the downtown commercial district of town and serves as the only arterial route through Boones Mill. The town is part of the Roanoke metropolitan statistical area.



Boones Mill was originally developed around the site of a lumber mill established by the Boone Family in 1786. Since the beginning, agriculture has been the primary industry of Boones Mill and Franklin County. Agriculture was the primary occupation of the large majority of residents until recently. Tobacco has been the leading crop across Franklin County for much of the county's history.

The early 19th century saw increased industrialization within the county. The primary driver of industrialization in Boones Mill was the entry of the Norfolk and Western railroad in 1892 with the Pumpkin Vine Route. The railroad allowed for economic growth throughout the county and tobacco factories, diversified wood, and textile-based industries cropped up as investment were made into the local economy. These types of industries remained an important part of Boones Mill's economic base until the closure of the North American Housing Corporation in 2008.

Boones Mill was officially incorporated in 1927 as the Town of Boones Mill, at which time the town encompassed 525 acres. Since then, Boones Mill has neither shrunk nor grown in size, but the town still serves as an important junction between the areas north and the remainder of Franklin County.

Sizable portions of Boones Mill are protected under the Boones Mill Historic District which encompasses many historically and culturally significant buildings in the downtown area of Boones Mill. In addition, the former railroad depot, which was once located along the railroad adjacent to Boones Mill Road near downtown and has now been moved to a parcel adjacent to Boones Mill Road and Digby Greene Road, is protected under the National Register of Historic Places.

DOWNTOWN BOONES MILL

Boones Mill's downtown is arranged around US Route 220 and is roughly bounded by Dogwood Hill Road in the south, Easy Street in the north and west, and Angell Lane in the extreme north of town. Due to the small size of Boones Mill, development is largely concentrated around Main Street. Although small, the area surrounding Main Street is the economic and community center of town boasting several small businesses, two gas stations, a convenience store, a Southern States, a bank, a Post Office, a brewery, a distillery, as well as a handful of local and chain restaurants. Boones Mill's placement around Main Street (a sleepy small-town road) and US 220 (a busy throughfare into Franklin County) present a dichotomy that has the potential to allow the town to retain its small town feel and benefit from the outside dollars and traffic that a large highway can bring. For the purposes of the Boones Mill Revitalization effort this project's boundaries will include the entirety of downtown Boones Mill as well as portions north of town along US 220.



Erected in 1892, the Boones Mill Depot served as the transportation hub for the up-and-coming town. Once owned by the short-lived Roanoke and Southern Railway Company and then leased to the Norfolk & Western Railway, Boones Mill Depot served the town proudly with passenger service until 1965 with freight service continuing until 1970. After 44 years of disuse, the depot was offered to the town in 2014 and has since been moved to a location owned by the town and restored to its former glory. The depot now serves as a reminder of Boones Mill's railroad heritage as well as a place for civic events.

LOCAL & REGIONAL ASSETS / ATTRACTIONS

Boones Mill is home to ample natural beauty which allows for numerous recreational, historical, and cultural activities within and around the town. In particular, Boones Mill serves to benefit greatly from an eco-tourism initiative by connecting visitors and residents to the natural environment around them.



Recreation Attractions

The largest attraction near Boones Mill is the Blue Ridge Parkway. This stretch of highway managed by the National Park Service snakes 469 miles through North Carolina and Virginia offering unparalleled views of the Appalachian countryside. Running parallel to Franklin County's western border, the Blue Ridge Parkway offers numerous scenic overlooks and



Photo of the former Boones Mill Furniture and Upholstery Co. located in the Boones Mill Historic District



Photo of the Jubal A. Early Homeplace located northeast of Boones Mill



Photo of Franklin County Distilleries located off of US 220 just north of downtown Boones Mill

opportunities to hike, take in wildlife, and explore local history. Naturally, experiencing the beauty of southwest Virginia has the potential to provide Boones Mill additional tourism dollars. However, to date there has not been a concerted effort to capitalize on hiking, mountain biking, and equestrian trails in and around Boones Mill.

Historical Attractions

In addition to the natural beauty of the area, Boones Mill holds a wealth of historically significant areas and buildings. Of particular interest are the two historic districts located within Boones Mill proper (The Boones Mill Depot & The Boones Mill Historic District), the Bowman Farm and Cahas Mountain Rural Historic District located near Cahas Mountain west of town, The Piedmont Mill Historic District located east of town, and the Jubal A. Early House located to the northeast of town. These historic areas are within a short driving distance of Boones Mill and offer opportunities to engage with the areas railroad, agricultural, and civil war heritage.

Cultural Attractions

Lastly, Boones Mill itself has numerous shopping and experiential draws for residents and visitors. Spirits lie at the heart of this draw with Boones Mill’s own Franklin County Distilleries leading the way. According to the FCD, Boones Mill was known as the “Moonshine Capital of the World” during Prohibition with upwards of 99% of the county’s population involved in the illegal trade to some degree. Although alcohol is no longer illegal, the tradition of moonshining remains integrated in the fabric of Boones Mill. Already a part of the Virginia Spirits Trail, Franklin County Distilleries has positioned itself as a spirit destination in the region.

1.2 Community Need & Priorities

The Virginia Department of Housing and Community Development classifies Franklin County, the county in which Boones Mill resides, as “transitional” for the purposes of funding community development projects. This classification considers certain economic factors including average unemployment rates, median household income, and poverty rates. The table below provides an overview of relevant demographics for the Town of Boones Mill:

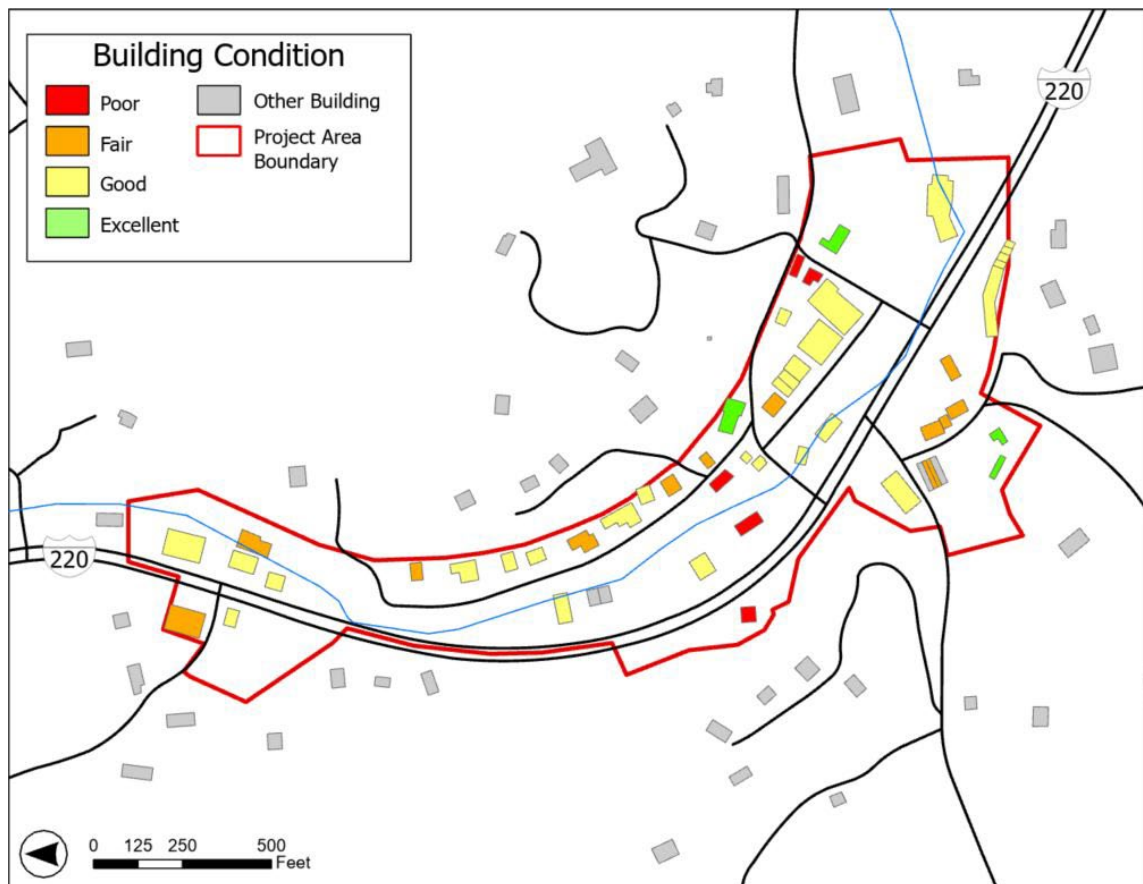
| US Census Information | | |
|--|-----------|-----------|
| | 2010 | 2020 |
| Population* | 239 | 259 |
| Race, White* | 94.1% | 93.8% |
| Race, African American* | 3.8% | 1.5% |
| Race, American Indian or Alaskan Native* | 0.4% | 0.0% |
| Race, Asian* | 0.0% | 0.0% |
| Ethnicity, Hispanic* | 0.0% | 2.3% |
| Median Age | 47.7 | 56.5 |
| Median Household Income | \$44,018 | \$55,000 |
| Unemployment | 0.0% | 1.5% |
| Housing Units | 127 | 100 |
| Households Below Poverty Line | 0.0% | 4.0% |
| Average Household Size | 2.58 | 1.86 |
| Median Housing Value | \$125,000 | \$153,100 |

Source: U.S. Census Bureau, 2010 and 2022 American Community Survey
 * U.S Census Bureau, 2010 & 2020 Decennial Census

Overall, Boones Mill’s population has increased between 2010 and 2020 seeing an increase of 20 or 8%. This highlights that although Boones Mill is small, there is still sizable growth. The racial makeup of town has remained consistent between surveys and median age among residents have increased from 47.7 in 2010 to 56.5 in 2020. The median household income among residents was lower than US median household incomes in 2010 and 2020 but is roughly in line with Franklin County as a whole (\$45,555 in 2010 and \$56,779 in 2020). Unemployment is fairly low in Boones Mill but has increased between 2010 and 2020, which is on trend with the surrounding county. Similarly, poverty has increased slightly between 2010 and 2020. Average household sizes have decreased slightly from just above 2.5 individuals per household to just below 2 at 1.86 individuals per household. Lastly, it appears that median housing values have increased from roughly \$125,000 to \$153,100, which reflects a similar value increase for housing within Franklin County.

1.3 Blight in Downtown Boones Mill

As part of the preliminary CDBG program application process, the town of Boones Mill conducted an inventory of open spaces and buildings, both vacant and occupied, as well as an assessment of operating businesses located downtown. This assessment comprises an assessment of the buildings' overall condition and whether the building was currently in use. Below is a representation of buildings in Boones Mill with "Poor" representing the most blighted and "Excellent" representing buildings with no blight.



Map of Building Conditions within the Boones Mill Revitalization Project Area

PHYSICAL INVENTORY & ASSESSMENT

For the purposes of this project, influences of physical blight are defined by deteriorating structures, boarded up and broken windows, lack of curb appeal, empty storefronts, and poor sidewalk conditions. Among the 52 buildings assessed only 5 fell into the category of "poor". These are typically buildings that are either in disrepair, have been vacant for a period of time, or both. These buildings are typically, such is the case for the building to the right, prime targets for preservation.



Example of a "Poor" Condition Building

Buildings that fall into the category of “Fair” are typically buildings that show signs of being vacant or neglected but have the potential to have life breathed into them. These are buildings that are structurally sound but may need some repair. Across the project area 12 buildings fall into this category. Those that fall into the “Good” category are the vast majority of buildings within Boones Mill. These are buildings that are currently in use, possess businesses or housing, and are actively being maintained. 30 buildings fall into this category. Lastly, buildings that fall into the “Excellent” category represent buildings that are being actively used, are actively maintained, and are of newer construction. 4 buildings fall into this category.



(Top Left) The Mary Garst Building an example of a “Fair” condition building, (Top Right) Domsday Tactical an example of a “Good” condition Building, (Bottom) The Carter Bank and Trust Building an example of an “Excellent”

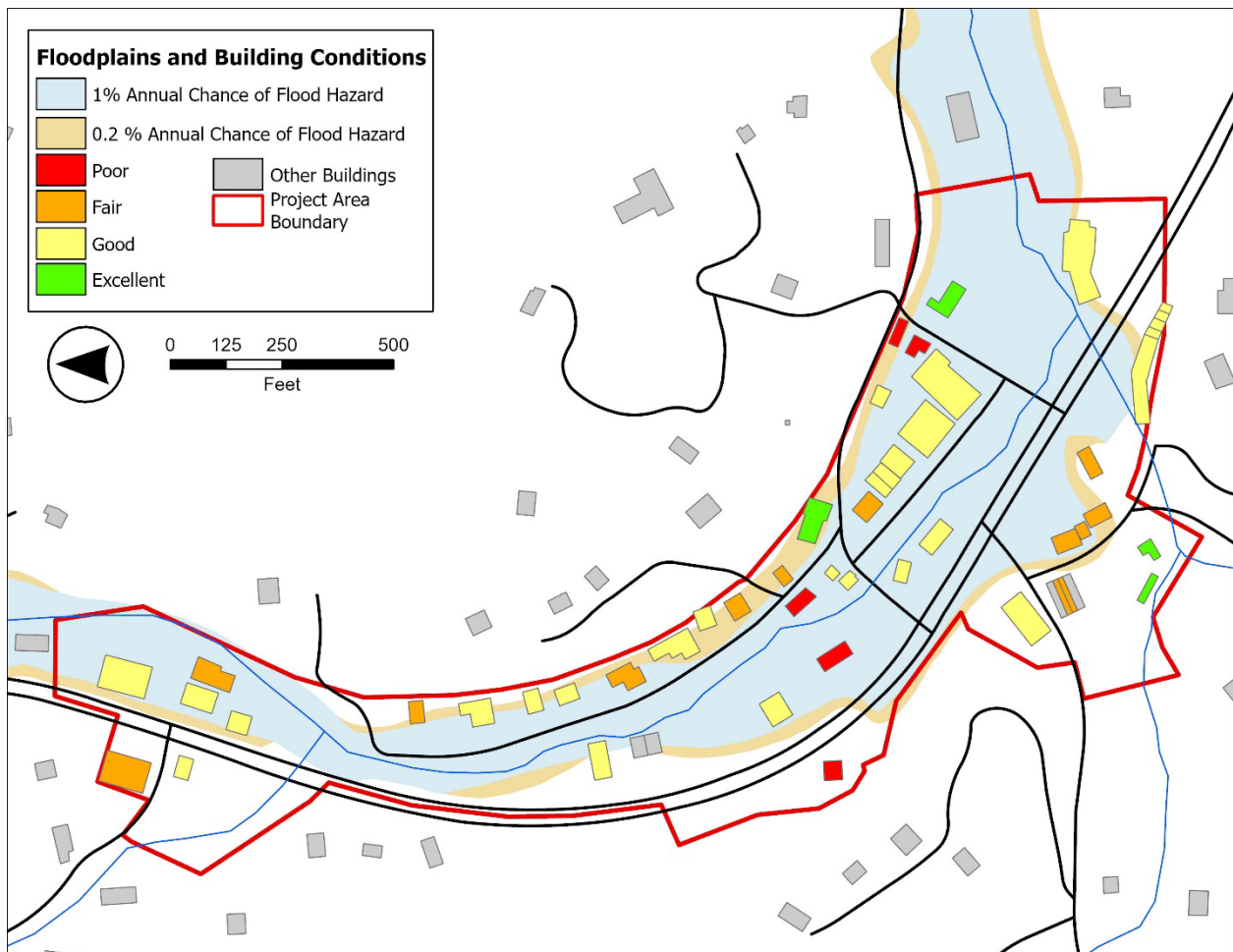
FEMA Floodplains

The majority of buildings within Boones Mill are located in the floodplain of Maggodee Creek. All buildings along Main Street are located within the 1% annual chance of flood hazard as well as those located directly adjacent to Maggodee Creek. Very few buildings fall within the 0.2% annual chance of flood hazard with only a handful of houses north of easy street falling into this category. These flood plains are important to consider when it comes to potential damage to local businesses and homes, insurance rates, and the ability for businesses to improve or expand their storefronts. For Boones Mill this is especially pertinent due to the fact that the majority of local businesses are located within the 100-year flood plain of Maggodee Creek. Under the current floodplain ordinance (adopted in 2008) any existing structure in the flood plain district must adhere to the following:

- Existing structures and/or uses located in the Floodway District shall not be expanded or enlarged (unless the effect of the proposed expansion or enlargement flood heights is fully offset by accompanying improvements).

- Any modification, alternation, repair, reconstruction, or improvement of any kind to a structure and/or use located in any floodplain district to an extent or amount of less than fifty (50) percent of its market value, shall be elevated and/or flood proofed to the greatest extent possible.
- The modifications, alternations, repairs, reconstruction, or improvement of any kind to a structure, and/or use, regardless of its location in the floodplain district, to an extent or amount of fifty (50) percent or more of its market value shall be undertaken only in full compliance with the provision of the Virginia Uniform Statewide Building Code
- Uses or adjuncts thereof which are, or become, nuisances shall not be permitted to continue.

