



# CITY OF HOPEWELL

STRATEGIC ECONOMIC DEVELOPMENT PLAN

NOVEMBER 1, 2024

# THE HISTORY OF HOPEWELL, VIRGINIA

Hopewell, Virginia, boasts a rich and varied history that spans over four centuries, marked by significant events and transformations.

## Early Settlement and Colonial Era

- In 1613, Sir Thomas Dale established the settlement of City Point at the confluence of the James and Appomattox Rivers.
- The area, initially known as Bermuda City, was later renamed Charles City Point.
- In 1619, representatives from Charles City participated in the first meeting of the House of Burgesses, marking the area's early involvement in colonial governance.

## Civil War Significance

- During the American Civil War, City Point gained prominence as the headquarters of Union General Ulysses S. Grant during the Siege of Petersburg (1864-1865).
- General Grant directed operations from Appomattox Manor, a plantation home that still stands today.
- The area became one of the busiest ports globally during this period, underscoring its strategic importance.

## Industrial Boom and Incorporation

- In 1914, the DuPont Company selected the area for a dynamite factory, capitalizing on its advantageous port and rail facilities.
- The factory later shifted to producing guncotton during World War I.
- The rapid industrialization led to a population surge, transforming the small community into a bustling city.
- Despite a devastating fire in 1915, Hopewell quickly rebuilt, earning the nickname "Wonder City" for its resilience.
- The city was officially incorporated in 1916.

## Modern Developments

- Over the years, Hopewell attracted various industries, including AdvanSix, Ashland Chemical, Evonik Industries, and Smurfit Westrock, diversifying its economic base.
- The city has also focused on cultural and historical preservation, with sites like the Beacon Theatre and the City Point Historic District highlighting its rich heritage.

Today, Hopewell continues to honor its historical roots while embracing economic growth and community development.

## Introduction

During its early 2024 City of Hopewell Retreat, members of the City Council identified three critical areas for the City's health and sustainability. They are:

- Establishing a comprehensive financial infrastructure and management;
- Developing an economic strategic plan that advances the City's economic stability, diversity, and growth;
- Developing an integrated public safety approach to enhance the lives and safety of all City residents.

In response to the results of the 2024 City Council Retreat, the Economic Development Authority (EDA), in conjunction with the Director of Economic Development and Tourism and representatives from the City Council, set out to develop a strategic plan that represents our vision and aspirations for the City.

## Goals and Mission for Strategic Economic Development Plan

This document is intended to be the guide or road map that outlines a plan on how we want to improve the City of Hopewell and specific areas of focus that will bring the plan to a reality. Used properly, this **Strategic Economic Development Plan** will provide direction and focus to bring Human Development, Community Development and Economic Development activities of stakeholder organizations (internal and external) into harmony. If we all work from the same strategic plan, we should all arrive at the same end goal of building a thriving, diverse, prosperous, and safe community.

While a traditional strategic planning process takes 12-18 months, our goal is to streamline this process into a six-month timeline that includes input from stakeholders across the City. When completed, the plan will detail clear strategies that will become the foundation for Hopewell's renaissance.

This plan rests on three pillars we believe are necessary for its success:

- Commitment to equal access and opportunity for all;
- Environmental stewardship that is sustainable;
- Educational excellence and lifelong learning.

Three characteristics of the plan:

- Bold
- Innovative
- Built for action, flexibility and urgency

It acknowledges our reality and current constraints:

- Past leadership and financial mismanagement and failures;
- Under-resourced to sufficiently address aging infrastructure and capital improvements;
- Lack of a bond rating and limited capacity to secure loans;
- Underdeveloped and aging city-wide infrastructure;
- A negative image of the city that continues today;
- An increase in violent crime;
- The challenge of implementing policies, practices, and procedures to address the issue of unsheltered citizens.

Most importantly, it recognizes our considerable assets, strengths, and opportunities, along with challenges to overcome:

### **Unique Assets**

- Two beautiful and historic rivers: the Appomattox River and James River
- Rich national, cultural and civic history
- Diverse population
- Downtown with walkable urban environment
- Proximity to desirable, growing metropolitan area and growing counties
- Access to higher education institutions, including two-year, four-years and post-graduate degrees
- Tri-Cities Hospital
- Beacon Theatre
- Industry base
- Fort Gregg-Adams
- Transportation access through major highway, rail and water routes

