



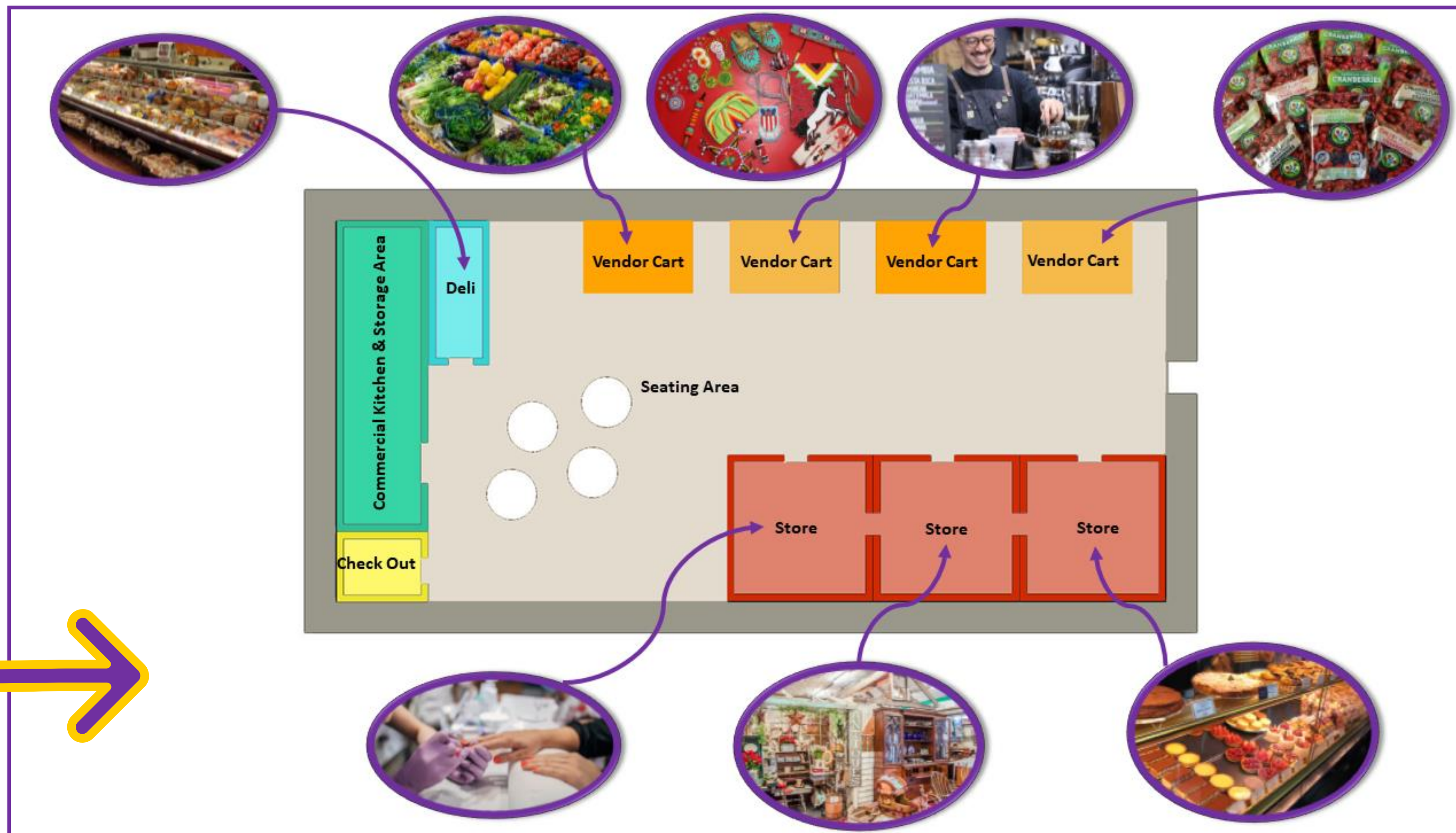
Pittsville Downtown Revitalization- Community Engagement and Economic Growth

Our overall goal is to provide the City of Pittsville with plentiful opportunities for community engagement and economic growth. Moreover, we would like assist in sharing what Pittsville has to offer to those that visit. Our master plan includes a business incubator to inspire the creation of more local businesses, and a mixed-use lot that will meet many of the needs and requests that residents shared with us. The mixed-use lot can be utilized as a parking lot (including electric vehicle (EV) chargers), a green space, splash pad, and area for food trucks to operate out of. These combined efforts and development ideas stimulate the local economy, improve quality of living, strengthen sense of place, and invite others to experience Pittsville.