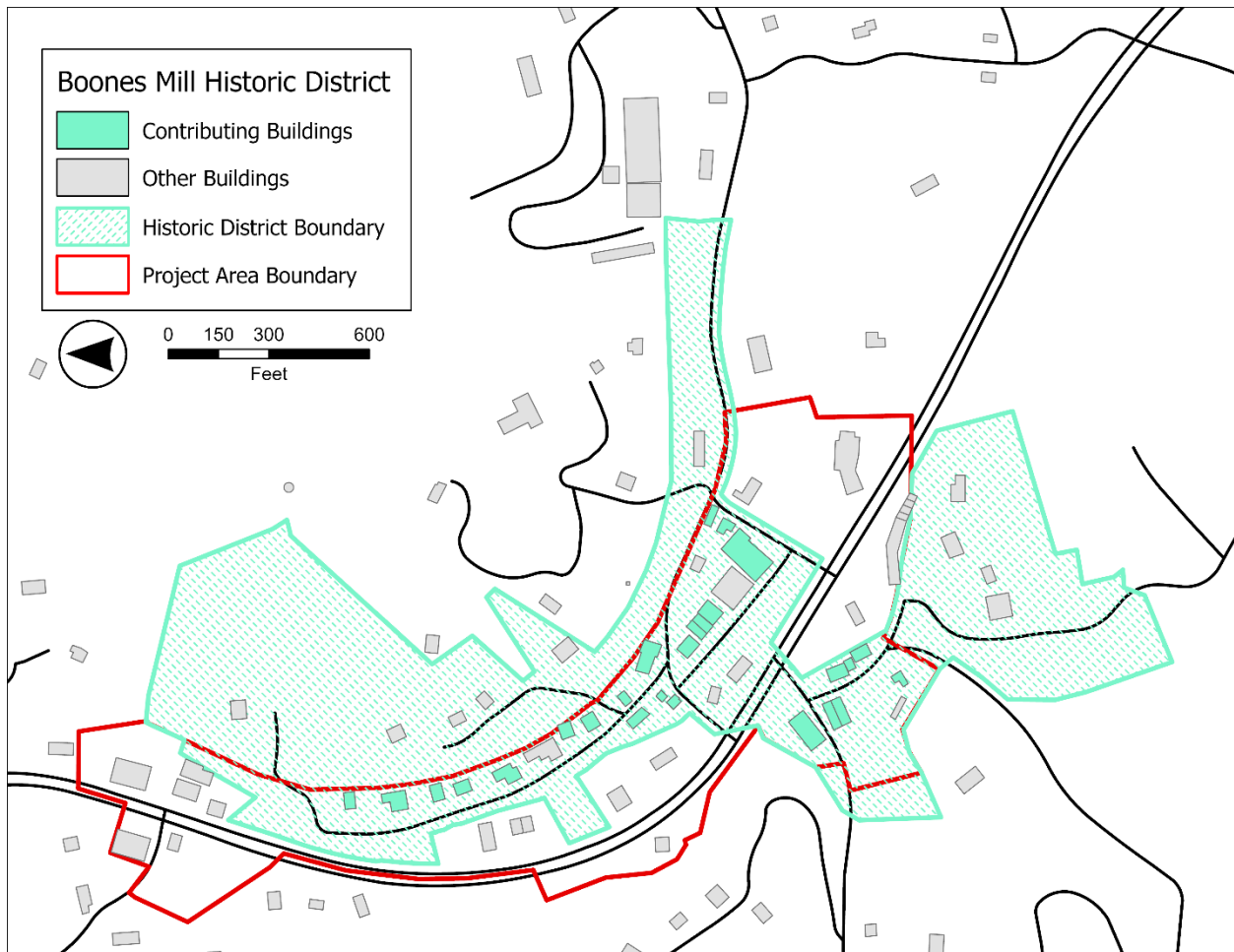
Taken together, this floodplain ordinance places potentially costly expenses onto local businesses located in the flood zone and limits their ability to improve their storefront, expand, or modify the structure of the building. Although Boones Mill's floodplain ordinance rightfully is in place to regulate development and ensure businesses are well protected against flooding, established businesses located in this corridor are limited in their ability to reinvigorate themselves. This in turn limits the ability for downtown Boones Mill to redevelop in the traditional sense.



Map of Floodplains and Building Conditions in Boones Mill. 1% Annual Chance of Flood Hazard (100 Year Flood Zone) is represented by the blue area, and the 0.2% Annual Chance of Flood Hazard (500-year Flood Zone) is represented by the orange area.

Boones Mill Historic District

An important consideration in the preservation of historical resources is its location inside or outside of the historic district. Established in 2014, the Boones Mill Historic District preserves a large swath of Boones Mill and includes nearly all structures within the downtown area. Stretching from the north extent of Easy Street, to south of downtown on Boones Mill Road and Dogwood Hill Road, to the edge of US 220 in the east, and points west of East Street in the west, the BMHS is illustrated in mint green on the map below. In addition to the historic district itself, the buildings that contribute to the BMHD are illustrated in the map below. These structures are represented by the numerous mint-colored boxes primarily located in central Boones Mill. Unlike typical buildings in Boones Mill, structures that are considered to be contributing to the historic district are exempt from parts of the town's Floodplain ordinance. In particular, structures that are considered a "historic structure" do not have to adhere to the provision that substantial improvements consist of "any reconstruction, rehabilitation, addition, or other improvement of a structure, the cost of which equals or exceeds 50 percent of the market value of the structure *before the start of construction* of the improvement". This means that structures that contribute to the historic district have greater freedom for business owners to renovate and invest in their storefronts. By extension, this improves the ability for privately held properties to contribute to the overall revitalization effort.



Boones Mill Historic District (outlined and hashed with mint green) and its contributing buildings (mint green squares)

ECONOMIC INVENTORY & ASSESSMENT

As illustrated in the diagram above, there are several properties that are in a state of physical and economic blight. Economic blight is defined by a high concentration of vacant and underutilized storefronts and lots within the downtown area of Boones Mill. The following sections outline an economic Market Analysis and Business Development Strategy for Boones Mill.

1.4 Market Report

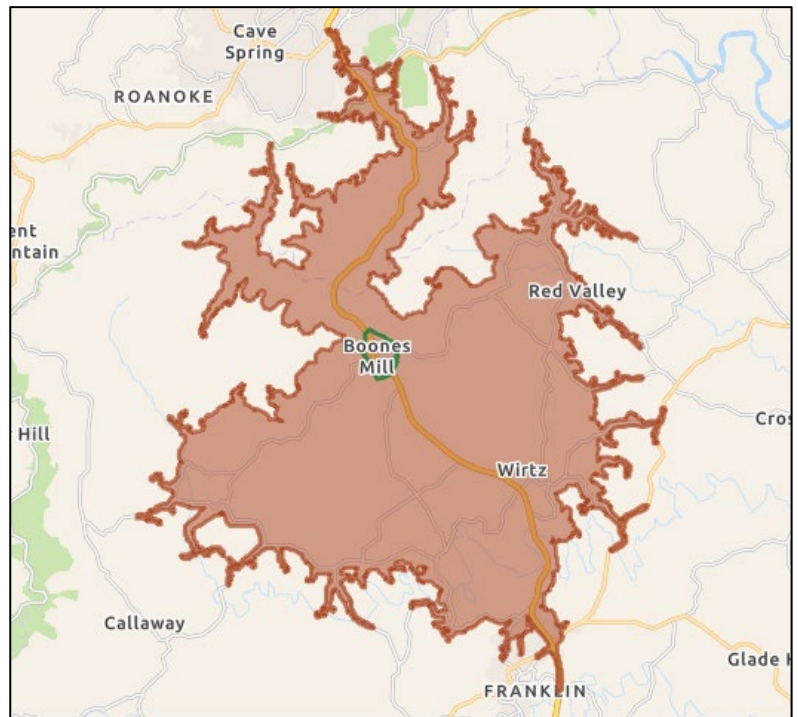
The market analysis for Boones Mill assesses baseline demographic, housing, employment, and retail market data in Boones Mill, drivetime trade areas, and the surrounding region. The data identifies opportunities for market growth and informs business development strategies to achieve this potential. The market analysis includes the following sections:

- Trade area definition;
- Demographic profile;
- Housing;
- Employment; and
- Retail.

TRADE AREA DEFINITION

In order to capture Boones Mill's relevant market base, the analysis utilizes a 15-minute drivetime area from the center of town as the primary trade area. The population in the 15-minute drivetime area represents the primary market base Boones Mill and therefore demographic and retail trends in this area inform the market potential and business development strategies. In addition to the 15-minute drivetime area, the market analysis examines demographic and retail trends in the following geographies:

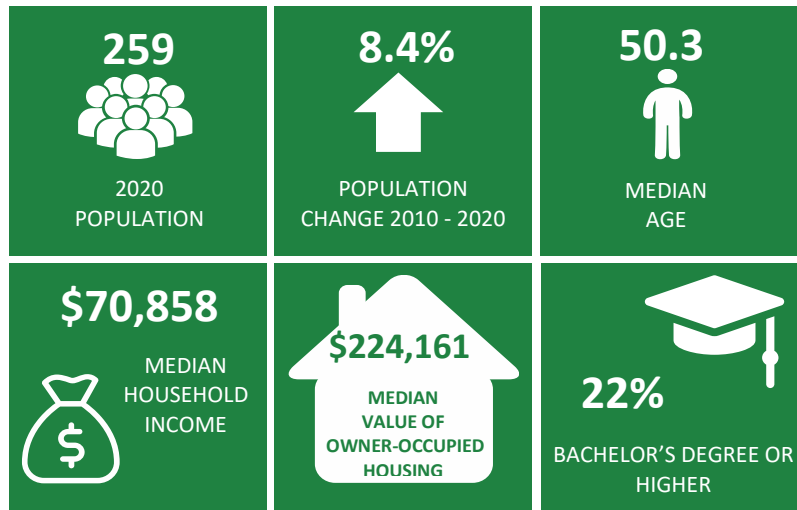
- Town of Boones Mill;
- 24065 Boones Mill zip code;
- Franklin County;
- Roanoke Metropolitan Statistical Area; and
- Surrounding towns, cities, and counties.



Boones Mill 15-Minute Drivetime Trade Area (shown in shaded red) and Boones Mill Town Limits (outlined in green)

DEMOGRAPHICS

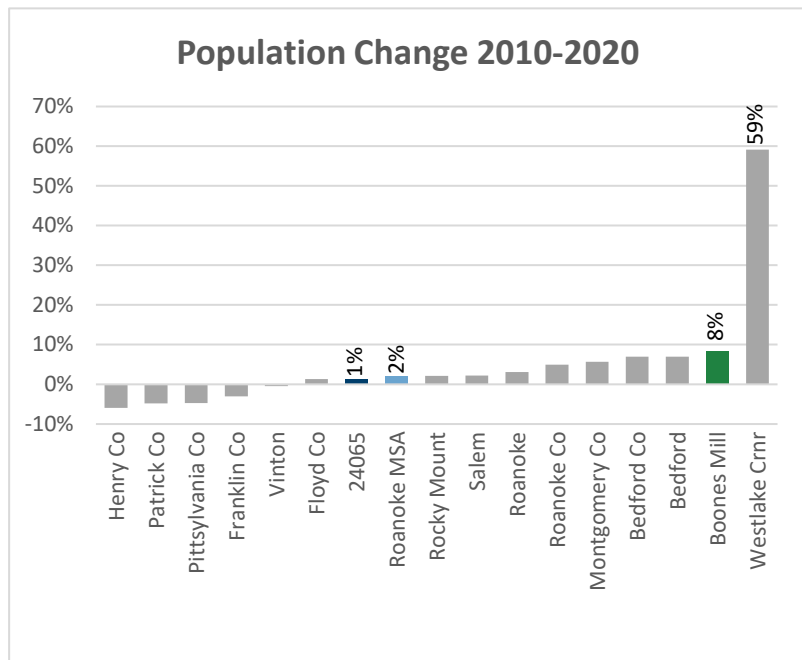
The following demographic profile examines key indicators including population growth, household income and age in Boones Mill, its trade area, and the surrounding region. The demographic profile indicates that the population in Boones Mill and its 15-minute trade area is generally older than the surrounding region with higher household incomes. The population in the trade area is projected to experience moderate population growth over the next five years.



Demographic Indicators for Boones Mill (Sources: US Census 2020, Claritas 2022)

Population

Boones Mill is home to approximately 259 people. Although the town has a small population it is growing at a faster rate than the region. The Roanoke metropolitan area grew by 2% from 2010 to 2020, with much of the growth concentrated in cities and towns (Roanoke, Salem, Bedford, Boones Mill). Westlake Corner experienced the highest rate of population change in the area, with 59% growth.

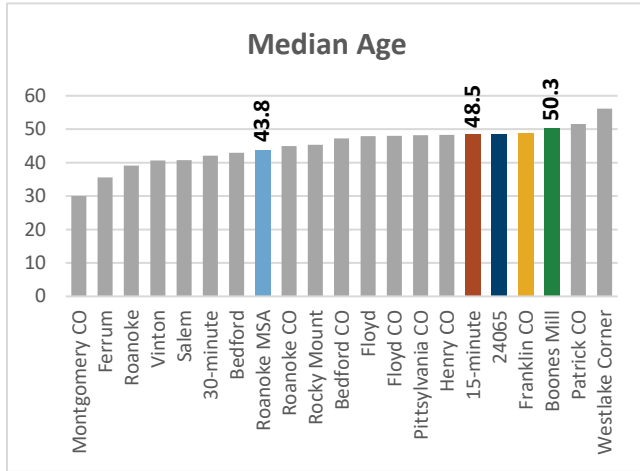


Population Change in Boones Mill and the Surrounding Region, 2010-2020 (Source: US Census)

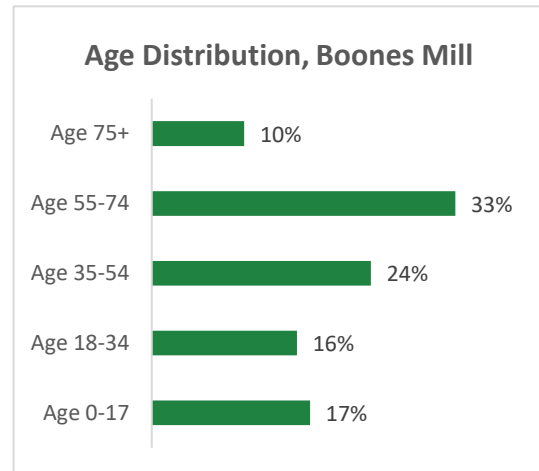
Approximately 9,846 people live within a 15-minute drive of the center of Boones Mill. This population represents the primary market base for Boones Mill retail businesses. The population in the 15-minute drivetime is projected to grow by 1.2% between 2022 and 2027.

Age

The median age of the population in Boones Mill is 50.3, one of the highest in the region. For reference, the median age in the Roanoke metro is 43.8. Baby Boomers represent the largest generation in Boones Mill, with 33% of the population between the ages of 55 and 74.



Median Age in Boones Mill and the Surrounding Region, 2022 (Source: Claritas)



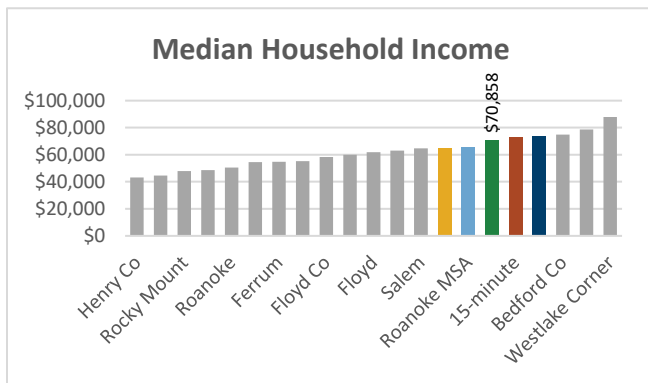
Age Distribution of the Boones Mill Population, 2022 (Source: Claritas)

Educational Attainment

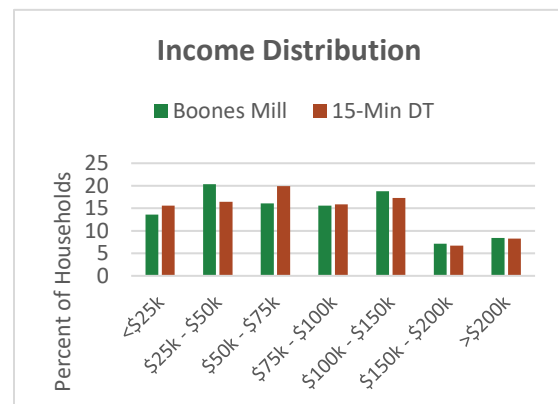
Approximately 22% of the Boones Mill population age 25 years or older has a bachelor’s degree or higher and approximately 89% are high school graduates.

Household Income

The median household income in Boones Mill is \$70,858, higher than the median incomes in Franklin County (\$64,857) and the Roanoke metro (\$65,077). The median household income in the 15-minute drivetime area is slightly higher at \$72,505. Approximately 14% of Boones Mill households have annual incomes below \$25,000 and 34% have household incomes of \$100,000 or more.



Median Household Income in Boones Mill and the Surrounding Region, 2022 (Source: Claritas)



Distribution of Household Incomes in Boones Mill and the 15-Minute Drivetime Area, 2022 (Source: Claritas)

RETAIL MARKET

Retail Leakage Analysis

The retail leakage analysis examines the difference between retail sales made by stores in a particular area and retail expenditures of residents living in the same area. If desired products are not available within that area, consumers will travel to other places or use different methods to obtain those products. Consequently, residents are purchasing more than the stores are selling, and the dollars spent outside of the area are said to be “leaking.” Conversely, if stores in the area are selling more than residents are spending, then the retail in the area is serving a greater market and the market is said to be “gaining.”

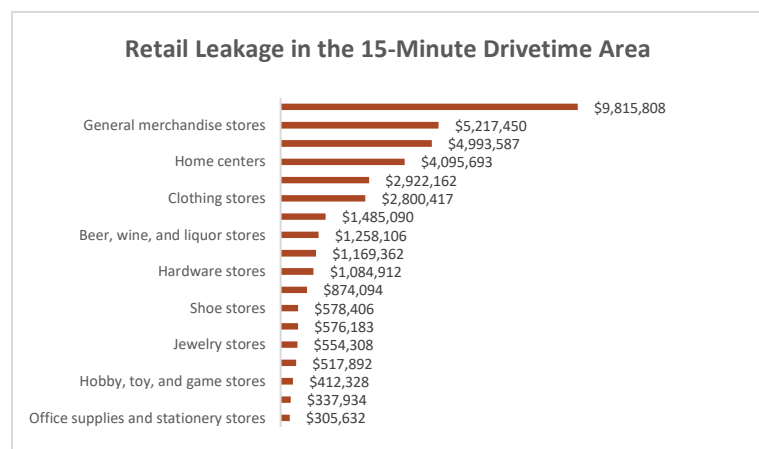
The retail leakage analysis indicates that the Roanoke region is a major commercial center, with annual retail sales of \$6.3 billion in the Roanoke MSA. However, there is still unmet demand across the region.