### **Opportunities**

- Restructure zoning city-wide to incentivize neighborhood redevelopment \*
- Significantly advance code enforcement to address landlord violations and chronic neglect
- Evaluate all open and occupied land parcels to achieve best use that supports City's economic needs
- Expand use of Beacon Theatre to produce and host regional cultural events
- Attract restaurant and retail businesses that support Beacon Theatre patrons
- Maintain downtown architectural profile and add infill projects, and enhance through carefully planned public green space
- Create an alliance of strategic organizations that work consistently to support Hopewell's renewal and revitalization

### **Challenges/Constraints**

- Visual appearance of City is poor along major corridors because of declining infrastructure and deferred maintenance
- Housing stock and lots sizes are small; housing units are aging; higher-than-average percentage of renters than owners
- Limited availability of higher-end housing and large lot sizes for development
- Public image is poor from past environmental disaster and current industry violations
- Empty downtown storefronts with low pedestrian traffic and activity
- Hopewell public schools rank in the bottom 50% of Virginia Public Schools.

### **A Vision for the Future of Hopewell 2034**

This section describes to the reader what it will be like to live, work, play, and invest in the City of Hopewell ten years from the adoption of this plan.

While Hopewell has largely been an industrial community, the City has been transformed into an attractive community serving a larger regional economic and population base.



Hopewell has proven its ability for change and innovation.

With the vision and hard work of its leaders, residents and businesses, Hopewell is rife with opportunity. It is the place to live, own a business and visit with its beautiful rivers, history-laden streets, a vibrant downtown, and revitalized neighborhoods.

With thoughtful, yet bold approaches and innovation, Hopewell has leveraged its assets and taken every opportunity to build upon and benefit from its proximity to numerous economic hot spots, including Virginia's State Capital, Fort Gregg-Adams and the significant growth occurring throughout the Crater region.

Hopewell is a small but strong city that local, state, and national leaders love to recognize as a model for others to follow.

#### **This is who we are:**

- The City is alive with well-kept, tree-canopied neighborhoods that cater to the housing needs of varying family sizes and incomes.
- Our community has access to public Wi-Fi, having launched innovative technology solutions to improve quality of life. Our City has made significant investments in public safety, online services, virtual engagement and more.
- By way of the Appomattox and James Rivers, there is an extensive riverwalk and greenway access throughout the City for recreation, family gatherings, cookouts, birdwatching, fishing, walking, biking and boat launch.
- Our historic downtown is known for its range of restaurants, unique retail, the new city square, and close-in neighborhoods that make it a fun place to meet family and friends.
- The implementation of our regional comprehensive Public Transportation Plan, which incorporates Pedestrian Accessibility, has resulted in urban mobility. Citizens throughout the city can access critical services with ease.
- In our city center of Historic Downtown Hopewell, urban mobility provides pedestrian access to Tri-Cities Hospital, the Appomattox Regional Library, the Hopewell Municipal Building, and the Beacon Theatre, as well as hospitality, retail, and other entertainment venues.
- We are a destination for world-class historic tourism sites, including:

**Shiloh Lodge:** Our state-of-the-art museum located in Historic City Point walks visitors through Hopewell's history in a timeline format, from stories of our indigenous people to the establishment of Appomattox Manor on lands first patented to Francis Eppes in 1635, the Revolutionary War and the Civil War. Housed in a former African American Masonic Lodge, the museum honors the extensive and lasting history of the African American community within Hopewell and The Commonwealth. The exhibits immerse

visitors in the landscapes, foodways, and industries, and details the stories of the people that make up our diverse City.

**Weston Manor:** Located in Hopewell, Virginia, Weston Manor is a historic plantation house dating back to 1789. Built by William and Christian Eppes Gilliam, it is one of the few remaining 18th-century plantation homes in the area and is a prime example of Federal-style architecture. The manor played a significant role during the Civil War, serving as a headquarters for Union troops under General Ulysses S. Grant during the Siege of Petersburg.

Weston Manor operates as a museum. It offers visitors a glimpse into the life of an upper-class Virginia family during the late 18th and early 19th centuries. The site features period furnishings, artifacts, and well-preserved grounds, including a beautiful view of the Appomattox River. Weston Manor is also known for its formal gardens and special events, such as historical reenactments, educational tours, and seasonal events.

**Appomattox Manor:** Located in the City Point area of Hopewell, Virginia, Appomattox Manor is a historic home that served as a significant site during the Civil War. Built in the 18th century, the manor became General Ulysses S. Grant's headquarters during the Siege of Petersburg from 1864 to 1865. City Point, where the manor is located, was a vital logistical center for the Union Army due to its strategic position at the confluence of the James and Appomattox Rivers.