Business Incubator

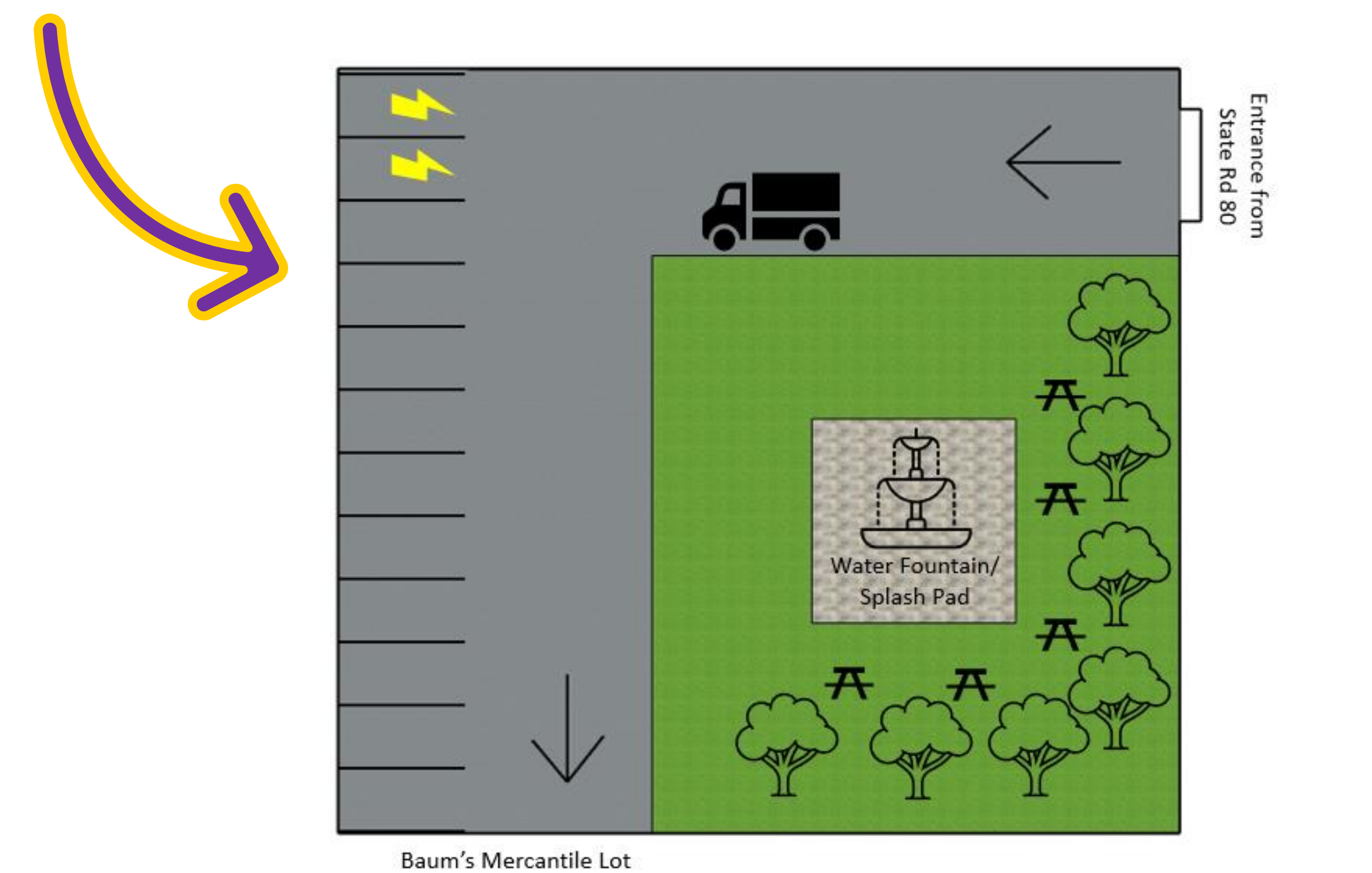
Goals Fulfilled: Stimulates the economy by providing an affordable space for aspiring small business owners to begin their new ventures. Likewise, the incubator doubles as a community gathering space that reinforces sense of place and provides residents with a diverse range of retail opportunities.

Note: See to scale layout of potential business incubator to the right. Includes retail opportunities that were preferred by residents at the first impressions presentation.



Mixed-use Lot

Goals Fulfilled: Residents explained that they wanted this space to be maintained as a parking lot. We met this request by retaining 12 parking spaces. Additionally, we created a green space and splash pad area, so that residents would have another community gathering space. We took great care in making sure that the new lot design left enough room around the perimeter of the green space for food trucks.