In 2022, stores in Boones Mill had retail sales of \$2.1 million. During the same time period, Boones Mill residents spent \$7.1 million, indicating that Boones Mill residents are spending \$5 million outside of Boones Mill. Stores located within the 15-minute drivetime trade area had retail sales of \$147.3 million while residents living in the area spent \$203.4 million. Therefore, the area leaked \$56.1 million in retail sales.

| | Boones Mill | 24065 Zip Code | 15-Minute Drivetime | Franklin County | Roanoke Metropolitan Area |
|------------------------------|--------------------|---------------------|---------------------|----------------------|---------------------------|
| Retail Sales | \$2,061,171 | \$43,865,178 | \$147,300,873 | \$641,425,780 | \$6,308,879,047 |
| Consumer Expenditures | \$7,132,838 | \$126,548,654 | \$203,450,752 | \$1,101,833,911 | \$6,356,009,660 |
| Retail Leakage (Gain) | \$5,071,667 | \$82,683,477 | \$56,149,879 | \$460,408,131 | \$47,130,613 |

Consumer Expenditures, Retail Sales, and Retail Leakage/Gain in Boones Mill, 24065 Zip Code, 15-Minute Drivetime, Franklin County, and the Roanoke Metropolitan Area, 2022 (Source: Claritas/Enviroics Analytics)

The chart to the right provides retail leakage in select retail categories in the 15-minute drivetime area. Retail categories with the highest retail leakage in the 15-minute drivetime area include health and personal care stores, general merchandise, restaurants, home centers and clothing stores. Retail leakage translates into consumer demand that is unmet in the area, which may also indicate opportunities for future retail expansion.



Retail Leakage in Select Categories in the 15-Minute Drivetime Area (Source: Claritas, 2022)

Retail Capture

“Retail capture” describes the opportunity for a community to capture a portion of dollars that its residents are spending outside the community through retail expansion. It is not reasonable for a community to capture 100% of its retail leakage, as residents will continue to shop for some items online or in regional commercial centers. However, there are often opportunities in select retail categories.

A realistic capture scenario for Boones Mill would be 15% to 25% of existing retail leakage from the 15-minute drivetime area. This scenario indicates that there is existing demand for 32,728 to 54,547 square feet of additional retail. This square footage could be from new retail locations or expansions of existing businesses.

| Select Retail Categories | 15 Minute Drivetime Leakage | Sales per Square Foot | Capture (sf) 15% Scenario | Capture (sf) 25% Scenario |
|-------------------------------------|-----------------------------|-----------------------|---------------------------|---------------------------|
| | | | 32,728 | 54,547 |
| Home Furnishing Stores | \$469,645 | 128 | 550 | 917 |
| Household Appliances Stores | \$392,481 | 245 | 240 | 400 |
| Electronics Stores | \$945,354 | 261 | 543 | 906 |
| Building Material Garden & Supply | \$4,904,912 | 142 | 5,167 | 8,612 |
| Hardware Stores | \$673,164 | 138 | 732 | 1,220 |
| Health and Personal Care Stores | \$7,168,805 | 460 | 2,338 | 3,896 |
| Clothing Stores | \$1,271,872 | 300 | 636 | 1,060 |
| Shoe Stores | \$521,780 | 158 | 493 | 821 |
| Jewelry Stores | \$469,542 | 350 | 201 | 335 |
| Luggage & Leather Goods Stores | \$271,901 | 198 | 205 | 342 |
| Sporting Goods Stores | \$800,514 | 149 | 806 | 1,343 |
| Hobby, Toys and Games Stores | \$258,464 | 146 | 265 | 442 |
| Sew/Needlework/Piece Goods | \$51,857 | 74 | 104 | 173 |
| Book Stores | \$137,789 | 161 | 128 | 214 |
| General Merchandise Stores | \$12,244,900 | 159 | 11,552 | 19,253 |
| Other miscellaneous store retailers | \$1,257,187 | 200 | 943 | 1,571 |
| Foodservice & Drinking Places | \$10,117,253 | 200 | 7,588 | 12,647 |

15% and 25% Retail Capture Scenarios for Boones Mill Based on Retail Leakage in the 15-Minute Drivetime Area (Source: Claritas, Arnett Muldron)

Key opportunities for Boones Mill include:

- **General Merchandise:** With \$12.2 million in retail leakage in the 15-minute drivetime, there is opportunity for 11,552 to 19,253 additional square feet of retail space in general merchandise. Existing demand could support a dollar store (typically 7,000 – 12,000 square feet) or a destination-style general mercantile similar to Floyd Country Store or Draper Mercantile.
- **Restaurants and Drinking Places:** The 15-minute drivetime area has \$10.1 million leakage in restaurants and drinking places, representing 7,588 to 12,647 square feet of opportunity for Boones Mill. This category includes a range of dining types with the greatest opportunities being in full-service restaurants (\$5 million in leakage) and limited-service restaurants (\$2.9 million in leakage). The retail capture scenario indicates an opportunity for 2-4 additional restaurants or drinking establishments.

- Health and Personal Care:** The 15-minute drivetime area had \$7.2 million leakage in health and personal care stores, translating into 2,338 to 3,896 square feet of potential expansion. A typical national pharmacy chain such as CVS or Walgreens is 11,000 to 15,000 square feet. Therefore, this capture scenario may present an opportunity for expanded retail offerings within existing Boones Mill businesses.
- Specialty Retail:** Opportunities exist in specialty retail such as sporting goods (806-1,343 sq ft), clothing (636-1,060 sq ft) home furnishings (550-917 sq ft), and electronics (543-906 sq ft). The opportunity for specialty retail includes expanded offerings within existing businesses or small-format, boutique-style shops.

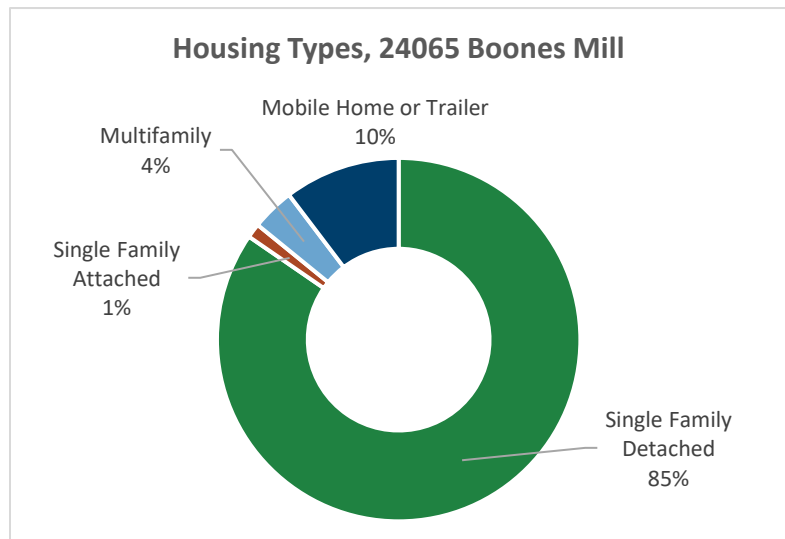
HOUSING

Housing Stock: Age, Type and Tenure

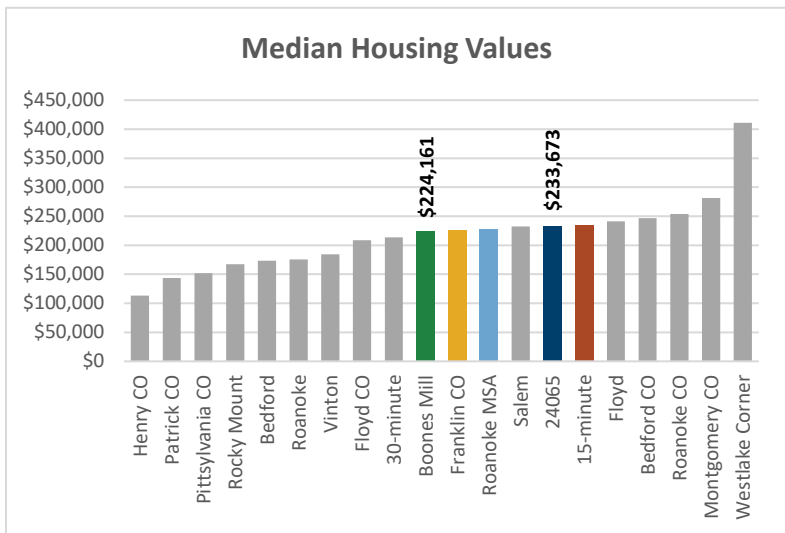
There are approximately 2,810 housing units in the 24065 Boones Mill zip code. The housing stock is predominantly single-family housing (83%) with a limited number of townhomes (1%), multifamily homes (4%), and mobile homes or trailers (10%). Approximately 83% of the housing units are owner-occupied and 17% are renter-occupied. There has been a limited amount of housing construction in the past decade; about 5.5% of the total housing units were built in 2010 or after.

Housing Values

The median value of owner-occupied housing is \$224,161 in Boones Mill and \$233,673 in the 24065 Boones Mill zip code. These values are on par with values in both Franklin County and the Roanoke metro. Westlake Corner has the highest housing values in the region, with median values exceeding \$400,000.

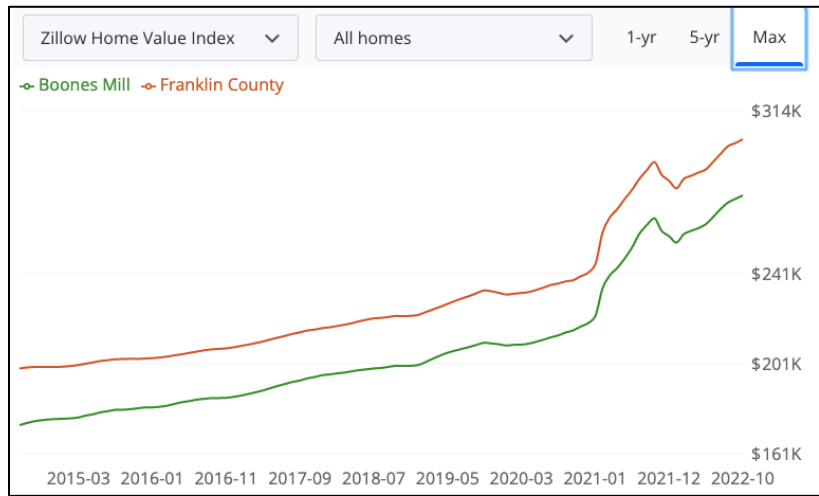


Housing Units by Type in the 24065 Boones Mill Zip Code (Source: Claritas, 2022)



Median Housing Values in Boones Mill and the Region, 2022 (Source: Claritas)

The Zillow Home Value Index, a measure of historical home values, 24065 Boones Mill homes was \$276,650 in October of 2022. This value represents a 3.8% increase over the past year and an increase of \$100,000 since 2015.



Zillow Home Value Index for 24065 Boones Mill and Franklin County, 2015-2022
(Source: Zillow)

Rental Market

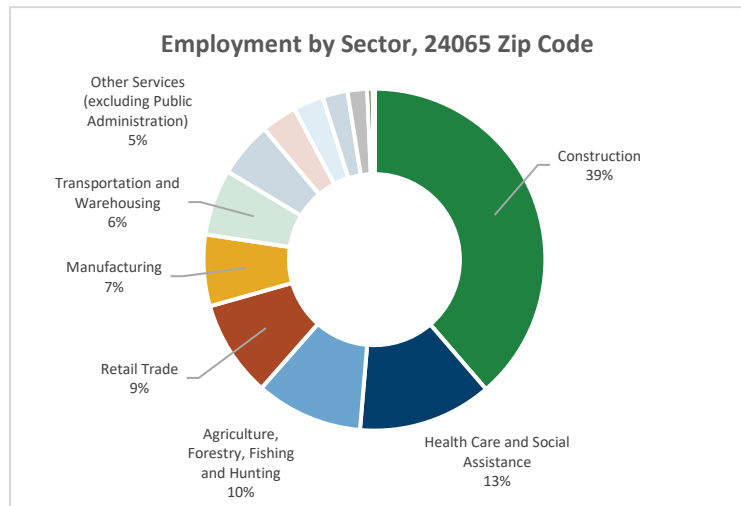
There are a limited number of multifamily homes and rental units in Boones Mill and Franklin County overall. Two-bedroom apartments in Franklin County typically rent for between \$750 and \$950 per month.

Housing Opportunities

The demographic trends in Boones Mill and the surrounding trade area suggest opportunities for housing that caters to an aging population with moderate to high incomes.

EMPLOYMENT

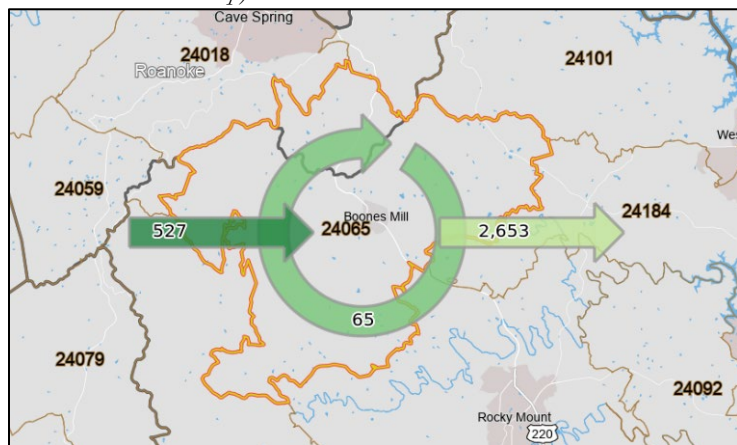
In 2019, the US Census estimates there were approximately 50 jobs in the Boones Mill town limits and 592 jobs in the 24065 Boones Mill zip code. Construction is the biggest industry with 39% of employment followed by health care (13%), agriculture, forestry, fishing, and hunting (10%), and retail trade (9%).



The 24065 Boones Mill zip code is a net exporter of jobs, with five times as many residents commuting out of the area for work than commuting in.

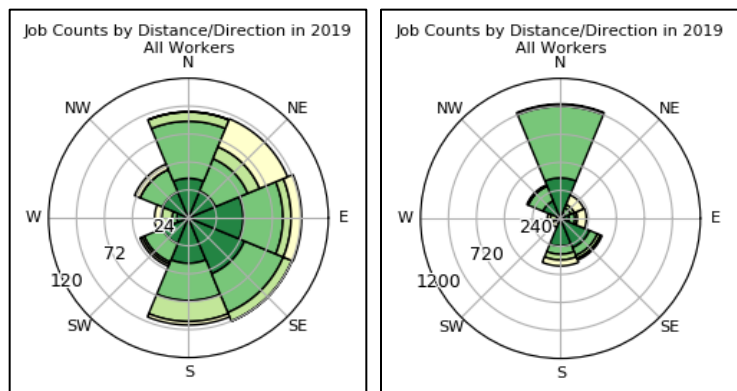
Jobs by Employment Sector in the 24065 Boones Mill Zip Code, 2019 (Source: US Census On The Map)

The diagram below shows that many 24065 Boones Mill residents commute north towards Roanoke for employment. Of the 2,653 residents that commute outside the Boones Mill zip code for work, 29% work elsewhere in Franklin County, 27% work in Roanoke City, 14% in Roanoke County, and 5% in Salem City.



Inflow and Outflow of Jobs in the 24065 Boones Mill Zip Code, 2019 (Source: US Census On the Map)

Workers commuting into the 24065-zip code commute from the south, north and east. Of the 527 workers commuting into the Boones Mill zip code for work, 49% live in Franklin County, 11% in Roanoke County, 10% in Roanoke City, and 4% in Bedford County.



Distance and Direction of Workers Commuting Into the 24065 Zip Code for Work (Left) and 24065 Residents Commuting Out of the Zip Code for Work (Right) (Source: US Census On the Map)

1.5 Business Development Strategy

The recommendations below build off the market research and community input to create a simple, targeted strategy for business growth and development. The strategies are organized in two strategic areas:

- Business Development and Support
- Market Positioning

The strategies are accompanied by the Strategy Board that details each action, implementation partners, and time frame, ultimately representing a concise work plan for the Town and its partners to drive economic prosperity in Boones Mill.

BUSINESS SUPPORT & DEVELOPMENT

The actions below focus specifically on ongoing business development including recruitment, support, and development.

1. **Share Market Research:** The market study provides current and up to date information about the Boones Mill market that should be of use to local businesses. The market info in this report should be actively distributed to existing and potential business owners, property owners, and other partners.
2. **Target Market Demand:** The market analysis estimates between 32,728 and 52,547 sq ft of demand for new commercial space in Boones Mill. This demand could be accommodated in downtown as well the Hwy 220 corridor through Boones Mill. For downtown, key opportunities include:
 - General Merchandising – 11,000 to 19,000 square feet. A typical dollar-type store is approximately 15,000 square feet.
 - Restaurants – 7,588 to 12,647 square feet. This includes about twice as much demand for full-service restaurants versus fast food. On the low end, there is demand for up to three restaurants.
 - Health & Personal Care – up to 3,896 square feet. While a typical chain type drug store is 13,000 square feet or more, the fact that there is no pharmacy between Rocky Mount and Roanoke suggests the opportunity here may be greater. This is particularly true as these uses often sell grocery and general merchandising goods as well.
 - Sporting Goods – up to 1,343 square feet. This would probably not be enough for a stand-alone store but given the recreation resources in Franklin County coupled with the other specialty retail demand, this category shows potential.

