



STONY POINT LIBERTY DRIVE DEVELOPMENT PLAN



Objective

- Establish a Foundation for the Planned Development of Stony Point's Liberty Drive Retail Corridor

Why?

- Expansion of commercial tax ratables
- Creation of local jobs
- Improve Quality of life
- And Expansion of Tax Ratables

Stony Point's Economic Development Assets

Patriot Hills



Marina District



Retail Corridor



Industrial Sector



Stony Point Battlefield

- A unique distinction that cannot be duplicated elsewhere



Our Liberty Drive Retail Corridor

- What We Are...



Our Liberty Drive Retail Corridor

- What We Won't Be...



Our Liberty Drive Retail Corridor

- What We Can Be...

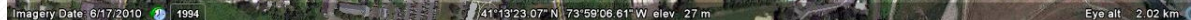




The Proposed Plan...

Five distinct steps

● Liberty Drive Corridor



Advantages

- Eligibility for Federal and State Funding/Grants
- Sets the stage for a Special Tax District
- Defines area for consistent Zoning, Signage and Façade Requirements

2. Establish Consistent Zoning Within the Sector

- For Retail, Commercial and Second Story Apartments



3. Establish Signage and Facade Codes and Requirements

- Create a continuity that is consistent with the historic nature of our community
- Define tax incentives/rebates for building and shop owners



4. Create and Nurture “Pockets of Commerce”

- Create individualized redevelopment plans unique to each “sector within the sector”
- Do so, by...
 - Determining optimum parking/pedestrian traffic plans
 - Creating public/private partnerships for landscaping/islands/streetlighting