Now part of the Petersburg National Battlefield Park, visitors can explore the grounds and the exterior of the house, along with outbuildings like the kitchen, smokehouse, and icehouse. The site provides historical context on the siege and how City Point served as one of the busiest ports of the Civil War, with supplies and troops moving through the area.

- Wayfinding signs throughout the city support our tourism efforts. Whether walking or driving, visitors can easily find points of interest, parking, and amenities that enhance their visitor experience.
- The Beacon Theatre, a member of the League of American Historic Theatres, continues to attract a variety of performing artists to this first-class venue. The support of corporate stakeholders has enabled us to offer programs that entertain, challenge, and uplift the community, including children's music and storytelling events; showcasing a variety of performing arts; hosting film festivals, such as cinema nights featuring classic and newly released movies; hosting civic forums; and supporting local theatre companies. The Beacon attracts patrons from throughout Virginia and the surrounding region.
- The Tri-Cities Hospital and adjacent medical district are recognized for excellent health care and a range of services, physicians, auxiliary professions, and the latest proven technology.
- The development of a biomedical campus is part of a growing ecosystem of research and development and the Petersburg-area pharma cluster.

- Multiple remote learning centers, as part of higher education institutions, study globally relevant topics, such as the environment, human impact, and long-term health outcomes of exposure to chemical manufacturing. This has already provided positive impacts for Hopewell's population, as identifying and addressing industry-related environmental impacts has led to improved health statistics and reduction of chronic conditions and diseases.
- City leaders recognize the importance of inclusivity for people with disabilities. Our ADA-compliant public buildings and pedestrian accessibility paths expand the appeal of our city to a significant segment of the population, including people with disabilities and senior citizens.
- City leadership has worked with strategic stakeholders to include local businesses, Hopewell public schools, Tri-City Hospital, non-profit partners, local/state and federal partners to improve access to education and workforce development.
- There is a close working relationship with industry, which has joined forces with the City to ensure clean air and rivers that support healthy lives and a healthy city – all while protecting the region, including the Chesapeake Bay.
- Frequent sporting events in both the City and region sustain a strong sports tourism industry. The City has worked with the development community to build destination sports tourism venues that cater to travel youth sports, such as baseball, softball, basketball, soccer, and aquatic sports.

## Strategic Economic Goals and Areas of Focus

**Business Corridors Development:** Accelerate development/redevelopment throughout the city, including the highway-oriented commercial district emanating out from the I-295 interchange along the Rt. 36 corridor.

**Downtown:** Revitalize Historic Downtown Hopewell to be a vibrant district offering specialty shopping and dining experience with multiple entertainment venues.

**Riverfront District:** Redevelop the riverfront, providing a variety of activities associated with the mixed-use development, lifestyle, and enjoyment of the two rivers.

**Citywide Housing:** Redevelop many of the older, functionally obsolete residential neighborhoods into mixed-income communities meeting market demand, including age qualifying communities

**History and Tourism:** Develop or redevelop historical venues to provide additional interpretation and quality visitor experiences. Provide a variety of auxiliary activities, shopping, dining, and lodging that will enhance visitors' stay in the community.

**Health Care Industry:** Develop a comprehensive medical care campus that expands medical offerings in the City and supports continued expansion of facilities and resources at the HCA Tri-Cities Hospital.

**Industrial and Manufacturing Base:** Build strong relationships with existing industrial partners; support industry investment in newer, cleaner, advanced manufacturing; attract new advanced manufacturing and R&D / knowledge work companies; and work together on environmental restoration and preservation projects.

**Education and Workforce Development:** Create a skilled workforce where all individuals are provided quality educational opportunities. This includes a premier “pre-k through 12” instruction. In addition, pathways to obtain hands-on vocational experiences prepare students for college and future careers in the workforce and armed services.

**Public Spaces and Right of Ways:** Improve and implement sustainable strategies for public spaces and right-of-ways throughout the City.

**Quality of Life and Amenities:** Support the development of the Arts and Humanities ecosystem in the City, and improve parks, recreation facilities, and programs.

**Filming Industry / Film Office:** Cultivate the growing film industry in Central Virginia and Hopewell, and develop a program that manages filming in a way that boosts the local economy and supports local business.

### Goals, Objectives and Strategies

(Please note that the City of Hopewell does not have the jurisdiction and/or authority to regulate the sale and/or development of private property. The City provides resources and technical assistance, and leverages access to state/federal partners to facilitate economic development. As such, all goals, objectives, and strategies are implemented by property owners in collaboration with the City.)