3. **Continue Data Collection to Better Define Market:** Boones Mill has a unique market in that it is just 15 minutes away from Rocky Mount and Roanoke, and 25 minutes away from West Lake and Smith Mountain Lake. There is also a healthy visitor market in Franklin County and the region. The Town should consider conducting a simple zip code survey of customers with area businesses, to determine Boones Mill's local trade areas, regional market penetration, and visitor impact. The survey can be conducted during a busy time of year (spring, summer) or even multiple times per year.

Zip Code Survey of Customers – Town of Wise, VA


Business Name: _____ Dates: _____

Instructions

- Simply ask customers, "Were conducting research for the Town, can I have your zip code?"
- Please record the **associated** zip code for each customer who enters your business.
- At the end of the week, please write the total number of tallies in the total box to the right.
- Someone from Town will collect surveys at end of

For more information, contact Aaron Arnett at aaron@arnettmuldrow.com

ARNETT MULDROW

| | | |
|-----------------------|---|-------|
| 24293 - Wise | Sample:  | Total |
| | | |
| 24273 - Norton | | Total |
| | | |
| 24279 - Pound | | Total |
| | | |
| 24230 - Coeburn | | Total |
| | | |
| 24228 - Clintwood | | Total |
| | | |
| 24219 - Big Stone Gap | | Total |
| | | |

4. **Recruit Investment to Catalyst Sites:** Hill Studio has identified a number of projects in the downtown master plan and the Town should focus its business recruitment efforts on these sites or businesses that will impact the sites.

5. **Target Destination Business:** Boones Mill is a small town with a limited number of businesses overall. However, a few of the businesses that it does have such as Cannaday's, Franklin Distillery and Holly Jo's Creekside Grill are destination businesses that support locals while also connecting to the regional outdoors, spirits, and agritourism markets. Another downtown destination business, Hammer & Forge Brewery, unfortunately closed during this planning process. The town should not only work with the owners of the former brewery to recruit another operation to the site, but also look at additional destination businesses that show demand and provide an opportunity to tap into regional visitor market. This includes restaurants, outfitting, brewery, etc.

INVESTMENT OPPORTUNITY



Development Vision for the Lilliston Building, 40-42 Market Street, Frazier Associates

SITE FEATURES

- 2-story historic brick structure built in 1930
- 12,472 square feet
- 6,772 sf - 1st floor
- 5,700 sf - 2nd floor
- 8,841 square foot lot
- 3 storefront bays fronting on Market Street
- A separate vacant lot behind the building adjacent to municipal parking

DEVELOPMENT VISION

A market analysis for Onancock has identified a number of uses showing demand that could be accommodated in the building. In addition, a conceptual rehabilitation design has been completed by Frazier and Associates on behalf of Virginia Main Street for the Onancock Main Street initiative.

OPPORTUNITIES

- Boutique Hotel with amenities. Potential for up to 10-units in existing building with possible expansion into vacant lot behind structure.
- Mixed-Use:
 - 1st floor- Retail with potential for three-separate businesses or micro-retail concept
 - 2nd floor - Up to five units of market-rate rental residential or condos aimed at executive or professional-level workers. Potential for short-term lodging as well.
- Co-working space with cafe

Jenny Gehman | 757.693.3003
 onancockmainstreet@gmail.com
 www.experienceonancock.com

ONANCOCK 1680
 MAIN STREET

6. **Partner for Entrepreneurial Training:** The Town should partner with the Roanoke Regional Small Business Development Center and other partners to provide entrepreneurial training including business planning, e-commerce, and marketing to existing and future businesses. RRSBDC has helped other rural communities in the metro create localized entrepreneurial networking and education opportunities tailored to the locality.



7. **Business Planning Competition:** Numerous small towns throughout Virginia have had success in creating business planning competitions including entrepreneurial training and cash awards for startup businesses. Opportunity SWVA can be a partner to help the Town, as can be RRSBDC.



8. **Develop an Economic Profile to Support Business Recruitment:** The market research in this plan provides a great deal of valuable data that would be of interest to prospective businesses. Similarly, this plan provides a broad-based and thorough vision of downtown revitalization that would show investors the town's dedication to improving the town. More times than not, prospects may look at the town through its website to gain info, prior to making actual contact. The Town should consider creating an economic profile that it can place as a pdf on its website or distribute to potential investors. It would include key demographic and market data, business targets, as well as communicating the vision of this plan.

9. **Grass-Roots Implementation:** With just 259 residents in 2020, Boones Mill is very small with limited resources both in terms of funding but also staffing. The Town has proven very adept in acquiring grants, implementing projects, and maintaining strong relationships with its partner agencies to accomplish tasks that the majority of communities its size cannot. The Town may consider creating an informal, more grass-roots-type implementation committee to guide some of the implementation strategies of this plan.

In particular, a management team staffed by the town with representatives from local businesses and property owners can help tackle some of the marketing and business development strategies in the economic restructuring plan. In addition, the Town of Boones Mill has established itself as an “Exploring Main Street” community (formerly affiliate community) of the Virginia Main Street Program. Boones Mill has not fully taken advantage of the program and should re-engage with Virginia Main Street to tap into its various tools to help foster downtown revitalization. This includes various grants such as Community Vitality Grants and Financial Feasibility Grants, among other services of Virginia Main Street.

10. **Incorporate into the Economic Development Element of Comp Plan:** The Town is currently completing an updated Comprehensive Plan. The data gathered in this plan related to area demographics, commercial, housing, and employment can be incorporated into the relevant sections or as an appendix to the comprehensive plan. Similarly, any relevant economic strategies in this report can be incorporated into the downtown strategies in the comprehensive plan.

MARKET POSITIONING

Market positioning involves promoting Boones Mill as a destination, communicating to local residents, recruiting new investment, and supporting existing businesses.

1. **Adopt Updated Brand:** The Town has an existing logo that has been updated in this downtown plan, including an expanded set of tools to market and promote the community. The Town should adopt the updated brand and begin deploying the marketing strategies below:



Together, we will...

The revised logo uses the same colors and general graphic composition as the existing logo. It is designed strategically to where the Town does not have to replace all of the current logos (signage, vehicle graphics, print materials, etc.) all at once, but instead be rolled out over time as things need to be replaced. Edits made to the updated logo include:

- Recolored the creek portion of the logo to introduce blue water rather than the brown background that appeared to be mud or dirt.
- Increased the size of the sun rising behind the mountains to better balance the diamond shape of the logo.
- Updated the font to a clean and versatile typography that is much easier to read and does not date the logo.
- Created a banner for the town name with white lettering over a brown background. This contrast not only makes the town name more prominent, but the rectangular panel is also designed to mimic the “Boones Mill” signage at the historic depot reflecting the town’s trail heritage.

- Replace the mill with a graphic of the historic depot. This was done intentionally for a few reasons. First, the mill is not tangible as the building has not existed since even before the town was incorporated. The fact that the town’s name is “Boones Mill” still reflects the history of the community and its founding on the banks of Maggodee Creek with the original mill. Second, the depot is Boones Mill’s most historic and iconic example of architecture and locals, and visitors can still see the depot. Not to mention the story of the successful preservation of the depot, and the vision of it being returned to an active community asset in the future.

BOONES MILL

VIRGINIA



2. **Adopt a Consistent Market Position:** A brand is much more than a simple logo. It is a graphic identity, style, and consistency of design that is the foundation of a system to market and promote the place. A key component of that is the Market Position and Tag Line for the community. This is the platform from which the town can tell its story through marketing. While tag line and market position narrative will not always be used whenever the logo is, it should always be incorporated into the strategy of marketing the community.

Boones Mill.....

- Is an authentic small-town, charming community.
- Has a distinct history beginning with the original Boones grain mill, and a rich agriculture and rail heritage that continues to this day.
- Was founded on a spirit of ingenuity, innovation & entrepreneurship. Those values remain today, and Boones Mill is a community of makers - from spirits, to trains, to chemical process equipment.
- Is a growing community with great access to the Roanoke metro, but also with unique destination businesses that bring visitors to Boones Mill every day.
- Is a place filled with Characters and Friendly people, where despite our differences, we look after each other and are intensely proud of the place we call home.

Boones Mill, Virginia

Together We Will

The tag line, “Together We Will” represents the town’s spirit of working together to build itself up, whether it be the universal effort of the town and its citizens to save and preserve the depot, or the community coming together to support their neighbors, or gathering together at an event downtown. The tag line is a positive statement that represents both the spirit of the people, but also the vision of the future.

3. **Implement a Social Media Strategy:** Social media is the most effective and cost-efficient way of marketing a community. The town currently has a Facebook page that communicates government functions such as public safety, community meetings, etc. While it does promote community events, there is little on the page that presents the overall quality of life of local residents, but also promotes its assets, businesses, and activities to the larger region. More importantly, there is no current effort to control the positive message about this community. For example, much of the current mentions of Boones Mill in various social media shows imagery of a single, highly visible polarizing business on Highway 220. While independent businesses are important to any community, there is much more to Boones Mill’s story.

Boones Mill’s new social media strategy should be three-fold:

- Begin to promote the quality of life the community affords, building off of the Market Position above in an effort to build both community pride as well as telling the small town’s story to a larger market. Initially target Franklin County residents to build loyalty and create awareness.

- Use additional social media, initially a Town of Boones Mill Instagram, to post community events, promote local businesses, and show character images of this unique and historic community. Deploy photos, hashtags, branded ads, etc to create a positive buzz about the place.
 - Designate a staff member or volunteer to take the lead on managing the social media. The time commitment would be minimal, as posts would likely be just a few per week. Ultimately, additional social media such as Twitter, Pinterest, TikTok and others can be implemented.
4. **Extend Brand to Events and Destinations:** Graphic elements of the brand platform such as colors, typeface and overall style can be used to create unique logos that highlight events, destinations, and partner organizations.



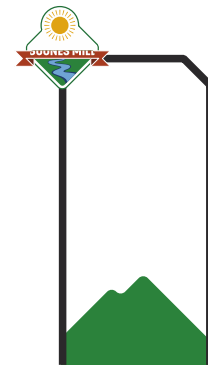
5. **Activate Downtown Boones Mill with New Events:** The town currently has a few events such as the Boones Mill Apple Festival, Town Christmas Tree Lighting, and FireHouse Fest. Additionally, small events can be planned in downtown in the Main Street Farmers Market, Carter Park, etc. These events could cater towards the local market and could include food vendors from local eateries, local music, etc. It would likely be these events would be programmed not by the town but coordinated with the town.
6. **Create Marketing Collateral:** Marketing items utilizing the Boones Mill brand can be developed to help promote the place and help build community pride. Items such as t-shirts,

hats, water bottles, pint glasses, shot glasses, coffee mugs, house flags, stickers, etc. can be created quickly and cheaply. There are a number of online vendors that can help the Town develop these. We often recommend that the town produce the collateral and then provide it to local businesses at cost, with the understanding that the business would sell for a profit. The town would not be out of production costs, but would use it local businesses to help get the brand out.



7. **Establish Community Wide Wayfinding:** The town currently has gateway signage and destination signs (Village Park). It may consider a branded, directional wayfinding program that directs locals and visitors to the various civic, cultural, and recreational destinations in town. In Boones Mill, a wayfinding program would be extremely simple, and likely incorporate directional signage, gateways, and monument signs at destination.

It should be noted that this is not intended to replace the existing gateway signage the town has deployed, as the updated logo was designed to work with the town graphics currently being used.



8. **Improve Awareness of Downtown on 220:** Part of this signage strategy would be to increase awareness of Boones Mill and its downtown on Hwy 220, as nearly 50,000 cars pass each day. There is a great deal of visual noise on 220, so this would be strategic through both signage and bannering. Banners can create a visually pleasing physical environment and announce when travelers are entering into a distinct character district. They also can help calm traffic while also drawing attention away from eyesore properties or businesses that may exist on the corridor. This could include single-color banners on the downtown side of 220, along with a downtown gateway sign at the intersection of 220 and Church Hill Road.



9. **Incorporate Brand into Municipal Tools:** The updated brand logo can be applied to a variety of the town’s tools it uses to communicate to its citizenry including the town website, business cards & letterhead, PowerPoint templates, newsletter, vehicle graphics, etc.



10. **Create Branded Ads:** Simple, graphic intensive ads highlighting local businesses, activity and quality of life can be created and deployed through the town’s social media, website, and flyers in downtown businesses. This could include ads focused on community character, testimonials of local businesses, and promoting events. Like many of the strategies mentioned above, it would be intended to build community pride, while also promoting Boones Mill to regional customers and outside investors.



Chapter 2 – Public Engagement

Integrating public input into the Boones Mill Revitalization Plan is integral to the success of this revitalization effort. Likewise, all efforts were taken to ensure that all those living in Boones Mill were engaged in the decision-making process.

A major tool in engaging the residents of Boones Mill was public meetings. Although simple in nature, public meetings are an important step in ensuring the community is well informed and engaged with the project as well as made aware of the importance they hold in the project's success. In addition to open public meetings, the Town of Boones Mill held meetings with the project management team to address the scope of the plan and how best to allocate Community Development Block Grant funds. Over the course of the spring and summer of 2021 the Town of Boones Mill held four meetings to discuss the revitalization efforts.

The first of these meetings were held virtually on March 25, 2021, and introduced the planning grant to the community. Conducted by Michal Armbrister and Kathleen McEvoy from the West Piedmont Planning District Commission and B.T. Fitzpatrick from the Town of Boones Mill, community members and stakeholder were introduced to the Community Development Block Grant, the areas that were under consideration for redevelopment, the goals for the project, and the role the community plays in the success of the project.

The second meeting was held at Holly Jo's Creekside Grill on June 21, 2021, and was comprised of representatives of the WPPDC, the Town of Boones Mill, and other important stakeholder groups and organizations. This meeting addressed the boundaries of the study area, goals of the CDBG, timelines associated with the grant, outcomes of the project, future community meetings, and the site situation. At the conclusion of a presentation regarding the revitalization effort the floor was open to comments and questions from the project management team. Sentiments among the group centered around the need for addition parking, mitigating blight, improving traffic patterns, increasing walkability and connectivity, improving and increasing public amenities, and improving stormwater and other hard infrastructure in Boones Mill.

The third meeting was held on July 14, 2021, at the Carter Bank & Trust building located in Boones Mill. As with the two previous meetings, an overview of the project and community needs was given to those in attendance. Following the presentation community members were given the opportunity to voice their opinions of the project. Among those in attendance the focus of comments on what the town needed centered around:

- ***Parking (increasing parking for businesses)***
- ***Infrastructure / Public Works***
 - Relocation of trash site and the need for a vegetation buffer around the site
 - Improving lighting within the town for public safety
 - Updating the towns Zoning Plan
- ***Outdoor Recreation***
 - Greenway from Historic Depot to the town center with educational signage

- Access to Maggodee Creek for Kayaking and Tubing
- **Mobility**
 - Pedestrian bridges to connect parts of town with the Main Street core
 - Add Sidewalks to Boon Street
- **Flood and Hazard Mitigation**
 - Re-evaluation of FEMA floodplain maps
- **Blight Mitigation**
- **Business Development**
 - Supporting local businesses and reducing vacant storefronts
 - Increasing visibility of the farmers market (relocation)
- **Traffic**
 - Improving bridge safety
 - Re-evaluating the left hand turn out of town on 220
 - Improving current intersections

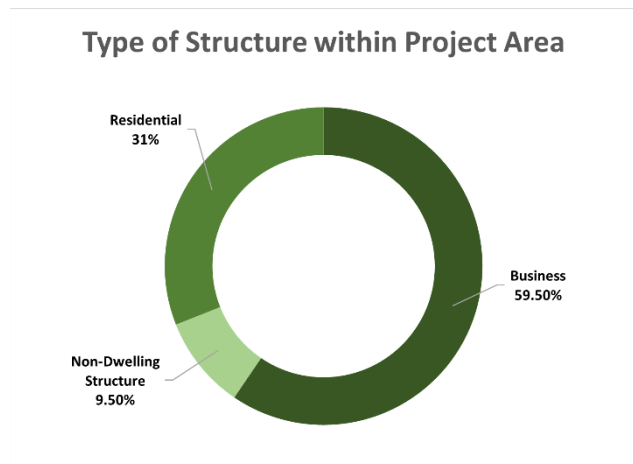


Public Meeting Held on July 14, 2022, in Boones Mill

In addition to what those in attendance wanted to see from the new plan, attendees were asked to describe what they saw as important to quality of life and fostering community pride in Boones Mill. Attendees listed “no traffic”, “small town”, “knowing your neighbors”, “community”, “finding the happy middle between small town values and business support”, “local connections and relationships”, and “development of community spaces: playground or stage” as phrases that were important to improving quality of life. Similarly, attendees noted that community pride could be fostered by building upon the town’s current assets, celebrating the town’s heritage, supporting local events and town initiatives, and cultivating the idea of Boones Mill as a place to visit.

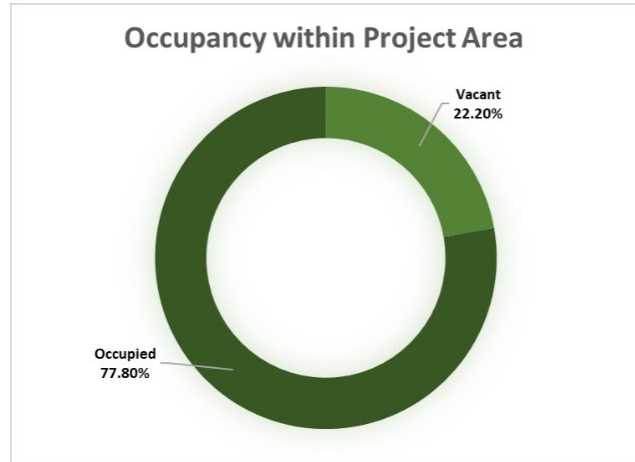
Lastly, the fourth meeting, held at the Boones Mill Town Hall on July 28, 2021, focused on the physical and business inventory of the project area as well as the finalization of key points for the project moving forward. These key topics include:

1. Boone Mill is a small but mighty community that values its authentic way of life as a small town
2. Transportation Safety – left hand turns onto US 220, bridges, and walkability
3. Cultivating Boones Mill as a destination



Structure Composition of the Project Area

4. Development of community greenspace for events
5. Development of environmentally friendly public parking lot.
6. Since land area is scarce in the business core, a focus on development of vacant storefronts and support for current business will be important to economic growth



Occupancy within the Project Area

Two workshops were held between representatives of Hill Studio and the Town of Boones Mill’s Town Council. These meetings were held on June 28, 2022, and September 29, 2022. The first of which was held as an introduction to Hill Studio’s plan for redeveloping downtown Boones Mill, and the second stood as a mid-point meeting to address alterations from the initial meeting.



