

NOTE: GOALS LISTED IN BOLD AND UNDERLINED FONT DENOTES "CONVEYOR BELT" OCCURENCE

## **Town of Pulaski Strategic Plan & Vision**

**Approved by Town Council on August 4, 2009**

### **Pulaski Town Council 2029 Vision**

Since 1886, the Town of Pulaski has led the way in the New River Valley of Virginia. The resilient people of our Town have met every challenge for more than a century, successfully adapting to a changing economy and new opportunities. We face an exciting future with this same undeniable spirit. Our unmatched quality of life and scenic beauty make the Town a superb place to live and work. Our diverse, friendly, close knit community offers a wonderful unlimited alternative to big city life. The Town of Pulaski is one of the most sought after places to live in the New River Valley.

The Town of Pulaski's success is assured by a focus on:

#### **A--Unique Economic Opportunities**

Pulaski is a diverse economic force in the region that has a unique approach. By embracing alternative energy, green friendly industry, and niche manufacturing, we have created a wealth of employment opportunities and insured a strong economic future. Cutting edge technology and small footprint, highly specialized industries are located here, attracted by access to well-planned, business-ready facilities and technology tools needed to be successful. Professional businesses are abundant, located in a pleasant environment that seamlessly integrates the new with the historic. Pulaski is known for adaptive re-use of its historical structures, thus maintaining the Town's rich heritage and unique feel within its downtown and viable commercial and retail corridors. Friendly, cooperative leadership among the Council, town administration, local universities, and developers assure that the community welcomes high quality economic development and growth, as well as job creation and the retention of a diversified workforce.

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#### **Goal 1: Develop a strategy to foster high-tech businesses**

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Goal 2: Create a one-stop web presence and an enhanced information packet for potential clients

**Goal 3: Implement Project NEEMO to kick off and assist further development in Commerce Park**

Goal 4: Develop small business recruitment strategy

Goal 5: Encourage a five-year redevelopment plan, in cooperation with its owners, of the Pulaski Industrial Campus

**Goal 6: Rebuild UDAG funds**

**Goal 7: Build specific bridges to colleges and universities that result in positive outcomes for the Town**

**Goal 8: Facilitate the development of a Town-wide plan for adaptive reuse**

Goal 9: Initiate and support a business retention program

Goal 10: Determine opportunities for "green business"

### **B--Planning for a Progressive Community**

Our community is well balanced. While progressive, we have retained the unique historical and architectural heritage of the Town. Adaptive reuse of our landmark buildings has contributed to successful economic development and diversified jobs, along with solidifying our community pride. Communication and a strong working relationship with citizens, businesses, other governments, and developers result in shared plans that make Pulaski a sustainable small town and a community in which people want to live. Adaptive zoning has contributed to growth but maintained our heritage. Our planning has given us the amenities found in much larger cities but without the hustle and bustle and congestion. From beautiful original architecture to brand new housing in more contemporary developments, our Town offers a wide choice of attainable housing. Home ownership is a source of pride in the Town of Pulaski as our housing market offers something for everyone.

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**Goal 1: Maintain an inventory of buildings and link Town website to the New River Valley Economic Development Alliance site for an inventory of available industrial buildings**

Goal 2: Create a user friendly packet of information regarding applicable building codes and zoning codes with contact information

Goal 3: Review the building codes and amend zoning codes as needed to encourage adaptive re-use and development.

**Goal 4: Implement and complete boundary line adjustment**

**Goal 5: Complete the Southeast Neighborhood Renewal Grant if funded**

Goal 6: Partner with regional realtors to showcase the Town's assets and available housing

**Goal 7: Develop and implement a strategy to enhance communications between the Town and citizens**

### **C--Showplace of Southwest Virginia**

Nestled at the foot of beautiful Draper's Mountain with an unmatched scenic beauty, only minutes from I-81, the Town of Pulaski has something for everyone. Camp and fish at Gatewood Park while enjoying the stunning beauty of the crystal clear reservoir. Visit the Raymond F. Ratcliffe Museum to explore the rich transportation heritage of the Town. Stop by the Fine Arts Center of the New River Valley and enjoy the diverse talents of many area artists. Hike and bike the wonderful New River Trail Extension into the heart of Downtown Pulaski. Cap the day with an exciting evening of professional minor league baseball at historic Calfee Park or catch a show at the celebrated Pulaski Theater. These are only a few examples of the exciting, low cost family activities that make the Town of Pulaski a "must stop" destination in Southwest Virginia.