### Business Corridors Development

**1-295 Interchange:** Accelerate the development/redevelopment of the highway-oriented commercial district emanating out from the 1-295 interchange along the Rt. 36 corridor.

#### Strategies

- Prepare a comprehensive commercial revitalization plan for the western Rt. 36 corridor.
- Gain site control and assemble strategic properties at the intersection of I-295 and Rt. 36 and along Rt. 36 for future commercial development.
- Aggressively market the available commercial properties along the Rt. 36 corridor from 1-295.
- Improve the landscaping, lighting and streetscaping along the portion of Rt. 36 that leads toward downtown from I-295.
- Update zoning in order to limit commercial businesses moving into residential structures along the Rt. 36 corridor.

**Cavalier Square Redevelopment:** Work with owners to redevelop Cavalier Square into a modern, mixed-use development. The new site will have a combination of business, retail, affordable housing, market housing, and lifestyle recreation activities.



### **Strategies**

- Apply for a VA Housing Planning Grant to fund activities below.
- Engage consultants to survey sites and develop several concepts for reuse.
- Engage the community for input on proposed reuse concepts.
- Complete an economic impact study to evaluate concepts.
- Prepare a pitch book to market to developers.

**Secondary Commercial Corridors** (Arlington Road, 15th Street Corridor, City Point Road, West Broadway)

### **Strategies**

- Complete survey of commercial buildings and lots in each corridor.
  - Work with Planning and Zoning to determine which lots would be best for business vs. residential.
- Complete small area plans for each commercial corridor to include preservation of historic structures and concepts.
- When applicable, obtain historic designation on existing buildings to enable HTCs to be used by developers.
- Work with public works and water renewal personnel to incorporate needed improvements to infrastructure that support proposed commercial developments.

**Downtown Central Business District:** Revitalize the historic downtown to be a vibrant district offering specialty shopping and dining experiences with multiple entertainment venues.

### **Objectives**

- Continue to implement a comprehensive strategy for the revitalization of downtown.
- Provide a safe, secure, and attractive downtown environment for shoppers, visitors, and residents
- Foster the location of arts and cultural entertainment activities/functions in the downtown.
- Undertake an aggressive marketing campaign for shoppers and new businesses.
- Create physical connections to other strategic development areas in the City.
- Enhance the streetscapes along the Rt. 10 corridor leading to the downtown as a part of a comprehensive "Gateway" improvement program.

### **Strategies**

- Prepare a new comprehensive redevelopment plan for the Downtown Business District.
- Create a physical connection between the Downtown Business District and Appomattox River.
- Capitalize on the attendance to the Beacon Theatre.
- Focus on improving the safety and attractiveness of the area throughout, including travel paths to and the Beacon.
- Increase the entertainment offerings and events conducted in Downtown.
- Renovate the existing commercial buildings to modern day standards and renovate the upper stories into modern residential apartments.
- Selectively replace/demolish obsolescent structures without major historic significance consistent with the Downtown Plan.

- Implement an aggressive marketing campaign for Downtown Hopewell businesses and recruit new businesses to Downtown.
- Create a marketing "brand" for Downtown Hopewell that aligns with Hopewell's larger marketing brand identity.
- Increase police presence Downtown and institute a neighborhood security program.
- Conduct an annual Downtown beautification campaign.
- Update land use regulations to accommodate market demand for mixed-use development.
- Continue to support Hopewell Downtown Partnership and other strategic development partnerships.
- Develop a marketing campaign and hold FAM Tours for military and civilian personnel at Fort Gregg-Adams.
- Develop a marketing campaign and hold FAM Tours for area colleges.
- Work with developers to bring lodging to downtown.
- Develop plans to encourage production filming in Hopewell that boost the economy and support local business.

**Riverfronts:** Redevelop the riverfront, providing a variety of activities associated with mixed-use development lifestyle and enjoyment of the two rivers.

### **Objectives**

- Develop/redevelop the marina area as mixed-use, waterfront-oriented developments.
- Increase waterfront housing and access to water.
- Build infrastructure for historic, educational, and ecotourism activities on the water.
- Develop a continuous waterfront trail system on land and water that connects major activity centers along the waterfront and provides connection to neighborhoods inland.
- Restore the Aquatic Ecosystem Preservation and Restoration.