David Hill (right) presenting Revitalization Plan to Boones Mill Town Council (from right to left) – Mike Smith, Victor Conner (Mayor), Sarah Eames, and Jason Masching

This Page Was Intentionally Left Blank

Chapter 3 - Physical Improvement Master Plan

Developing a strong central downtown area that supports the economic and cultural well-being of Boones Mill is crucial for a prosperous and successful future. To ensure these very things, a concerted effort to preserve and highlight Boones Mill's natural and cultural heritage lies at the heart of the physical improvement master plan.

As part of the downtown revitalization process, Hill Studio held design workshops with Citizens of Boones Mill in July of 2022 and presented revised findings to Town Council in September of 2022. These workshops focused on presenting the Revitalization Plan to the residents of Boones Mill and allowing for input in order to best meet the needs of the community and address the plan's overall feasibility.

The master plan concentrates blight reducing and economic development initiatives around Maggodee Creek, a central scenic resource to downtown Boones Mill. Chosen in partnership between the project team, community members, and the Boones Mill Town Council, this district represents areas that are economically valuable to the town and presents the opportunity for growth. The project area stretches from Angell Lane on the northern boundary of town, to Bethlehem Road in the South, and the Maggodee Creek just east of Church Hill Street. Although the project area is stretched throughout the town, the majority of efforts will be concerted in and around the blocks between Boon Street, Easy Street, Boones Mill Road, and Church Hill Street. In this way, CDBG funds will have the greatest impact toward revitalizing the downtown area.



Project Area (Red Outline) for Boones Mill

3.1 Downtown Boones Mill Master Plan

The master plan is a long-range vision for Boones Mill prosperity in the coming years. The town of Boones Mill will use Community Improvement Grants (CIG) to finance several improvements to their downtown area. These improvements will not only help Boones Mill achieve the national goals and objectives of the Community Development Block Grant program, but the CIG grant will also help the town apply and obtain further funding and encourage business investments into the town. Future initiatives will build upon the more immediate successes of more short-term portions of the revitalization efforts.

Primary Initiatives

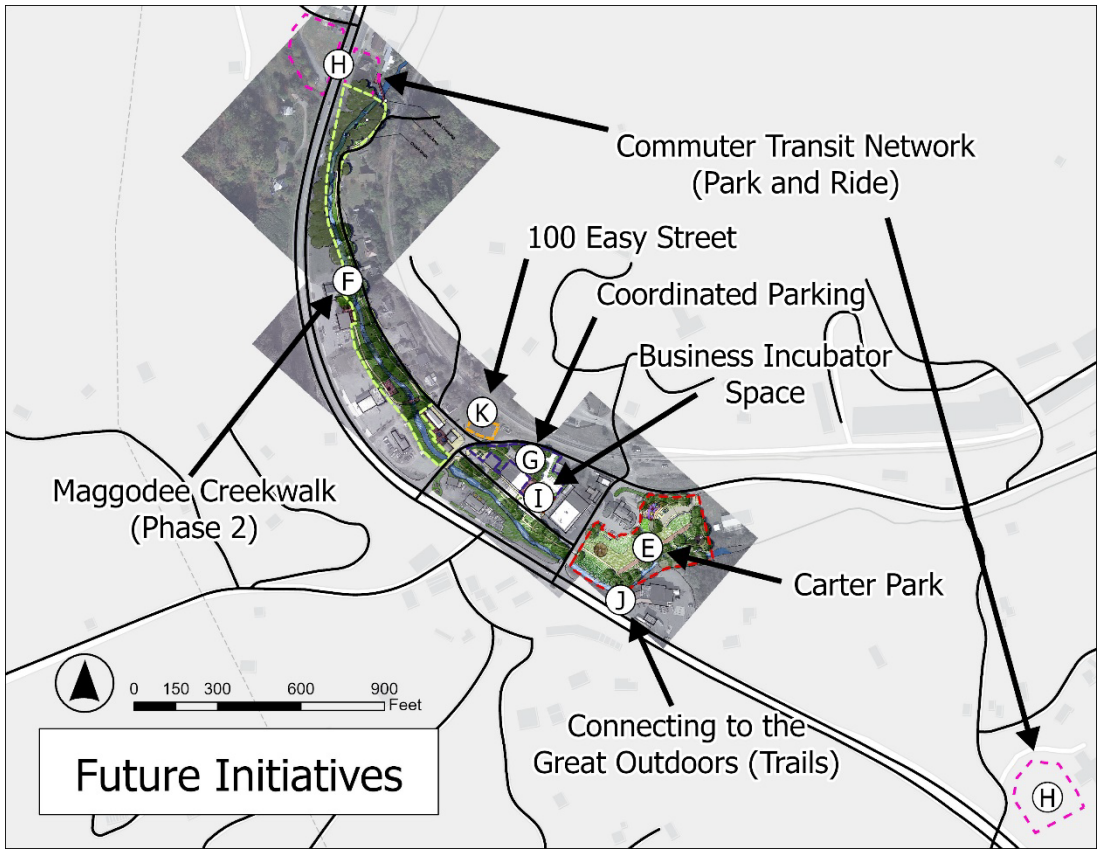
- A. Façade improvements (Adaptive Reuse)
- B. Main Street Improvements
- C. Church Hill Street / Easy Street Intersection
- D. Maggodee Creekwalk (Phase 1)

Future Initiatives

- E. Carter Park
- F. Maggodee Creekwalk (Phase 2)
- G. Coordinated Parking – Main Street Businesses
- H. Commuter Transit Network (Park and Ride)
- I. Business Incubator Space
- J. Connecting to the Great Outdoors (Trails)
- K. 100 Easy Street
- L. Future Façade Improvements



Location of the Primary Downtown Redevelopment Initiatives (A-D)



Location of Future Downtown Redevelopment Initiatives (E-K)

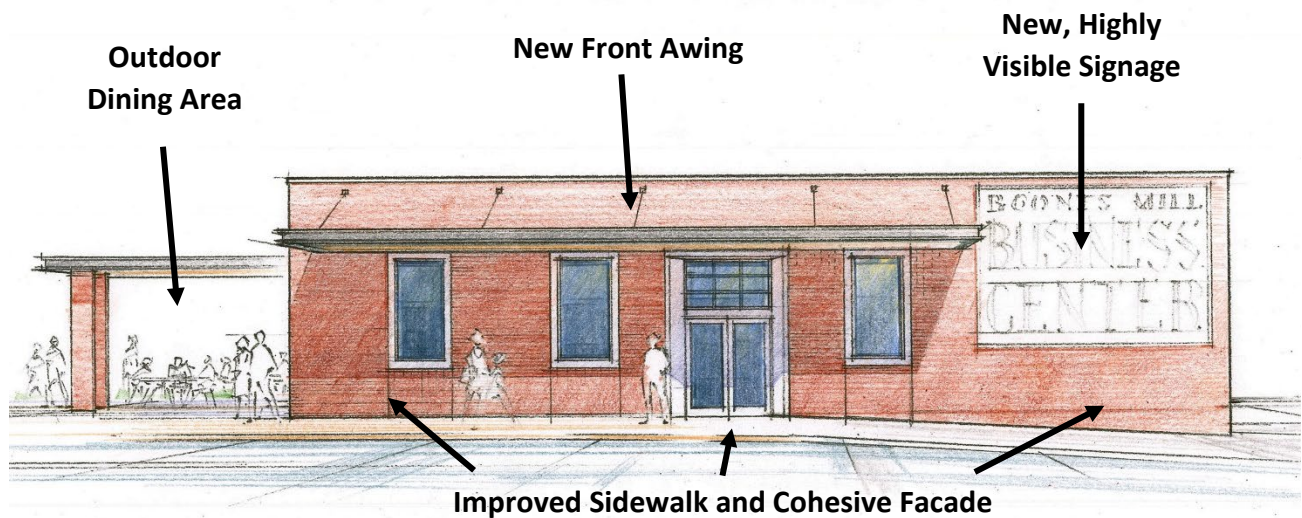
3.2 Primary Initiatives

A Key Building Adaptive Reuse (Façade Improvements)

The Adaptive Reuse of blighted, but cherished, historic or culturally significant buildings is an important tool in preserving the unique character of Boones Mill. By transforming these once dilapidated structures into spaces for small businesses, restaurants, and even housing allows Boones Mill to keep its historic appearance, preserve physical pieces of the town’s history, and provide new opportunities to diversity the economic foundation of the town.



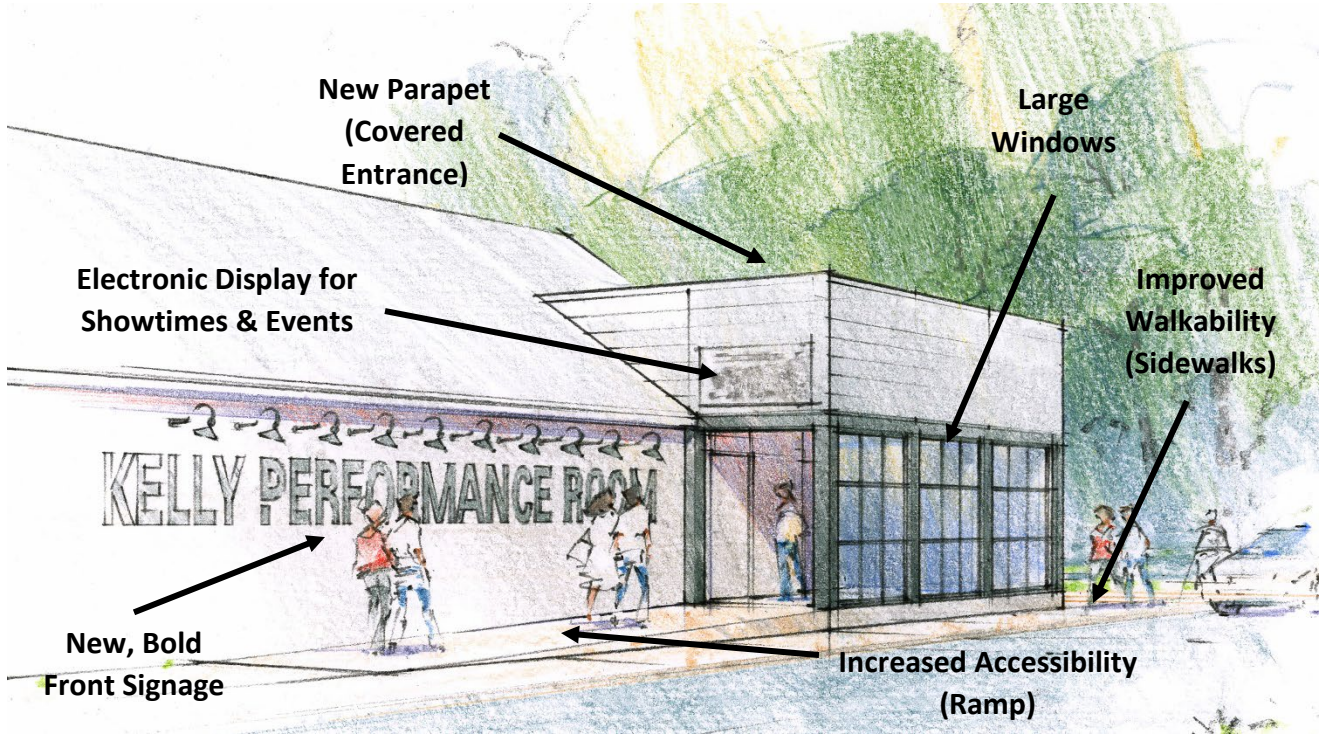
Former Bank Building Located at 40 Main Street in Boones Mill



Sketch of Redeveloped 40 Main Street in Boones Mill



Dance Hall Building at 125 Easy Street in Boones Mill



Redeveloped Dance Hall Façade at 125 Easy Street in Boones Mill

B Main Street Improvements

An important aspect of the initial phase of redevelopment are improvements to Main Street. Located in the heart of Boones Mill, Main Street presents an opportunity to dramatically improve the visual appeal and economic viability of central downtown. This portion of the revitalization plan calls for numerous improvements that tie into improvements being made in adjacent areas. In particular, improvements to the current streetscape go a long way in making this portion of town more walkable. New sidewalks, improved parking, and new benches improve residents' and visitors' ability to park their car and explore downtown Boones Mill. This has the potential to increase foot-traffic and dollars being spent in these areas. In addition to connectivity improvements, plans for improved lighting, cohesive signage, new trees, improved landscaping, as well as bike racks all work to improve the visual quality of Main Street. In an effort to ensure the downtown area's readiness for the future, Main Street improvements also include the construction of slow-trickle charging stations for EVs. With the adoption of electric vehicles on the rise, the inclusion of these charging station not only will provide residents a useful amenity, but it will also likely entice visitors traveling long 220 to stop, shop, and take in downtown while they wait for their vehicle to charge. These improvements taken together will enhance downtown Boones Mill by creating spaces where people are able to enjoy themselves, connect with others, and easily move throughout downtown.

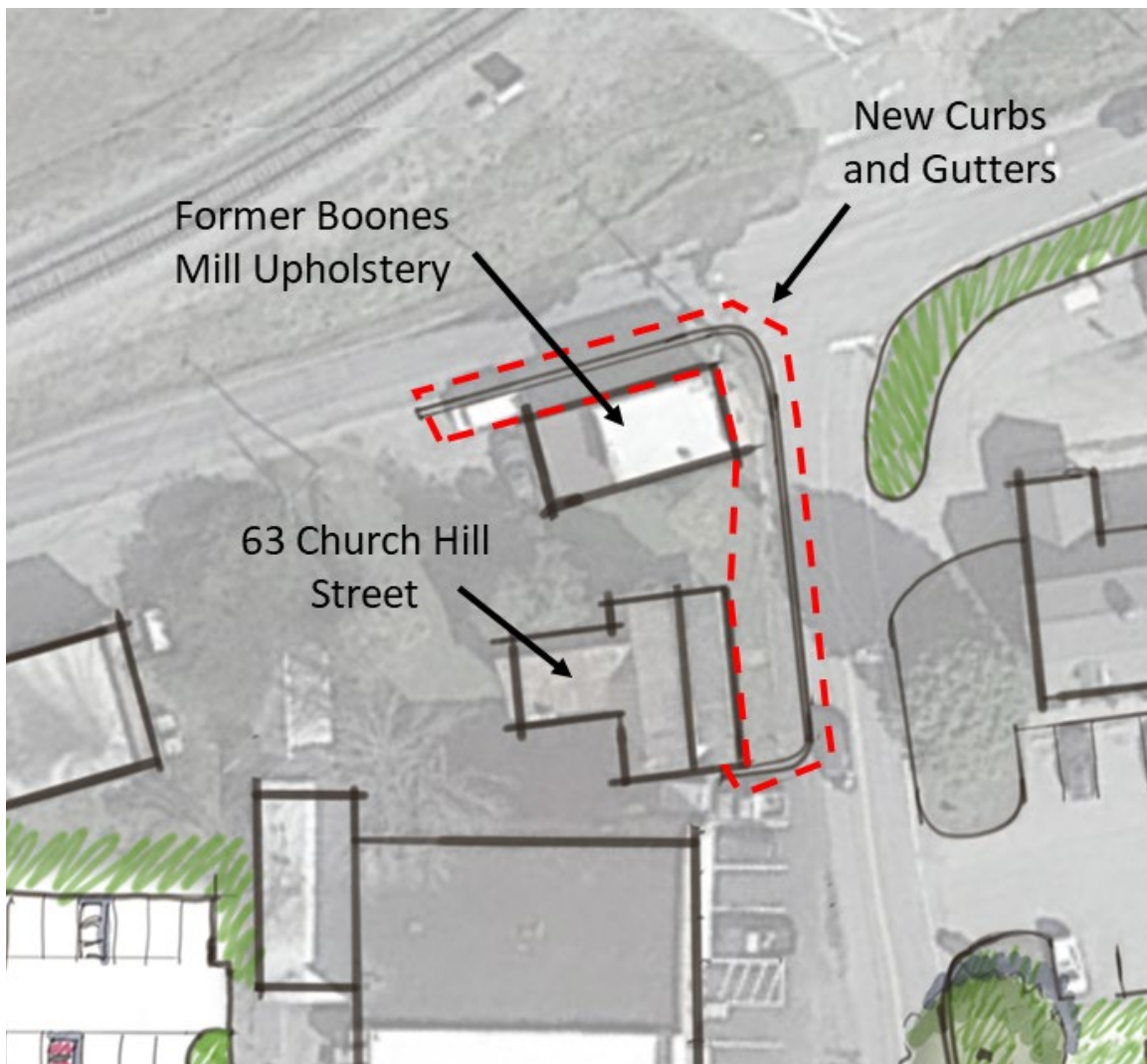


Main Street Improvements Including an Improved Parking Lot, Streetlights, Landscaping, and Sidewalks

C Church Hill Street / Easy Street Intersection

The intersection of Church Hill Street and Easy Street is home to an area that is highly prone to flooding. Due to this flooding, buildings located around this intersection frequently deal with yard flooding which left untreated can lead to foundation damage and other structural issues. This issue is compounded by the fact that there are no stormwater features present at this intersection, the closest building to the road (the former Boones Mill Upholstery) has little in the way of a buffer between the road and the building itself, and the land directly to the north and east is higher in elevation.

