

## THE PROBLEM/CHALLENGE

The Village of Ettrick is a quaint community that is an integral part of Chesterfield County. Due to an aging housing stock, consisting primarily of early 19<sup>th</sup> century mill houses, a disproportionate amount of rental housing and a declining local economy with limited reinvestment, the area is in dire straights. New business prospects, potential home purchasers, and County



residents form their negative opinion of Ettrick from the appearance of Chesterfield Avenue—Ettrick's main street. Improvements are seriously needed along this avenue. Visual and functional improvements are critical to the continuation of the revitalization of the Village. Virginia State University (VSU), which is adjacent to the Village, is concerned about the blighted appearance of Ettrick, because it negatively affects the recruitment of students to their campus.

The primary goal of this project is to revitalize this area, thus making it a better place to live and work. Revitalizing and improving this avenue will send a clear signal to the community that positive change is coming. Creating a safe and visually appealing area is critical in improving the quality of life of existing residents, improving the current business climate, attracting new businesses, customers, students, and residents to this area. Well designed lighting and landscaping, together with planned VSU development projects, will stimulate physical

improvements and new business activity along Chesterfield Avenue. Therefore, the Chesterfield Avenue Enhancement Project (CAEP) is being tackled and implemented.

The challenge faced by County employees, local business owners and civic leaders was how to promote investment, claim the community pride which is abundant in the area, maintain village character and encourage positive redevelopment along this primary commercial corridor, Chesterfield Avenue. It was determined that a partnership between local government employees, civic leaders, business owners and residents would be the answer. A core group of such partners was established to create a streetscape plan that would compliment and establish standards for future development and reinvestment in the Village of Ettrick.

#### **FULFILLMENT OF AWARDS CRITERIA**

- This project officially kicked off July 1, 2009 and is ongoing.
- Chesterfield County staff has and will continue to play a major role in this project through collaboration, planning and implementing improvements in the Village of Ettrick.

This project promotes intergovernmental cooperation and collaboration. The local government (*Chesterfield County*) collaborated and partnered with state government (*Virginia State University & Virginia Department of Transportation*) and federal government (*U.S. Department of Housing and Urban Development*) entities, as well as private enterprise (*landscape/engineering firm*) in addressing the problems and challenges of Ettrick. Through great planning and collaboration the Final Conceptual Design for streetscape improvements along Chesterfield Avenue was completed.

The project's collaborative efforts did not end. A core group of local civic leaders, Village residents, a local entrepreneur, a community police officer; a property maintenance inspector; a

code compliance officer, revitalization planners, and project consultants continue to work together to drive and implement this project. The CAEP fulfills the awards criteria through partnering, collaboration and cooperation.

### **HOW WAS THE PROGRAM CARRIED OUT**

Chesterfield County's Revitalization Office initiated the project in 2008 and received its first funding in 2009. Once initial funding was secured, the Revitalization Office sent out a request for proposal (RFP) to landscape/engineering firms. The RFP requested a firm to prepare conceptual streetscape design and construction documents for Chesterfield Avenue. The chosen firm would also be contracted to bid and manage the project's construction. A local firm was selected.

The CAEP is currently financed with Community Development Block Grant (CDBG) funds from the U.S. Department of Housing and Urban Development. In fiscal year 2009-2010 the CAEP received an award of \$125,000. It has been approved for the project to receive \$100,000 in CDBG funds in fiscal year 2010-2011.

The Revitalization Office is only staffed with two (2) professional planners and a part-time office assistant; therefore, it organized a core-planning group to work with the project's consultant firm. The core-planning group consists of individuals who are actively involved in the Village of Ettrick. The core group also organized two (2) community meetings to gain input and feedback on design elements. Community meetings drew residents, business owners, County leaders, university staff and local media. Seventy-five (75) or more stakeholders attended each meeting. Interest remains and continues to grow in the project.

## PROGRAM RESULTS

The Chesterfield Avenue Enhancement Project – Final Conceptual Design was finalized in March 2010. The final design document may be viewed at [www.chesterfield.gov](http://www.chesterfield.gov) under revitalization. These final concepts are being transformed into construction documents for project implementation. Phase 1 construction is scheduled to begin in August 2010. The first design elements that will be introduced in phase 1 will be banners, welcome signage, village seals imprinted at select intersections, crosswalks, and landscaping.

MONUMENT WELCOME SIGN



### *Additional positive results*

- Village residents, business owners, and the village's elementary school are excited about the project and future projects that will enhance the avenue.
- The core planning group continues to meet and possibly will transform itself into a multi-organization village planning group.
- Local media coverage has been positive and focuses on the Village's future potential.
- The Revitalization Office continues to promote blight prevention, targeting of resources to revive blighted areas, and business/civic organizing.

## **OVERVIEW**

The Village of Ettrick is a quaint community that is an integral part of Chesterfield County. The challenge faced by County employees, local business owners and civic leaders was how to promote investment, claim the community pride that is abundant in the area, maintain village character and encourage positive redevelopment along this primary commercial corridor, Chesterfield Avenue. The Chesterfield Avenue Enhancement Project (CAEP) fulfills the award's criteria through partnering, collaboration and cooperation. The County collaborated with state and federal government entities and private enterprise to address the problems and challenges of Ettrick. A partnership between local government employees, civic leaders, business owners and residents lead to the creation of a core planning group, which was tasked to produce a plan for streetscape improvements that would compliment future development and reinvestment in the Village of Ettrick.

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This project is part of a coordinated strategy for the economic revitalization and quality of life improvement of the Village of Ettrick. These planned improvements and other revitalization efforts should increase business and property reinvestment. The CAEP is a wonderful testament to how a diverse group of public and private citizens and professionals can join forces to combat a common problem and attain a collective goal.

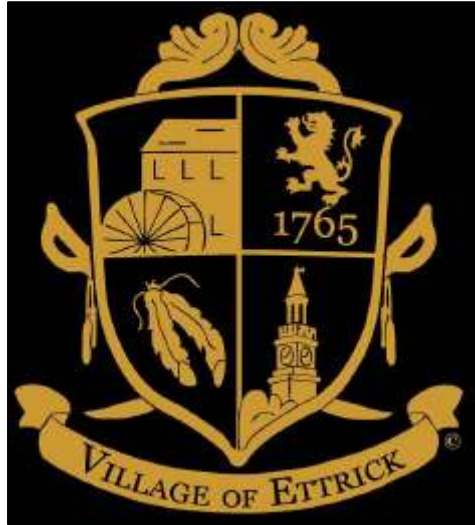




Before



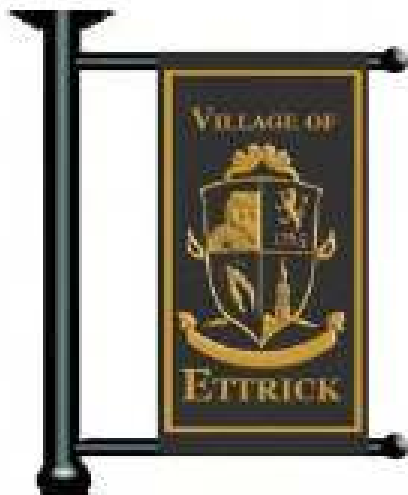
Conceptual - After



Village Seal



CONCEPTUAL OVERHEAD BANNER



CONCEPTUAL FABRIC BANNER



VILLAGE TRASH RECEPTACLE