### **Strategies**

- Redevelop and expand city-owned waterfront property into a mixed-use complex
- Redevelop the Victoria Street Property for waterfront housing.
- Redevelop the Overlook site to iconic waterfront mixed-use property.
- Identify private-owned waterfront property for redevelopment.
- Complete the construction of the Appomattox River Walk and Trail System, from City Point to the Appomattox Regional Park west of the City.
- Support and promote "on-the-water" events, fishing tournaments, boating rendezvous, raft races, etc.
- Develop and maintain a series of accessible canoe and kayak launch facilities along the water trail.
- Create an enhanced/enlarged Civil War interpretation center with Tall Ships Docks at City Point and Broadway Landing.
- Support the development of river cruise/boat tour operations to provide a river cruise of the Appomattox and James Rivers based out of the City Marina.
- Support the development of entertainment venues with direct access to the riverfront.
- Work with FOLAR on a waterfront preservation/protection plan.
- Develop a detailed wayfinding plan to direct people to the waterfront.
- Develop a waterfront R&D and Education facility for environmental studies.

**Housing:** Redevelop many of the older, functionally obsolete residential neighborhoods into mixed-income communities meeting market demand, foster home ownership, and create new housing opportunities.

### **Objectives**

- Reduce the percentage of poorer-quality, older and functionally obsolete rental housing in the City.
- Target selected neighborhoods for major renovations of existing housing stock.
- Add diverse housing to the range of housing options available in the City, including larger homes and age-qualifying communities.
- Expand historic districts, where applicable.

### **Strategies**

- Engage firm to prepare a comprehensive citywide housing master plan.
- Recruit developer(s) to carry out neighborhood revitalization efforts in the target neighborhoods.
- Recruit developers for mixed-use development with housing on city-owned and private properties along the riverfront.
- Encourage private sector development of vacant, residential-zoned land, as well as redevelopment of existing property for residential and mixed-use purposes.
- Develop a program to decrease the unsheltered community and transition them to permanent housing.
- Create a standing committee that will report to the city council on progress.
- Bring together faith-based communities to provide central services.
- Enforce and expand the existing rental inspection program and neighborhood nuisance ordinances. Strengthen the rental inspection program to the full extent allowed by state law.
- Update B-2, B-3, B-4 Zoning to discourage commercial businesses locating in residential structures along the major Rt 10 and Rt. 36 commercial corridors.
- Create incentives for residence in Hopewell for city employees.
- Update zoning ordinances to achieve the highest use and value/size for residential housing.
- Create incentives for housing upgrades, including facade improvement and curb appeal.
- Create a micro-grant program for neighborhood revitalization.

**Health Care:** Develop a comprehensive medical care campus that expands medical offerings in the City and supports continued expansion of facilities and resources at the HCA Tri-Cities Hospital.

### **Objective**

- Develop and implement a master redevelopment plan for a "Health Care-Focused District."
- Develop place-making for health care providers to locate into the Health Care-Focused District.

### **Strategies**

- The City, in collaboration with the EDA, will develop and adopt a plan for a "Health Care Campus" in the area adjacent to the Tri-Cities Hospital, bounded by 2nd and 61" Avenues and the Appomattox River to West Broadway Avenue.
- Collaborate with HCA Tri-Cities Hospital to develop facilities that would support their future needs and support a full range of auxiliary medical services.
- Improve the multi-modal transportation infrastructure along the Rt 10 corridor.
- Recruit medical specialists and physicians to the City.

**Tourism and History:** Develop or redevelop historical venues to provide additional interpretation and quality visitor experiences. Provide a variety of auxiliary activities, shopping, dining, and lodging that will enhance visitors' stay in the community.

### **Objectives**

- Enhance existing tourism venues within the City.
- Create additional tourism venues/activities concentrated in the downtown area.
- Develop additional shopping, dining, and lodging that supports tourism.

### **Strategies**

- Expand the existing tourism marketing program and increase funding for future tourism marketing.
- Create a strategic regional partnership for targeted tourism marketing efforts and special events/activities
- Forge a stronger partnership with the National Park Service and DHR for marketing and future development of Appomattox Manor and other historic sites in the City.
- Create a significant Civil War Center near City Point to provide a more complete interpretation of the role of City Point in the Civil War.
- Work with NPS to rebrand the City Point Unit documents and experience center.
- Work with NPS to support the renovation of the Bonaccord House.
- Provide better citywide signage/wayfinding to the historic sites in the City.
- Develop a system of pedestrian and bike trails leading to and along the waterfront.
- Recruit a river cruise operator to provide a river cruise of the Appomattox and James Rivers based out of the City Marina.
- Develop an event center with views and access to the riverfront.
- Develop a new dock, with amenities, for tall ships on the James River City Point site.
- Add signage to Crescent Hills.
- Restore the Shiloh Lodge to a historic tourism destination and event center.
- Add signage for A village and B village to for neighborhood for the historic homes tour
- Support the development of the Hopewell History and Industrial Innovation Museum.