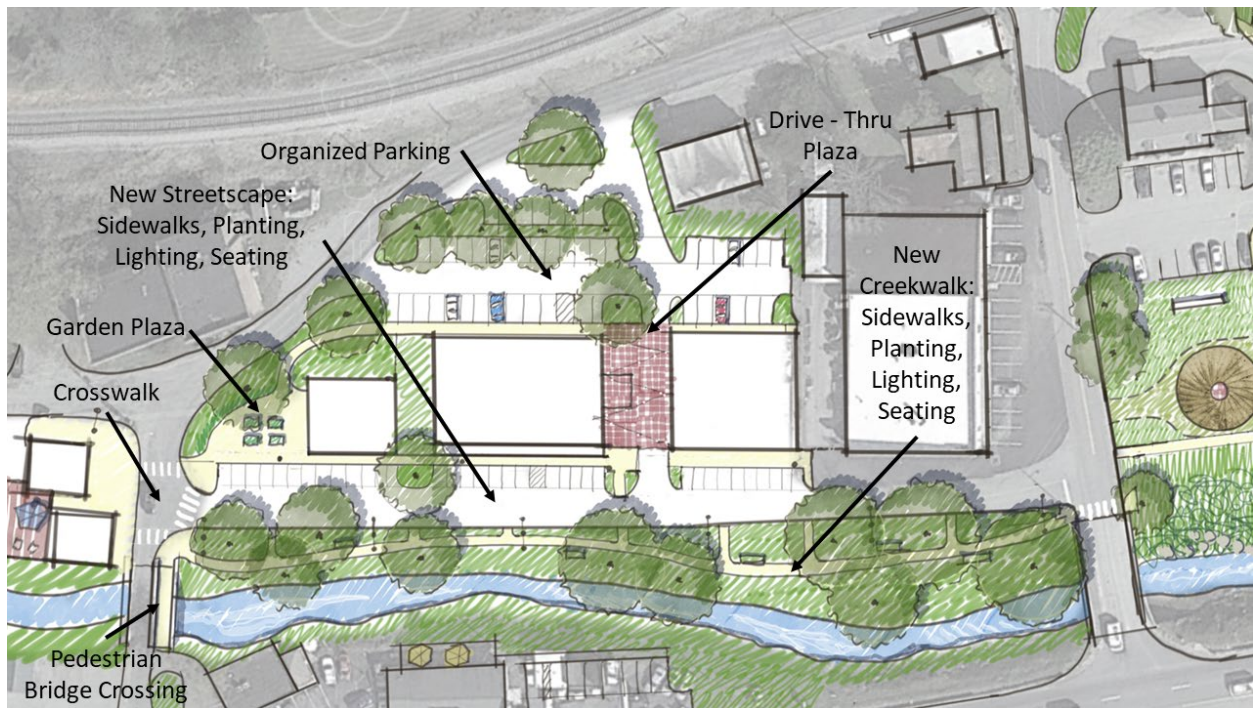
In order to remedy these issues, the creation of a stormwater catchment along Easy Street and Church Hill Street will help curb the impact of rainwater on this portion of downtown. These catchments will take the form of new curbs and gutters that will work to channel excess water into the local stormwater system and limit standing water in this intersection. The result is less flooding and improved building safety along Easy and Church Hill Streets.



Stormwater Improvements (Outlined in Red) at the intersection of Church Hill and Easy Streets

D Maggodee Creekwalk (Phase 1)

A hallmark of Boones Mill is the creek that meanders its way through the center of town. A unique ecological asset that provides habitat to local flora and fauna, Maggodee Creek has been identified as integral to preserving the quaint idyllic nature of Boones Mill and therefore lies at the heart of the entire design. As part of the first phase of development, the Creekwalk will meander along the east bank of the Maggodee Creek and offer residents and visitors to town the opportunity to enjoy the babbling creek, large trees, and grassy areas along the creek bank. Accompanied by paved walking paths, benches, and lighting, the first phase of the Creekwalk provides ample opportunity to connect with nature and those around you all within a short distance of shopping, restaurants, and other community amenities. In its initial form, the Creekwalk will connect Church Hill Street and Boon Street with parking located along Main Street.



Phase 1 of the Maggodee Creekwalk located between of Boon Street and Church Hill Street



Concept of a pedestrian bridge crossing and path along Maggodee Creek



Maggodee Creek from Boon Street looking towards Main Street (on the left) and Church Hill Street (far bridge)

3.3 Future Initiatives

E Carter Park

At present Boones Mill lacks an established public gathering space. This hinders the opportunity for larger community events that would benefit from a large open green space. To remedy this situation, the creation of a large community park is integral to the initial phase of revitalization for Boones Mill. Carter Park, located on approximately 2 acres of land provided by Carter Bank, will create a sizable amount of green space for residents and visitors to meet, recreate, and take in the Great Outdoors. Plans for Carter Park place the park between Church Hill Street in the west, Maggodee Creek in the east, and Boones Mill Road in the north.

Central to Carter Park is the preservation of the already well-established tractor pull track that stretches across the park from north to south. By preserving this important cultural touchstone residents are able to both enjoy this unique community event all the while adding to the recreational and community amenities of Boones Mill. In addition, the plan calls for steps to support the tractor pulls such as stabilized turf along the tractor pull track for trucks and trailers to park and seating areas to allow clear viewing of the action. Beyond the tractor pull area, Carter Park will preserve larger trees within the northern portion of the park, create a green parking lot located along the northern edge of the park, add a playground for Boones Mill's younger residents, and construct a plaza centered around a large mill stone and "LOVE" sign.

Program For Carter Park

1. The creation of a space for a pop-up farmers market that is adjacent to Church Hill Street and US 220. This pop-up marketplace will be centered around a newly constructed focal point for the southern portion of the park, a large replica mill stone. This area will provide artisans, farmers, and the public with a highly visible space to gather, sell their product and handicrafts, and offer citizens and visitors the opportunity to experience an outdoor market in the warmer months. The large center piece will serve as an homage to the history of Boones Mill and the agricultural tradition of Franklin County. Visitors will be able to access this portion of the park via parking in the northern half of the park and parking along Main Street.
2. Stabilized Turf Parking Area north of the Tractor Pull. This area will be useful for park events in combination with the bandshell as well as the tractor pulls along the park's center.
3. The creation of a playground area for Boones Mill's younger residents. Bounded by a fence, this park will allow parent to opportunity for their children to play in a safe environment with the added benefit of easy access to downtown and other cultural amenities all within a short distance.
4. A small bandshell will be located in the south-eastern corner of the park for outdoor music, tractor pull award ceremonies, and movie nights. The seating capacity of the accompanying bowl will be approximately 400.
5. South Maggodee Creekwalk – A trail that connects many of the features in the park. This trail will connect the bandshell in the south-eastern corner of the park with Cannaday's Store (across Maggodee Creek) in the south-west, the Mill Stone Plaza in the north-west corner of the park, and on toward a long-term connector to the Boones Mill Depot east of the park.



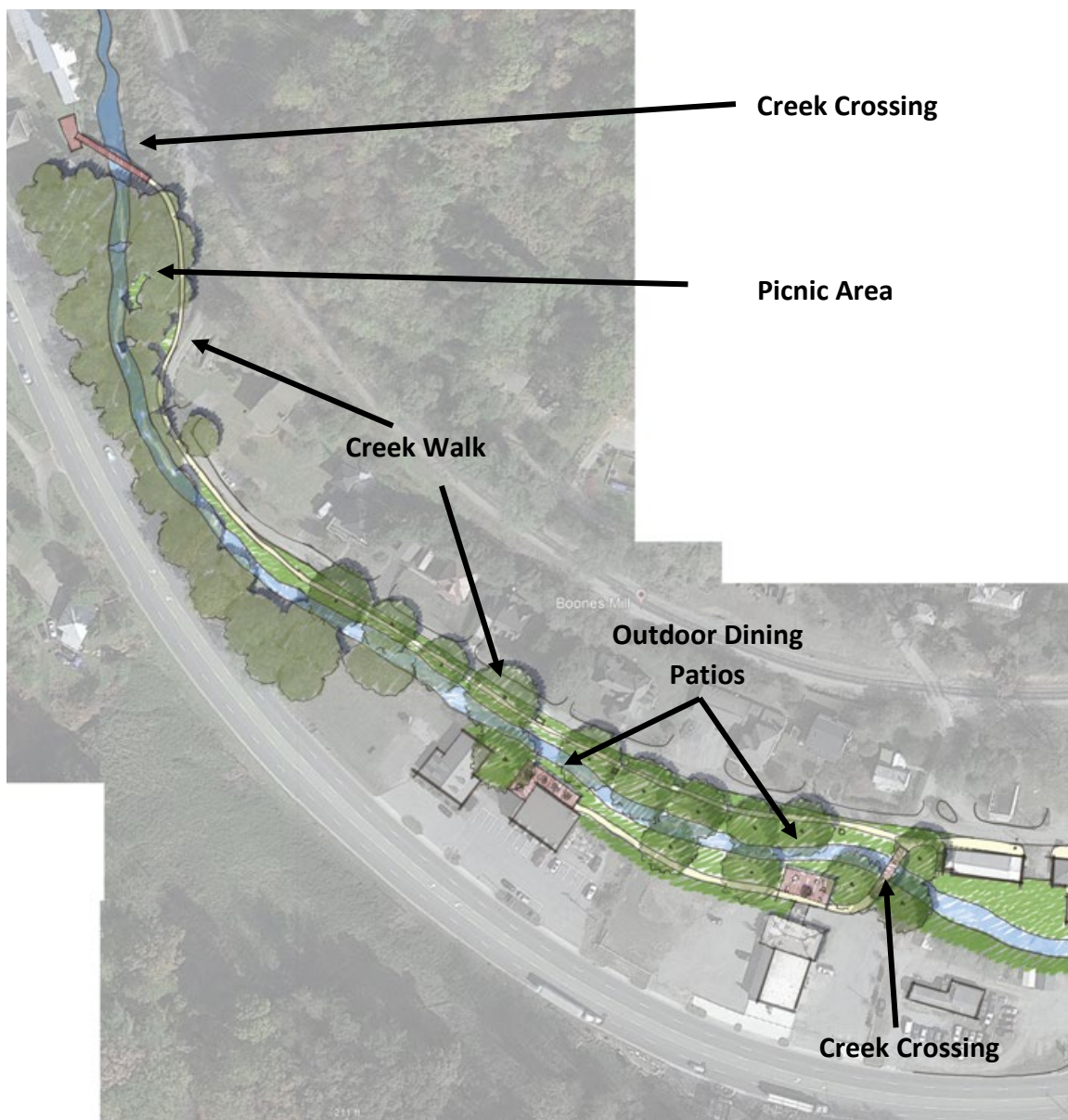
Carter Park incorporating the Tractor Pull Track as a central focal point.



Tractor Pull Track before redevelopment (June 2022)

F Maggodee Creekwalk (Phase 2)

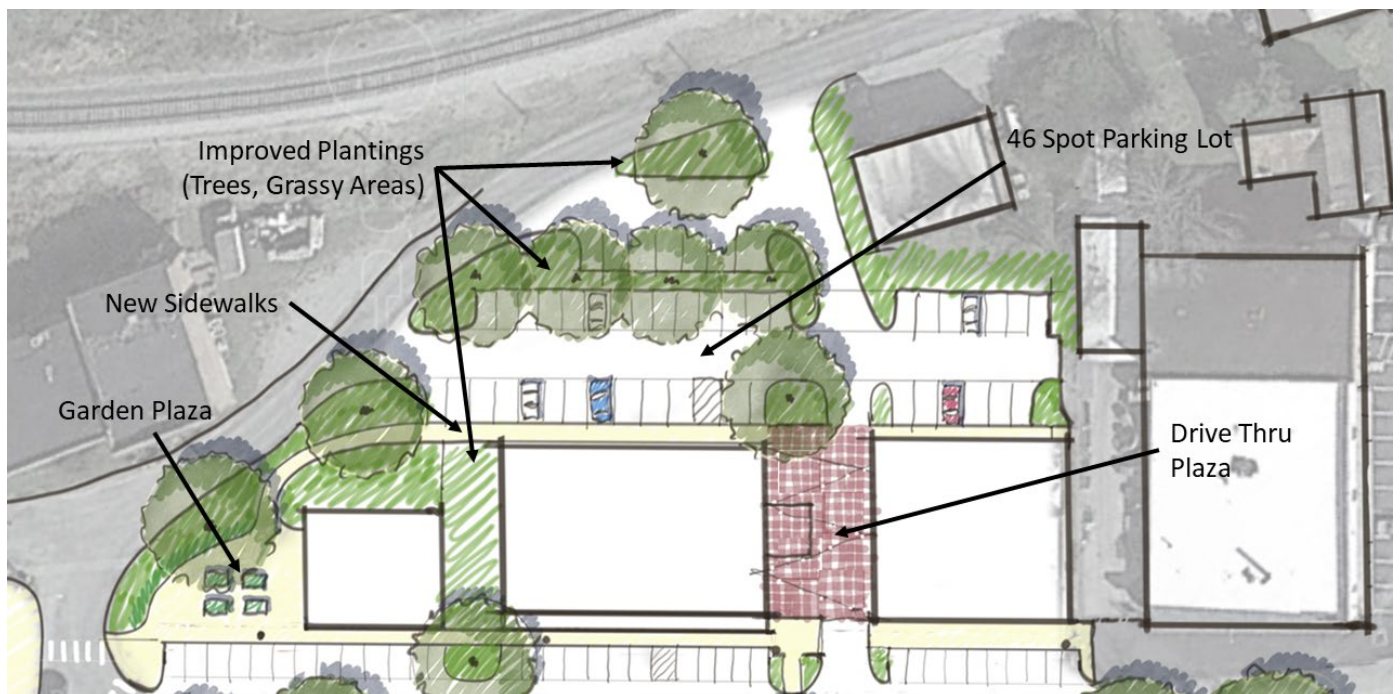
As with the initial phase of the Maggodee Creekwalk, Phase 2 of the Creekwalk will offer expanded access to a unique recreational experience in the heart of Boones Mill. Expanding along Maggodee Creek west of Boon Street and snaking northwards, this portion of the Creekwalk will offer a paved walking path along the north edge of Maggodee Creek accompanied by interpretive signs. Walkways will also integrate easy access to local businesses along the Creekwalk with large outside entertainment decks. These decks are shielded by the buildings from noise and visual clutter from US 220 and are located in more private and scenic areas that have easy access to the Creekwalk. In addition, the creation of a pedestrian bridge across Maggodee Creek will serve to connect businesses along US 220 and those located along Main Street. In this way, businesses throughout downtown will be better interconnected.



Phase 2 of the Maggodee Creekwalk located west of Boon Street

G Coordinated Parking – Main Street Businesses

Parking is an important thing to keep in mind in any shopping, dining, or recreation district, and although Boones Mill is small, thought must be given to ensure parking does not become an issue in the future. In order to alleviate this fear, improvements to the “back of business areas” along Main Street will serve as primary parking for the local businesses along Main Street. This new parking lot includes 46 parking spots, improved sidewalks, newly planted trees, new landscaping, a garden plaza, 2 EV charging stations, and a drive-thru plaza for outdoor events, outdoor dining, and food trucks. In combination, this parking lot allows businesses easy access to their “back of house”, increases access to downtown amenities like the Maggodee Creekwalk, Carter Park as well as many businesses and restaurants, and creates an aesthetically pleasing and highly functional improvement to the current gravel lot.



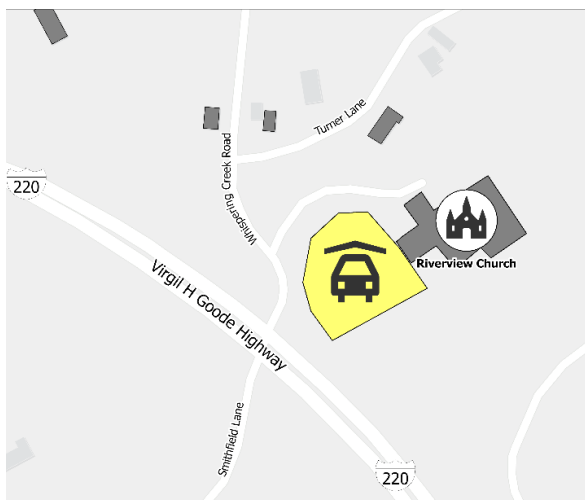
Coordinated Parking Area Located Behind Main Street Businesses in Downtown Boones Mill

H Commuter Transit Network

Although Boones Mill is a rural small town, the need for reliable and easily accessible public transit is something that would go a long way in connecting residents to larger cities like Roanoke. If an effort to remedy the lack of multi-modal transit options within Boones Mill, and Franklin County as a whole, a future initiative of the plan presents a two-prong method for addressing public transit. The first of which is the establishment of “Park and Ride” hubs within Franklin County in partnership with Valley Metro. By establishing these park and ride hubs, residents of Franklin County will have the opportunity to drive to a park and ride location, board a bus, ride to their destination within the Roanoke metro area, and then return when they are finished shopping, working, or recreating. The parking lots will include ample parking, bus shelters, new green stormwater drainage, lighting, new signage, improved landscaping, and 2 EV charging stations. The second prong, which will more directly impact those living in Boones Mill, is to establish a bus stop within town. In doing so, residents of Boones Mill be able to easily access the Valley Metro system without having to drive to other portions of the county. As it currently stands, the only public transit serving the Town of Boones Mill is the Ferrum Express which can only be accessed by request on Saturdays. Therefore, a reliable route, with normal stops in Boones Mill plans to dramatically improve the multi-modal transit options for all residents. Potential locations are shown below:



North End of Town
(Across from Fire Department)



Southern End of Town
(Existing Lot @ Riverview Church)

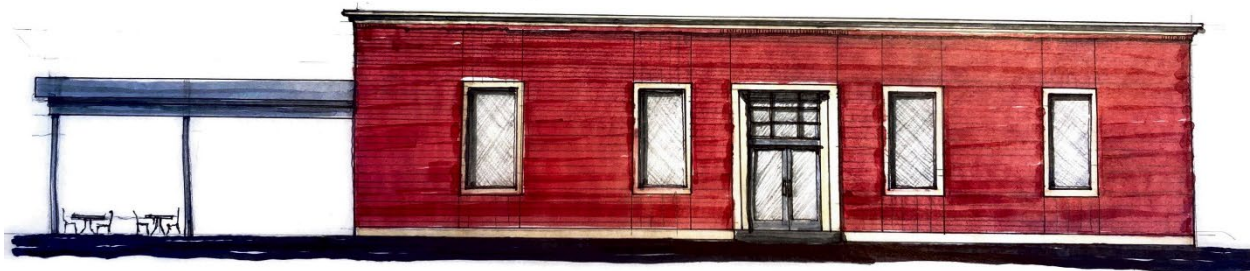
I Business Incubator Space

Fostering local business is an important part in ensuring the economic viability of any town; part and parcel to fostering entrepreneurship in Boones Mill is the availability of office space for start-ups and small businesses. Currently Boones Mill does not have any such space. In order to remedy this an initiative of the master plan is to develop incubator space to foster the entrepreneurial spirit of the area. Incubator space will be created through partnerships with downtown property owners to create affordable small business spaces. Through this public-private partnership vacant storefronts are reduced and opportunities for economic wellbeing are improved.

