

## **Goals & Objectives**

### **I. Surrounding Residential & Neighborhood Preservation**

- A. Preserve residential historic character
  - 1. Address blighted areas and consider Brownfield designation
  - 2. Retain property values
- B. Maintain public safety
- C. Promote a choice of affordable housing options

### **II. Historic Resources**

- A. Preserve historic resources
  - 1. Install historic markers for designated sites & buildings
  - 2. Utilize state and federal tax incentives on rehabilitation
  - 3. Create a Historic District Overlay and Historic District Commission
  - 4. Create a historic walking tour and offer tours of prominent buildings and sites
  - 5. Promote natural history of area with specific focus on the river

### **III. Downtown Central Business District**

- A. Attract new businesses to the downtown
  - 1. Create a Downtown Development Authority
  - 2. Utilize Tax Increment Financing & create a TIF boundary
  - 3. Work with Reliance College to meet the needs of students to attract them downtown
  - 4. Strengthen the Chamber of Commerce to attract businesses downtown

5. Promote tourism

B. Preserve community character of the downtown

1. Create new construction guidelines to match existing infrastructure using the concept of “Contextualism”
2. Consider relocating the adult entertainment shop
3. Create and promote a strong community vision
4. Promote sustainability and green building in new construction and renovations
5. Copyright a theme/slogan for the downtown area and include signage

C. Improve the view from the road

1. Install special events and downtown banners on light poles
2. Install pedestrian lighting along the sidewalks downtown
3. Provide benches, garbage receptacles, and landscaping along city streets
4. Design and install kiosks to identify businesses, offices, historic sites, parks, and other unique features
5. Create a sense of place reconnect the downtown with the river
6. Utilize public/private funding for city streetscape improvements

D. Promote economic development & reinvestment

1. Establish a revolving loan program for façade improvements
2. Create an Economic Development Plan
  - a) Tax abatements
  - b) Main Street Community
  - c) Community Development Block Grants (HUD)

- d) Offer rewards “Finders Fees” for bringing new tenants into downtown
- 3. Promote annual, seasonal community events
  - a) “Beautify Rivertown,” a collaboration between businesses and Rivertown citizens to install flowering beds in the CBD
  - b) River festival downtown to reconnect and raise the awareness of the importance and history of the river
- 4. Promote technology in building renovations “wireless technology”
- 5. Promote and allow multi-use in downtown buildings

#### **IV. Commercial Entry Corridors**

- A. Treat entry corridors as gateways into the downtown
  - 1. Install “Welcome to Downtown Rivertown” signage
  - 2. Install flower beds and other landscaping

#### **V. Recreational Opportunities**

- A. Conduct a survey of existing open space and recreational opportunities
  - 1. Provide a variety of recreational opportunities in/near downtown
  - 2. Create pocket parks around Rivertown
- B. Treat the river as a recreational corridor for canoeing/kayaking, multi-use trail
  - 1. Construct a canoe/kayak livery & small boat launch along the river
  - 2. Consider stream bank stabilization using soft engineering and the use of native plants

#### **VI. Community Resources and Facilities**

- A. Bring more civic buildings to the downtown area
  - 1. Construct a YMCA/community center downtown
  - 2. Consider moving the City offices downtown
- B. Conduct a parking needs analysis
  - 1. Review the need & revenue for paid parking lots/on street parking meters
  - 2. Consider a business validation system for parking
- C. Create an environmental/historical learning center
  - 1. Include programs for area schools
  - 2. Focus on current and historical local environment
  - 3. Establish cooperative effort with Reliance College for staffing

## **VII. Biltmore Ave Corridor**

- A. Conduct a corridor study
  - 1. Consider how this commercial corridor impacts downtown businesses
  - 2. Review signage regulations for consistency

## **VIII. Transportation/Circulation**

- A. Make Rivertown a walkable community
  - 1. Identify missing linkages in the safety/side path system throughout the community
  - 2. Explore the possibility of having a rails-with-trails pathway along the railroad tracks
  - 3. Consider a linkage from the mobile home park to downtown via a river walk
  - 4. Conduct a survey of existing safety/side path/sidewalk conditions and areas in need of concrete repair

5. Install crosswalks at intersections

6. Widen sidewalks to promote outdoor seating for businesses, particularly restaurants/bars

B. Consider Mass Transit around Rivertown

1. Install bus stops and establish a bus route around Rivertown and include stops at the mobile home park and Reliance College

2. Offer reduced rates to students and senior citizens

C. Road Maintenance

1. Regular street sweeping

2. Snow removal