Commerce Sector 1

- Liberty Drive/Main Street



Commerce Sector 2

- Patriot Square/Route 210



Commerce Sector 3

- Hogan's Diner to TD Bank



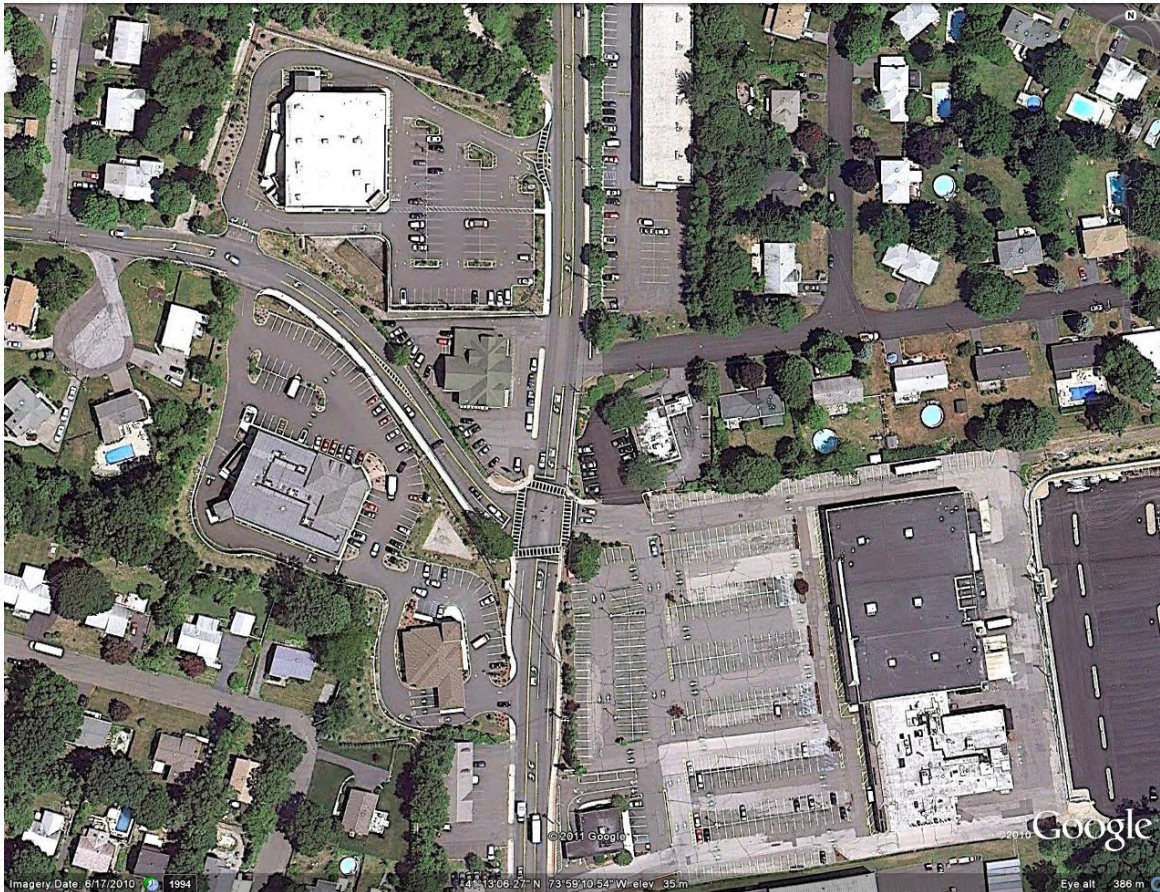
Commerce Sector 4

- Liberty Square



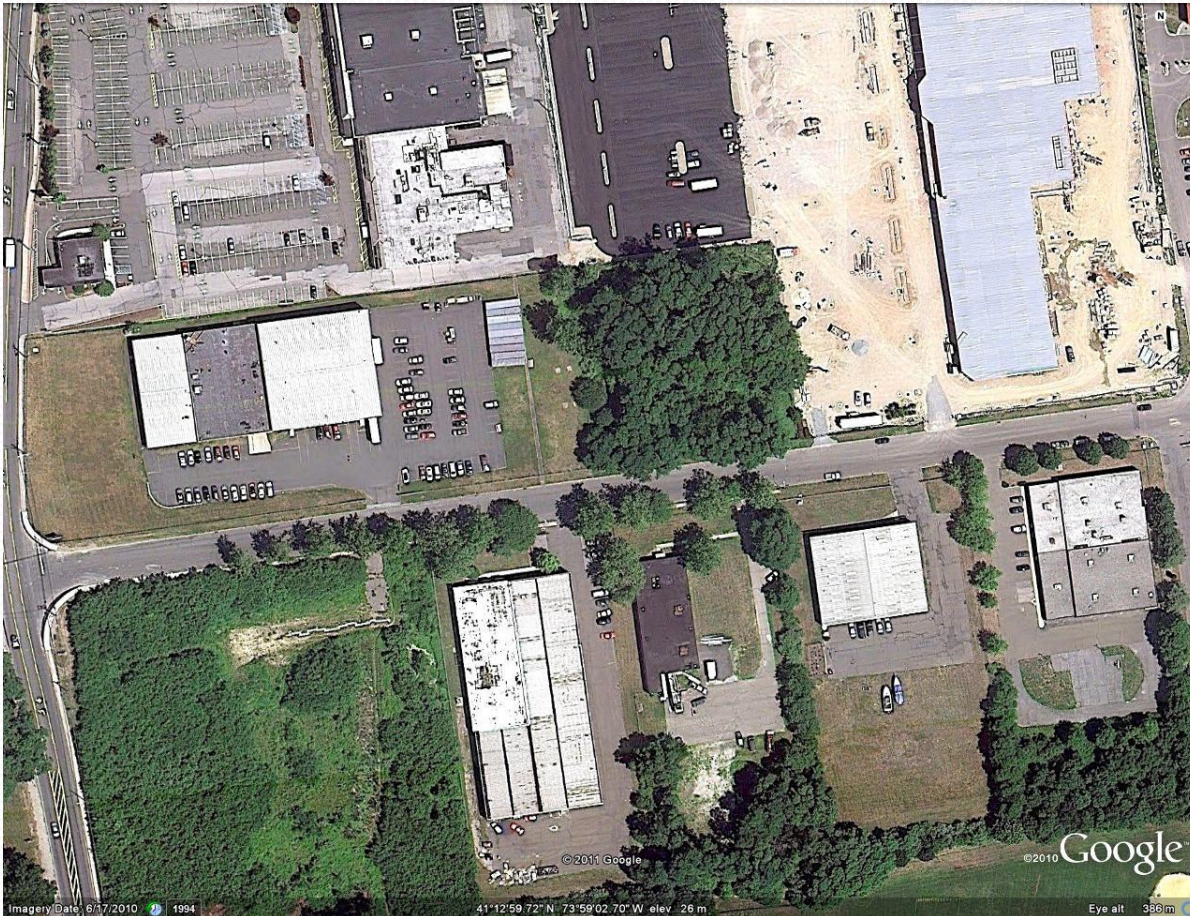
Commerce Sector 5


- Walgreens, CVS and Gator Property



Commerce Sector 6

- Holt Drive





5. Commit to the corridor as the “Town Center”

Parades



Farmers Markets



Street Fairs





Goals...

- Establish Corridor as the “Town Center”
- Create Attractive Landscaping/Islands/Streetlighting
- Reinforce Historic Nature of Community
- Maximize Parking/Pedestrian Traffic
- Provide area for Community Events

What needs to be done

- Designate Economic Revitalization Zone
- Establish Consistent Zoning
- Define signage/façade codes
- Determine tax incentives/rebates to property owners
- Create unique parking/pedestrian plans to nurture pockets of commerce
- Promote downtown events

Bottom Line

- Build the Foundation for Attractive Development
- Successful Retail Breeds Successful Retail



Then tie it together...



Thank you...

- And special thanks to Malcolm Dean, Frank Collyer and, of course, the Town Council for this opportunity

Liberty Drive Development Plan