The vacant former bank is a prime candidate for conversion into an incubator space. Located along Main Street, this building offers a central location with amenities that may be useful for the public and entrepreneurs. Room for office space, gallery space for local artists, indoor and outdoor dining, small restaurants or cafés, and public restrooms are just some options. Incubator space presents a valuable opportunity to invest in the cultural and economic wellbeing of Boones Mill for years to come.



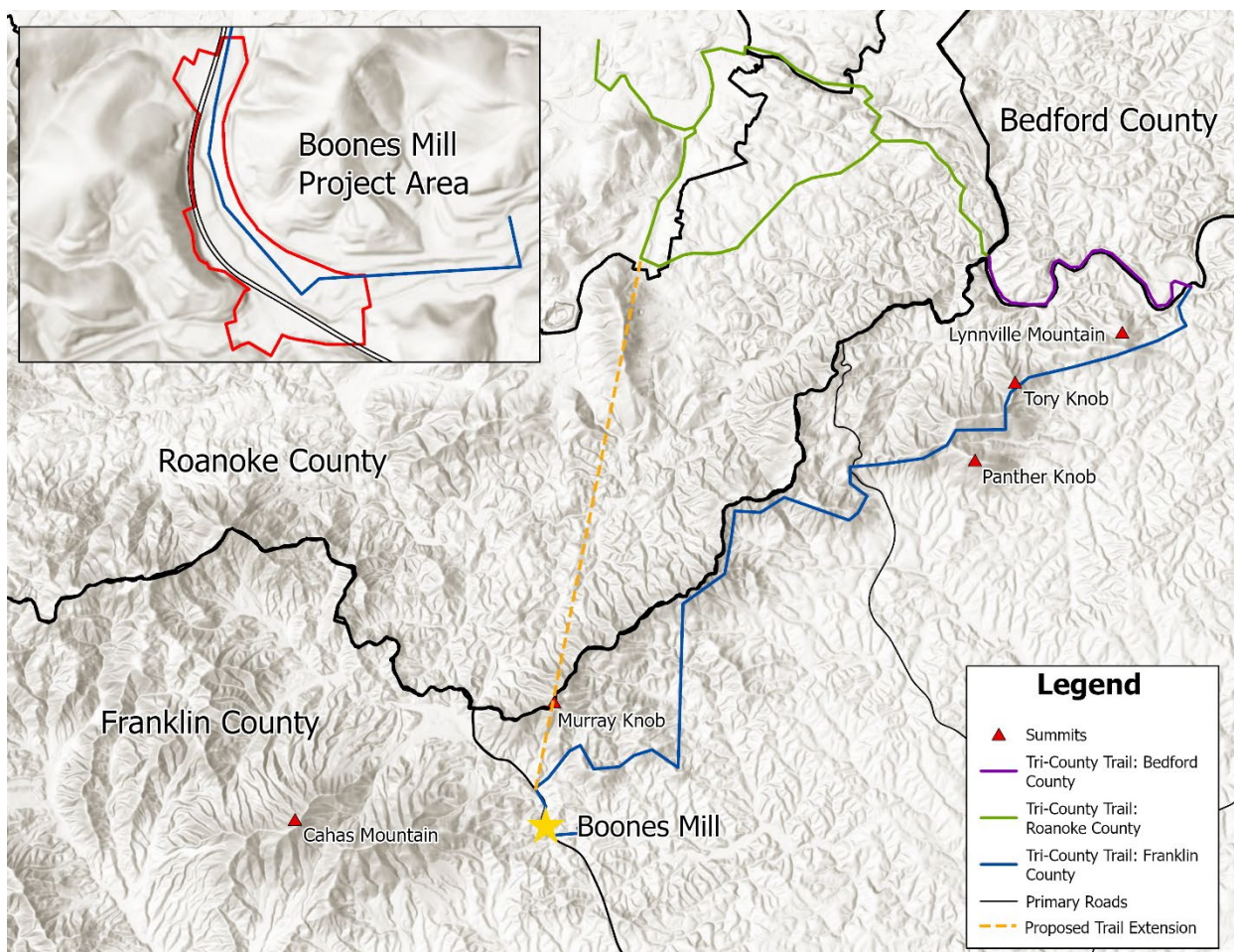
Purposed Floor Plan for Business Incubator Space Located in Repurposed Bank



Front façade of Business Incubator Space located along Main Street

J Expanding Access to the Great Outdoors

Outdoor recreation is an integral part of the economic wellbeing of many towns in southwest Virginia and with increased demand for hiking, mountain biking, and equestrian opportunities, Boones Mill sits poised to benefit. In order to capitalize, the master plan calls for Boones Mill to partner both with the Roanoke Valley Greenway Commission and local utility agencies to foster the growth of local trails. As part of the Franklin County Comprehensive Plan, adopted in 2007, Franklin County set out to create a series of trails that crossed the county and connected major hubs of cultural, historic, or scenic value. Sizable strides have been made to meet these goals set out in the plan, but there are still efforts that need to be made to ensure all trails are linked. Of particular interest is the completion of the Rural Recreation 1 Trail that snakes across northern Franklin County and comprises one leg of the Tri-County Trail Network. By completing this leg as well as a proposed connector between the Roanoke County portions of the trail, Boones Mill serves to benefit from hiker and mountain biker traffic as a major trailhead of the network. This will not only improve recreation opportunities for locals, expanded trail connectivity will bring in outside dollars to support local small businesses and uplift the local economy.



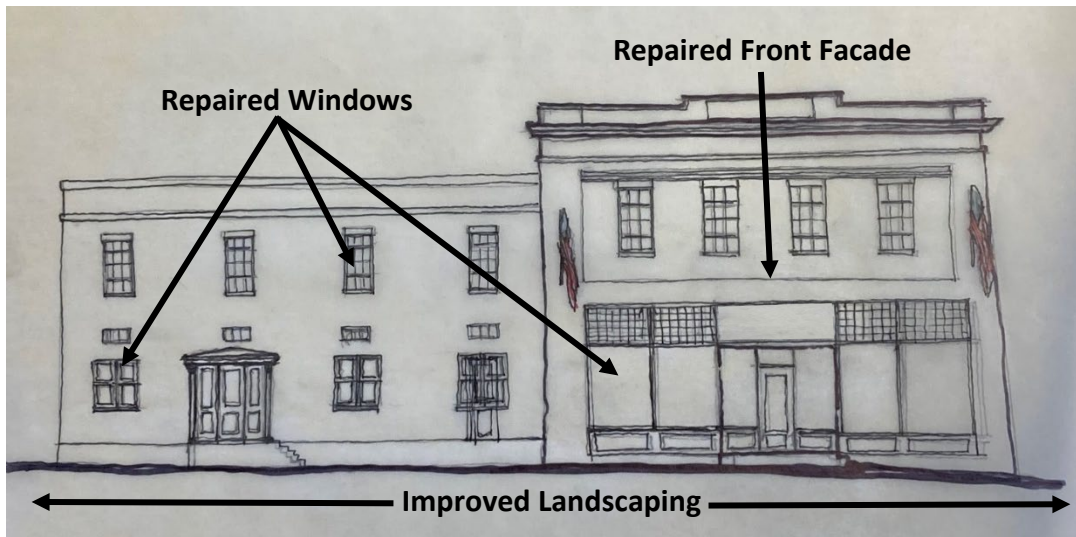
Map of Tri-County Trail Network and Local Summits in Franklin County

K 100 Easy Street

Located at the site of the former Boones Mill Supply Company and Garst Lumber and Wood Company, 100 Easy Street is the best-preserved example of a two-story Commercial Style building from the early 20th century in Boones Mill. Since its construction, 100 Easy Street has served many functions, but primarily as a general store and pulpwood business. Naturally, this building has become a cornerstone of Boones Mill and overlooks a primary intersection of the town – Easy Street, Boon Street, and Main Street. Due to its historical significance, this building is a prime candidate for preservation, updating, and re-use. Currently sitting vacant, as part of a future initiative of the redevelopment plan 100 Easy Street is slated to receive a face lift. With an improved front façade, repaired broken windows, improved landscaping, and general modernization, future plans call for the building to be brought back to its former glory. Due to the building’s size, there are numerous uses for such a space, this could include a place for public meetings, offices for the local government, or a mixed-use retail and residential space.



Former Boones Mill Supply Building located at 100 Easy Street in Boones Mill



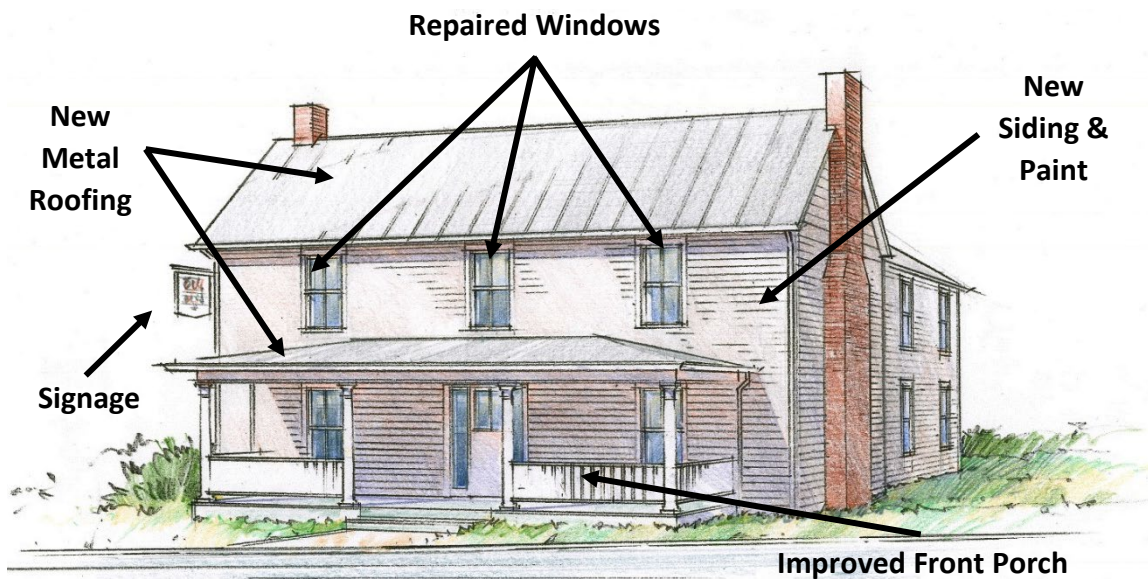
Sketch of Redeveloped 100 Easy Street in Boones Mill

L Future Façade Improvements

The following are renderings of buildings within Boones Mill that have the potential to be re-used for business purposes due to their location of cultural significance. Although these buildings are not currently part of the façade program, they have the potential to become part of the program in the future. With the addition of more buildings into the program, blight within downtown Boones Mill will be reduced and a more cohesive aesthetic downtown atmosphere can be created.



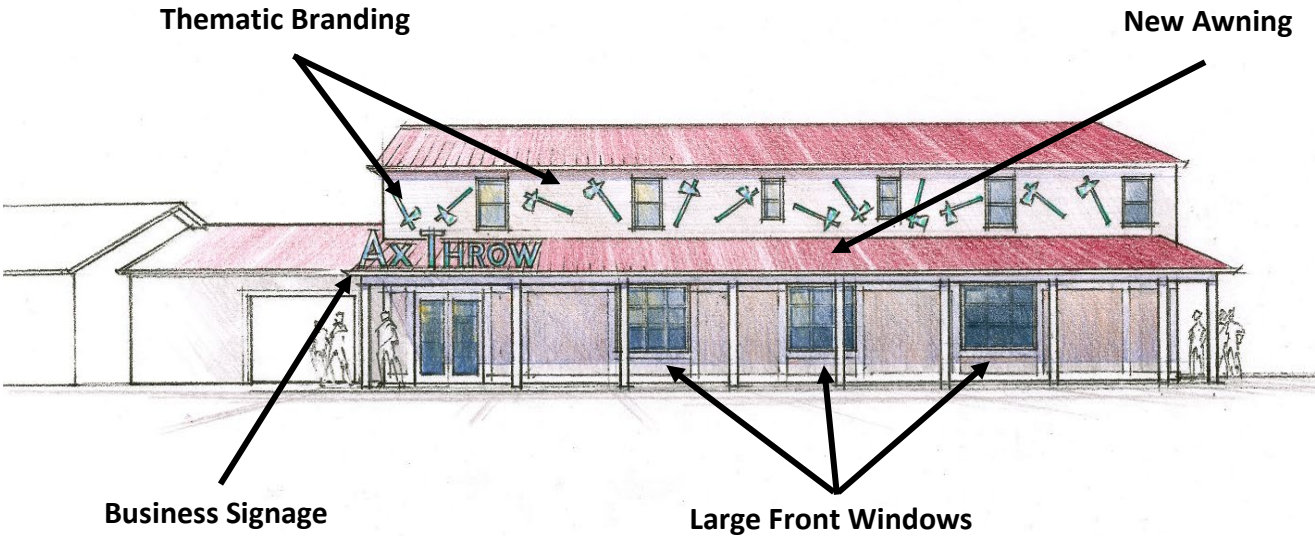
Building Located at 63 Church Hill Street in Boones Mill



Sketch of Redeveloped 63 Church Hill Street in Boones Mill



Axe Throwing Business at 24811 Virgil H Goode Highway (US220) in Boones Mill



Redeveloped Axe Throwing Business Facade at 24811 Virgil H Goode Highway (US220) in Boones Mill

This Page Was Intentionally Left Blank

Chapter 4 – Implementation

4.1 CDBG Project Costs & Budgets

The master plan provides an overview of the physical improvements to both bolster the economic vitality and natural beauty of downtown Boones Mill. The physical improvements outlined in the previous chapter can be phased in as fund permit, but implementation of the initial projects are the first towards reinventing Boones Mill’s business district. Through the elimination of blight, investing in local entrepreneurs and business development, highlighting the town’s natural assets, and improving connectivity, Boones Mill will begin to redevelop into an economic and cultural focal point for Franklin County and the surrounding region. The projects outlined below, and those included in the initial project section in Chapter 3, are to be funded by CDBG Community Investment Grants. Included below are also cost estimates for all initiatives as well as funding strategies.

| CDBG Community Improvement Budgets | |
|---|------------------|
| Priority Initiatives | CDBG |
| Façade Improvements | \$101,200 |
| Main Street Improvements | \$361,405 |
| Church Hill Street / Easy Street Intersection | \$54,637 |
| Maggodee Creek Walk – Phase 1 | \$276,650 |
| CDBG Grant Management | \$80,000 |
| Total: | \$873,892 |

4.2 Future Initiatives Costs & Budget

Future master plan initiative will build upon the initial projects to improve and enhance the economic and cultural vitality of Boones Mill. The future initiatives are listed in the table below and may be funded privately or with various public funding sources. A key element of successfully implementing these future initiatives will be leveraging all available funding sources and partnering with the community and other NGOs to ensure partner matching and further community participation.

| Future Initiatives Improvement Budgets | | | | |
|---|-----------------------|--------------------------|---------------------|--|
| Future Initiatives | Match or Grant | Town or Developer | Total | Potential Funding Source |
| Carter Park | \$354,110 | \$541,950 | \$896,060 | DCR Trails Programs Community Fundraising |
| Maggodee Creekwalk – Phase 2 | \$744,144 | \$186,036 | \$930,180 | DCR Trails Programs |
| Coordinated Parking – Main Street Businesses | \$654,390 | | \$654,390 | EDA Grant |
| Commuter Transit Network (Park and Ride Lots) | \$379,984 | \$94,996 | \$474,980 | VDOT Grant |
| 100 Easy Street | \$2,866,130 | \$3,559,340 | \$6,425,470 | IRF Grants |
| Total: | \$5,839,650 | \$4,382,322 | \$10,221,972 | |

4.3 Total Cost Estimate For Each Element

The following pages outline the total cost estimates for each element of the Boones Mill Downtown Revitalization Plan. Each project is outlined in green, with total cost estimates for each element outlined in yellow. Initial phase projects are covered on page 55 with future projects beginning on page 56 and continuing onto page 57. Total cost estimates for the initial phase of the project can be found on page 56 and the total cost estimates for the future initiative of the master plan can be found on page 57.