**Industrial and Manufacturing Base:** Build strong relationships with existing industrial partners; support industry investment in newer, cleaner, advanced manufacturing; attract new advanced manufacturing and R&D/knowledge work companies; and work together on environmental restoration and preservation projects.

### **Objectives**

- Prepare the workforce with knowledge, skills and abilities needed for next-generation manufacturing operations in the City.

- Increase the supply of suitable industrial sites to accommodate the expansion of the existing industrial base and location of new industries.
- Maintain a competitive cost of business within the City.
- Attract new advanced manufacturing and next-generation companies.

### **Strategies**

- Partner with community colleges and other institutions of higher education in the region to develop a skilled workforce that serves the needs of manufacturers and other commercial businesses.
- Develop/redevelop "brownfield" sites to make them suitable for industrial usage adjacent to existing manufacturing operations, as well as ensure that the land has the appropriate environmental clearances for development.
- Aggressively market available industrial properties for expansion of existing industrial companies or the location of new manufacturers.
- Strengthen lines of communication between the existing industrial companies and leadership of the City.
- Meet with VEDP, VGR, other local and state agencies, and manufacturers on a regular basis.
- Add to the City Manager's office a point person for environmental health & safety (E&H).

**Education:** Create a skilled workforce where all students are provided quality educational experiences that prepare them for higher education and/or future careers in the armed forces and skilled trades.

### **Objectives**

- Expand access to preschool programs to prepare students for entry into the public school system.
- Expand access to the library and other non-profit groups offering early childhood learning and programs.
- Increase and maintain graduation requirements comparable with surrounding school divisions.
- Increase career and technical education offerings available to students and adults.
- Increase support for high school graduates entering college.
- Expand ROTC programs for students interested in serving in the armed forces.

### **Strategies**

- Invest in the availability of quality, affordable, and licensed daycare for youth.
- Invest in before and after-school programs.
- Expand existing programs and incentives that will attract talent to work in the school system, such as housing incentives, signing bonuses, etc.
- Work with the Commonwealth of Virginia, VCCWA, and other regional partners to promote apprenticeships, grants, or other funding for skilled workforce training.
- Provide additional opportunities for students to expand enrichment courses available in the City.
- Prompt the development of a reentry education program that teaches life skills and workforce readiness.



- Promote the success of the dual-enrollment program at Hopewell High School in order to raise participation.
- Increase funding for the school system to a level consistent with the school division's demographic profile.
- Encourage Hopewell High School to designate Blue Ribbon Title I School status as a goal.
- Invest in adult education training programs, including ESL and other skilled trades, and collaborate with Bright Point, VSU and Richard Bland in that mission.

**Public Spaces and Right of Ways:** Create high-quality, vibrant, sustainable public spaces and right-of-ways throughout the City.

#### **Objectives**

- Provide significant landscaping and streetscaping, sidewalks, street lighting, signage, benches, banners, etc., along the major corridors leading to and through the City.
- Create a uniform signage and wayfinding system throughout the City.
- Prompt healthy & sustainable alternative transportation pathways.
- Reduce environmental impact of the City's roadways.
- Reduce or eliminate heavy industrial traffic in the historic downtown.

#### **Strategies**

- Collaborate with VDOT to develop and fund shared-use solutions throughout the City.
- Develop a master transportation plan that includes gateways as part of the City's capital improvements plan.
- Leverage grants to install landscaping and streetscaping along the corridors.
- Collaborate with boards, commissions, and community groups to maintain and enhance green spaces.
- Complete a traffic study and design to relocate existing truck traffic to an alternate route, and include this in the capital plan.
- Engage design/engineering for a citywide wayfinding master plan.
- Increase signage outside the City on major routes directing visitors to the attractions in the City.

**Quality of Life and Amenities:** Support the development of the arts and humanities ecosystem in the City, and improve parks and recreation facilities and programs.

#### **Objectives:**

##### **Attract new artisans and musicians to the City.**

Increase support for arts and events in the City.

Expand programming and access to arts (Beacon, Library, Farmers Market).

Increase funding for Recreation and Parks (both facilities and programming).



# THANK YOU!

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# **CITY OF HOPEWELL**

ECONOMIC DEVELOPMENT & TOURISM

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