**Goal 1: Rebuild Depot to include enhancements at trail head**

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**Goal 2: Develop Capital Improvement Plan (CIP) for parks and recreational facilities**

Goal 3: Support the completion of the Fine Arts Center and the Pulaski Theatre

**Goal 4: Build new museum for historical artifacts**

Goal 5: Development recruitment plan for Trail-related businesses

**Goal 6: Enhance maintenance of Town buildings and parks**

**Goal 7: Enhance Town Tourism Plan**

**D--State of the Art Service and Support**

High quality, modern infrastructure exists in our community. Citizens and businesses perceive that their basic needs are met responsively and are a good value. The Town of Pulaski is served by an excellent water supply from the Allegheny Mountains. The highest quality water in the region is delivered by a first class distribution system at a reasonable cost to citizens and businesses in the Town. An industrial wastewater pre-treatment facility has added capacity for new industry. The most up to date technologies are available to all to support communication, education, and business growth. Centrally located emergency medical, fire, and police departments insure timely and effective response to citizens' emergency needs. Town citizens never have to worry about basic services – they are a given.

**Goal 1: Implement existing water study and identified sewer line repairs**

**Goal 2: Design, locate, and build public safety complex**

**Goal 3: Staff dispatch center to handle fire department communications**

Goal 4: Evaluate feasibility to implement a complete broadband/fiber optic system

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**Goal 5: Find site for and relocate drop site**

Goal 6: Determine current and future need of wastewater site (Old STP)

Goal 7: Assess the need for sewer pretreatment requirements

Goal 8: Enhance Town's ability to attract qualified employment candidates and to retain qualified, well-trained, experienced professional staff

**E--Inviting and Accessible**

Visitors to Pulaski and our citizens find an easy and attractive entrance into the Town from one of three interstate exits or U.S. 11. Once arriving in Town, excellent traffic flow and signage help them find their destination naturally and efficiently. The Town of Pulaski is pedestrian friendly and is also a certified bicycle friendly community with ample trails, bike lanes, and bicycle racks. Pulaski also offers public transportation as an alternative to driving and provides regional connections to other transportation services, businesses, and recreational areas. Rail service is available with regional and national connections from Pulaski's historic train station. Attractive advertising guides visitors to the abundant amenities located here.

**Goal 1: Develop and implement a wayfaring signage system**

**Goal 2: Evaluate possibility of 2-way traffic on Main and Third streets**

**Goal 3: Enhance appearance of Town entrances on Route 11 and South Washington Avenue**

Goal 4: Continue to support establishment of the TDX

**Goal 5: Update and expand the Bike Path Plan**

**Goal 6: Widen the Route 99 corridor**

**F--Pulaski is What a Community Should Be**

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Community pride is evident throughout the entire Town. The visitor to Pulaski will be quick to notice the well-kept homes and businesses that adorn the neatly landscaped thoroughfares. Our neighborhoods are safe and attractive with a great sense of community. Pulaskians are warm, genuine, and take great pride in their heritage. The beauty of the mountains, streams, and unique architecture provide the perfect backdrop for the many parks and trails located in our Town. Staring at a new era, Pulaski citizens are excited about the future and optimistically greet the challenges and opportunities that emerge in our changing environment.

**Goal 1: Continue blight elimination program**

**Goal 2: Expand community events**

**Goal 3: Develop and implement a campaign for the Town Vision and Plan**

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### **HIGH PRIORITY**

- #01 B-4 Implement and complete boundary line adjustment
- #02 B-5 Complete the Southeast neighborhood renewal grant if funded
- #03 A-3 Implement Project NEEMO to kick off and assist development of Commerce Park
- #04 C-1 Rebuild Depot to include enhancement at trail head
- #05 C-4 Build new museum for historical artifacts
- #06 F-1 Intensify blight elimination program
- #07 F-3 Develop and implement a campaign for the Town Vision and plan
- #08 A-1 Develop a strategy to foster high-tech businesses
- #09 D-3 Staff dispatch center to handle fire department communications
- #10 D-2 Design, locate and build public safety complex
- #11 E-1 Develop and implement a wayfaring signage system
- #12 A-6 Rebuild UDAG funds
- #13 C-6 Enhance maintenance of Town buildings and parks
- #14 E-3 Enhance appearance of Town entrances on route 11 and S. Washington
- #15 C-2 Develop a plan for parks and recreational facilities
- #16 B-6 Partner with regional realtors to showcase available housing
- #17 E-2 Evaluate possibility of 2-way traffic on Main and Third streets