| INITIAL PROJECTS | | | | | | |
|---|------|-------|------------|----------------------|-------------------|-------------|
| Façade Program | | | | | | |
| Description of Work | Qty | Unit | Unit Cost | Estimated Cost | | |
| 40 Main Street Façade | 1 | allow | \$ 35,000 | \$ 35,000 | \$ 35,000 | |
| 302 Easy Street - Deck and Façade | 1 | allow | \$ 57,000 | \$ 57,000 | \$ 57,000 | |
| Subtotal | | | | \$ 92,000 | \$ 92,000 | \$ - |
| Arch/Eng Design (10% fee) | | allow | | \$ 9,200 | \$ 9,200 | |
| TOTAL | | | | \$ 101,200.00 | \$ 101,200 | \$ - |
| Main Street | | | | | | |
| Description of Work | Qty | Unit | Unit Cost | Estimated Cost | | |
| Misc. Demolition and Relocation | 1 | allow | \$ 28,000 | \$ 28,000 | \$ 28,000 | |
| Pavement Demolition | 2100 | sf | \$ 6 | \$ 12,600 | \$ 12,600 | |
| New Commercial Entrance - concrete | 800 | sf | \$ 35 | \$ 28,000 | \$ 28,000 | |
| Curbs - high side | 420 | lf | \$ 35 | \$ 14,700 | \$ 14,700 | |
| Green Design Storm Drainage Gravel Pad | 1 | allow | \$ 11,500 | \$ 11,500 | \$ 11,500 | |
| 5' Sidewalk in place | 460 | lf | \$ 85 | \$ 39,100 | \$ 39,100 | |
| Handicap Ramp and Steps - 109 Main Street | 1 | allow | \$ 51,000 | \$ 51,000 | \$ 51,000 | |
| New Parking on Exist. Asphalt | 17 | sp | \$ 2,300 | \$ 39,100 | \$ 39,100 | |
| New Parking on new green design Subbase | 7 | sp | \$ 3,500 | \$ 24,500 | \$ 24,500 | |
| 2-vehicle slow Charging Station, in place | 1 | ea | \$ 15,000 | \$ 15,000 | \$ 15,000 | |
| Striping | 1 | allow | \$ 3,500 | \$ 3,500 | \$ 3,500 | |
| Lighting - Single Downtown Fixture in place | 4 | ea | \$ 7,800 | \$ 31,200 | \$ 31,200 | |
| Street Tree in place | 1 | allow | \$ 850 | \$ 850 | \$ 850 | |
| Signage | 1 | allow | \$ 11,500 | \$ 11,500 | \$ 11,500 | |
| Temporary Traffic Control | 1 | allow | \$ 18,000 | \$ 18,000 | \$ 18,000 | \$ - |
| Subtotal | | | | \$ 328,550 | \$ 328,550 | \$ - |
| Arch/Eng Survey and Design Services (10%) | 1 | % | \$ 328,550 | \$ 32,855 | \$ 32,855 | \$ - |
| TOTAL | | | | \$ 361,405 | \$ 361,405 | \$ - |
| Church Hill Street / Easy Street Intersection | | | | | | |
| Description of Work | Qty | Unit | Unit Cost | Estimated Cost | | |
| Misc. Demolition and Relocation | 1 | allow | \$ 6,000 | \$ 6,000 | \$ 6,000 | |
| Pavement Demolition | 340 | sf | \$ 6 | \$ 2,040 | \$ 2,040 | |
| Curbs | 170 | lf | \$ 35 | \$ 5,950 | \$ 5,950 | |
| 5' Sidewalk in place | 160 | lf | \$ 85 | \$ 13,600 | \$ 13,600 | |
| Pavement Patch | 340 | sf | \$ 12 | \$ 4,080 | \$ 4,080 | |
| Temporary Traffic Control | 1 | allow | \$ 18,000 | \$ 18,000 | \$ 18,000 | \$ - |
| Subtotal | | | | \$ 49,670 | \$ 49,670 | \$ - |
| Arch/Eng Survey and Design Services (10%) | 1 | % | \$ 49,670 | \$ 4,967 | \$ 4,967 | \$ - |
| TOTAL | | | | \$ 54,637 | \$ 54,637 | \$ - |
| Maggodee Creek Walk - Phase I | | | | | | |
| Description of Work | Qty | Unit | Unit Cost | Estimated Cost | | |
| Misc. Demolition and Relocation | 1 | allow | \$ 1,150 | \$ 1,150 | \$ 1,150 | |
| Curbs | 40 | lf | \$ 35 | \$ 1,400 | \$ 1,400 | |
| 5' Sidewalk in place | 770 | lf | \$ 85 | \$ 65,450 | \$ 65,450 | |
| Lighting - Double Downtown Fixture in place | 5 | ea | \$ 9,000 | \$ 45,000 | \$ 45,000 | |
| Stabilized Turf Shoulder | 4200 | sf | \$ 5 | \$ 21,000 | \$ 21,000 | |
| New Trees | 10 | ea | \$ 450 | \$ 4,500 | \$ 4,500 | |
| Street Furnishings | 1 | allow | \$ 30,000 | \$ 30,000 | \$ 30,000 | |
| New Wayfinding Signage | 1 | allow | \$ 18,000 | \$ 18,000 | \$ 18,000 | |
| New 5' bridge on existing wingwall footings - 40 lf | 200 | sf | \$ 300 | \$ 60,000 | \$ 60,000 | |
| Temporary Construction Facilities and Erosion Contr | 1 | allow | \$ 5,000 | \$ 5,000 | \$ 5,000 | |
| Subtotal | | | | \$ 251,500 | \$ 251,500 | |
| Arch/Eng Survey and Design Services (10%) | 1 | % | \$ 251,500 | \$ 25,150 | \$ 25,150 | |
| TOTAL | | | | \$ 276,650 | \$ 276,650 | \$ - |
| CDBG Grant Management | | | | | | |
| West Piedmont PDC | | | | \$ 80,000 | \$ 80,000 | |
| TOTAL ALL INITIATIVES | | | | \$ 873,892 | \$ 873,892 | \$ - |

| FUTURE PROJECTS | | | | | | | |
|---|-------|-------|------------|----------------|----------------|------|--------------------------------------|
| Carter Park | | | | | | | |
| Description of Work | Qty | Unit | Unit Cost | Estimated Cost | Match or Grant | Town | |
| Misc Demolition, Allow | 1 | ls | \$ 18,000 | \$ 18,000 | | \$ | 18,000 |
| Grading | 500 | cy | \$ 18 | \$ 9,000 | | \$ | 9,000 |
| Green Design Storm Drainage | 1 | allow | \$ 35,000 | \$ 35,000 | | \$ | 35,000 |
| New Commercial Entrance - concrete | 800 | sf | \$ 35 | \$ 28,000 | | \$ | 28,000 |
| New Parking | 12 | sp | \$ 4,000 | \$ 48,000 | | \$ | 48,000 |
| Add for Road - Single loaded parking (12 x 150') | 1800 | sf | \$ 12 | \$ 21,600 | | \$ | 21,600 |
| 5' Sidewalk in place | 1090 | lf | \$ 85 | \$ 92,650 | \$ 92,650 | | Virginia DCR Trails program |
| New 5' bridge - 40 lf | 200 | sf | \$ 300 | \$ 60,000 | \$ 60,000 | | Virginia DCR Trails program |
| New Bridge Wingwalls | 2 | ea | \$ 15,000 | \$ 30,000 | \$ 30,000 | | Virginia DCR Trails program |
| 5Steps in place | 40 | lf | \$ 625 | \$ 25,000 | \$ 25,000 | | Virginia DCR Trails program |
| Fencing - 42" PVC Coated chain link | 180 | lf | \$ 30 | \$ 5,400 | | \$ | 5,400 |
| Playground | 1 | ls | \$ 65,000 | \$ 65,000 | \$ 65,000 | | Fundraiser? Some other Grant Source? |
| Millstone Paved Plaza | 1600 | sf | \$ 18 | \$ 28,800 | | \$ | 28,800 |
| Stabilized Turf Parking Area | 20000 | sf | \$ 5 | \$ 100,000 | | \$ | 100,000 |
| Graded, Seeded Turf Lawn | 5000 | sf | \$ 12 | \$ 60,000 | | \$ | 60,000 |
| New Trees | 29 | ea | \$ 350 | \$ 10,150 | | \$ | 10,150 |
| Lawn Areas | 5000 | sf | \$ 4 | \$ 20,000 | | \$ | 20,000 |
| Streambank Restoration areas | 5000 | sf | \$ 15 | \$ 75,000 | | \$ | 75,000 |
| Temporary Construction Facilities and Erosion Control | 1 | allow | \$ 11,500 | \$ 11,500 | | \$ | 11,500 |
| Site Furnishings including 8 picnic tables | 1 | allow | \$ 25,000 | \$ 25,000 | | \$ | 25,000 |
| Landscape | 1 | allow | \$ 35,000 | \$ 35,000 | | \$ | 35,000 |
| Signage | 1 | allow | \$ 11,500 | \$ 11,500 | | \$ | 11,500 |
| Subtotal | | | | \$ 814,600 | \$ 272,650 | \$ | 541,950 |
| Arch/Eng Survey and Design Services (10%) | 1 | % | \$ 814,600 | \$ 81,460 | \$ 81,460 | \$ | - |
| TOTAL | | | | \$ 896,060 | \$ 354,110 | \$ | 541,950 |
| Maggodee Creekwalk - Phase 2 | | | | | | | |
| Description of Work | Qty | Unit | Unit Cost | Estimated Cost | Match or Grant | Town | |
| Misc. Demolition and Relocation | 1 | allow | \$ 13,000 | \$ 13,000 | \$ 10,400 | \$ | 2,600 |
| New Commercial Entrance - concrete | 800 | sf | \$ 35 | \$ 28,000 | \$ 22,400 | \$ | 5,600 |
| Trailhead Parking - 3 spaces gravel | 1800 | sf | \$ 9 | \$ 16,200 | \$ 12,960 | \$ | 3,240 |
| 5' Sidewalk in place | 1650 | lf | \$ 85 | \$ 140,250 | \$ 112,200 | \$ | 28,050 |
| Lighting - Bollard Lights in place | 32 | ea | \$ 2,999 | \$ 95,968 | \$ 76,774 | \$ | 19,194 |
| 3 New Decks @ 1000 sf | 3000 | sf | \$ 90 | \$ 270,000 | \$ 216,000 | \$ | 54,000 |
| Deck Lighting - Market Lights | 3000 | sf | \$ 9 | \$ 27,000 | \$ 21,600 | \$ | 5,400 |
| New Trees | 16 | ea | \$ 450 | \$ 7,200 | \$ 5,760 | \$ | 1,440 |
| Trail Furnishings | 1 | allow | \$ 30,000 | \$ 30,000 | \$ 24,000 | \$ | 6,000 |
| New Wayfinding Signage | 1 | allow | \$ 18,000 | \$ 18,000 | \$ 14,400 | \$ | 3,600 |
| New 5' bridge - 40 lf | 200 | sf | \$ 300 | \$ 60,000 | \$ 48,000 | \$ | 12,000 |
| New Bridge Wingwalls | 2 | ea | \$ 15,000 | \$ 30,000 | \$ 24,000 | \$ | 6,000 |
| New 5' bridge - 50 lf | 250 | sf | \$ 300 | \$ 75,000 | \$ 60,000 | \$ | 15,000 |
| New Bridge Wingwalls | 2 | ea | \$ 15,000 | \$ 30,000 | \$ 24,000 | \$ | 6,000 |
| Temporary Construction Facilities and Erosion Control | 1 | allow | \$ 5,000 | \$ 5,000 | \$ 4,000 | \$ | 1,000 |
| Subtotal | | | | \$ 845,618 | \$ 676,494 | \$ | 169,124 |
| Arch/Eng Survey and Design Services (10%) | 1 | % | \$ 845,618 | \$ 84,562 | \$ 67,649 | \$ | 16,912 |
| TOTAL | | | | \$ 930,180 | \$ 744,144 | \$ | 186,036 |
| Virginia DCR Trails Programs | | | | | | | |
| Coordinated Parking - Main Street Businesses | | | | | | | |
| Description of Work | Qty | Unit | Unit Cost | Estimated Cost | Match or Grant | Town | |
| Misc Demolition, Allow | 20000 | sf | \$ 3 | \$ 60,000 | \$ 60,000 | | |
| Grading | 800 | cy | \$ 18 | \$ 14,400 | \$ 14,400 | | |
| Green Design Storm Drainage | 1 | allow | \$ 35,000 | \$ 35,000 | \$ 35,000 | | |
| Curbs | 980 | lf | \$ 35 | \$ 34,300 | \$ 34,300 | | |
| New Parking | 37 | sp | \$ 4,000 | \$ 148,000 | \$ 148,000 | | |
| Add for Road - Single loaded parking (12 x 150') | 2800 | sf | \$ 12 | \$ 33,600 | \$ 33,600 | | |
| 2-vehicle slow Charging Station, in place | 1 | ea | \$ 15,000 | \$ 15,000 | \$ 15,000 | | |
| 5' Sidewalk in place | 260 | lf | \$ 85 | \$ 22,100 | \$ 22,100 | | |
| Paved Plaza | 1800 | sf | \$ 18 | \$ 32,400 | \$ 32,400 | | |
| Garden Plaza | 1400 | sf | \$ 18 | \$ 25,200 | \$ 25,200 | | |
| Lighting - Single Downtown Fixture in place | 12 | ea | \$ 7,800 | \$ 93,600 | \$ 93,600 | | |
| New Trees | 8 | ea | \$ 350 | \$ 2,800 | \$ 2,800 | | |
| Temporary Construction Facilities and Erosion Control | 1 | allow | \$ 11,500 | \$ 11,500 | \$ 11,500 | | |
| Site Furnishings | 1 | allow | \$ 12,000 | \$ 12,000 | \$ 12,000 | | |
| Landscape | 1 | allow | \$ 35,000 | \$ 35,000 | \$ 35,000 | | |
| Signage | 1 | allow | \$ 20,000 | \$ 20,000 | \$ 20,000 | | |
| Subtotal | | | | \$ 594,900 | \$ 594,900 | \$ | - |
| Arch/Eng Survey and Design Services (10%) | 1 | % | \$ 594,900 | \$ 59,490 | \$ 59,490 | \$ | - |
| TOTAL | | | | \$ 654,390 | \$ 654,390 | \$ | - |
| EDA Grant? | | | | | | | |
| Commuter Transit Network (Park and Ride Lots) | | | | | | | |
| Description of Work | Qty | Unit | Unit Cost | Estimated Cost | Match or Grant | Town | |
| Legal | 1 | allow | \$ 15,000 | \$ 15,000 | \$ 12,000 | \$ | 3,000 |
| Green Design Storm Drainage | 1 | allow | \$ 35,000 | \$ 35,000 | \$ 28,000 | \$ | 7,000 |
| New Parking - northern lot | 40 | sp | \$ 4,000 | \$ 160,000 | \$ 128,000 | \$ | 32,000 |
| 5' Sidewalk in place - northern lot | 500 | lf | \$ 85 | \$ 42,500 | \$ 34,000 | \$ | 8,500 |
| Bus Shelter - both lots | 2 | allow | \$ 8,000 | \$ 16,000 | \$ 12,800 | \$ | 3,200 |
| Lighting - both lots | 2 | allow | \$ 15,000 | \$ 30,000 | \$ 24,000 | \$ | 6,000 |
| 2-vehicle slow Charging Station, in place | 4 | ea | \$ 15,000 | \$ 60,000 | \$ 60,000 | | |

| | | | | | | | |
|---|------------|-------------|------------------|-----------------------|-----------------------|--------------------------|---|
| Temporary Construction Facilities and Erosion Control | 1 | allow | \$ 11,500 | \$ 11,500 | \$ 9,200 | \$ 2,300 | |
| Site Furnishings - both lots | 2 | allow | \$ 12,000 | \$ 24,000 | \$ 19,200 | \$ 4,800 | |
| Landscape - both lots | 2 | allow | \$ 35,000 | \$ 70,000 | \$ 56,000 | \$ 14,000 | |
| Signage - both lots | 1 | allow | \$ 25,000 | \$ 25,000 | \$ 20,000 | \$ 5,000 | |
| | | | | | | | |
| Subtotal | | | | \$ 489,000 | \$ 403,200 | \$ 85,800 | |
| Arch/Eng Survey and Design Services (10%) | 1 | % | \$ 489,000 | \$ 48,900 | \$ 39,120 | \$ 9,780 | |
| | | | | | | | |
| TOTAL | | | | \$ 537,900 | \$ 442,320 | \$ 95,580 | VDOT Grant ? - need to find specific category |
| 100 Easy Street | | | | | | | |
| Description of Work | Qty | Unit | Unit Cost | Estimated Cost | Match or Grant | Town or Developer | |
| Purchase price of the Building | 9408 | sf | \$ 25 | \$ 235,200 | | \$ 235,200 | |
| Legal | 1 | allow | \$ 25,000 | \$ 25,000 | | \$ 25,000 | |
| Studies - Pre-design | 1 | allow | \$ 100,000 | \$ 100,000 | \$ 100,000 | | IRF Study |
| New Parking - and Sitework | 1 | allow | \$ 250,000 | \$ 250,000 | | \$ 250,000 | |
| flourescants | 9408 | sf | \$ 24 | \$ 225,792 | \$ 225,792 | | IRF Grant |
| residential Upstairs | 9408 | sf | \$ 300 | \$ 2,822,400 | \$ 774,208 | \$ 2,048,192 | IRF Grant, amount of \$1,000,000 remaining |
| FF+E | 9408 | sf | \$ 15 | \$ 141,120 | | \$ 141,120 | |
| costs | 0.25 | % | \$ 3,439,312 | \$ 859,828 | | \$ 859,828 | |
| | | | | | | | |
| Packaging: | 0.33 | % | \$ 4,049,140 | \$ 1,336,216 | \$ 1,336,216 | | |
| New Market Tax Credits, after Cartel Packaging: | 0.10 | % | \$ 4,299,140 | \$ 429,914 | \$ 429,914 | | |
| | | | | | | | |
| TOTAL | | | | \$ 6,425,470 | \$ 2,866,130 | \$ 3,559,340 | |
| | | | | | | | |
| TOTAL ALL INITIATIVES | | | | \$ 9,444,000 | \$ 5,061,094 | \$ 4,382,906 | |