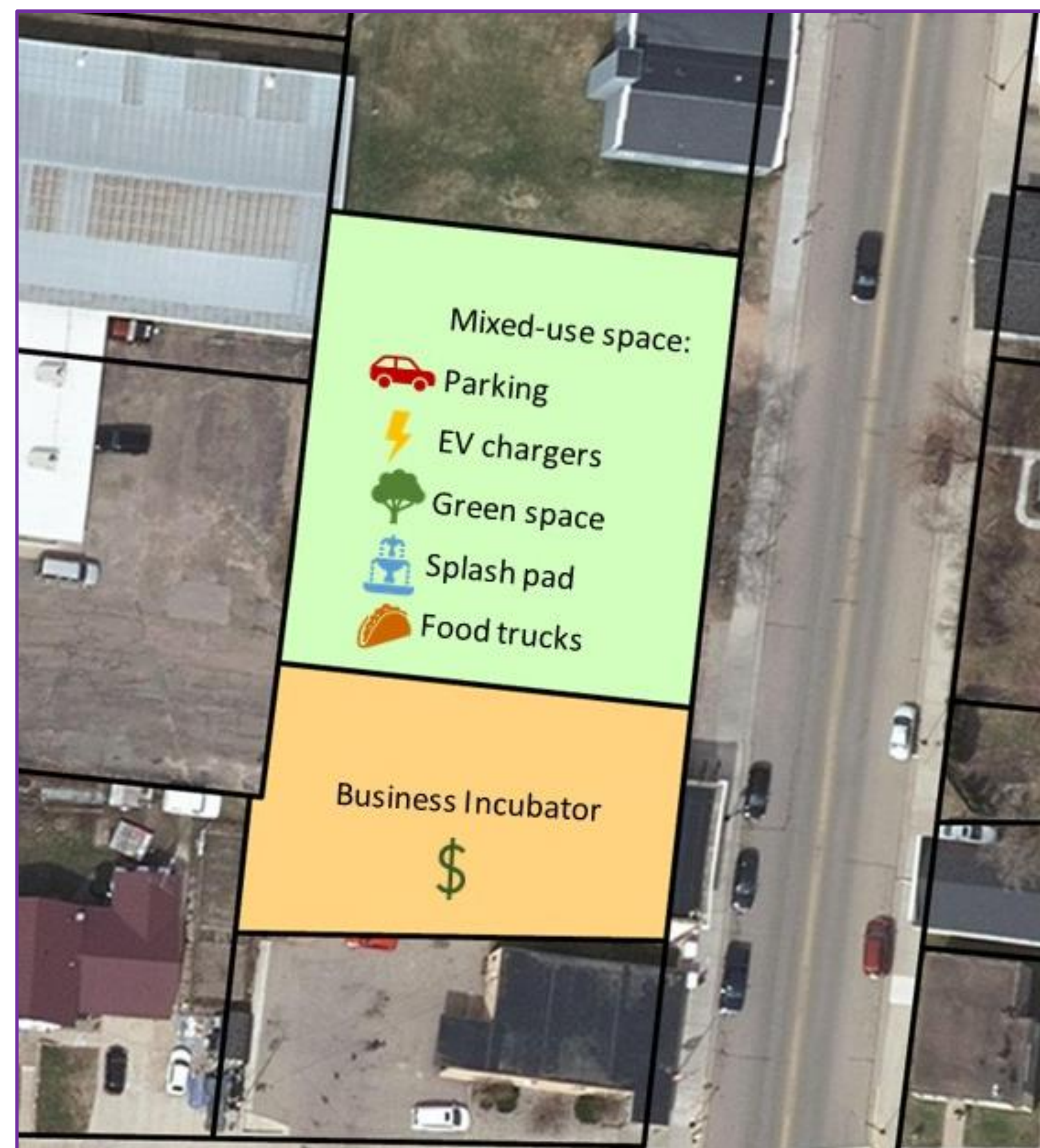
Note: To scale layout of mixed-use lot, including community gathering space and parking pictured above.

Electric Vehicle Chargers and Parking

Goals Fulfilled: Encourages EV owners to visit Pittsville in order to charge their vehicle. While they wait for their vehicle to be fully charged, they can explore local businesses. This draw would be created by installing two level 2 Clipper creek EV chargers. This would cost around 6-9 Thousand dollars to install. This price range depends on the location of the chargers, what the municipal building has for wiring and the timeline for installation.



Note: Clipper Creek LV2 charger pictured above.



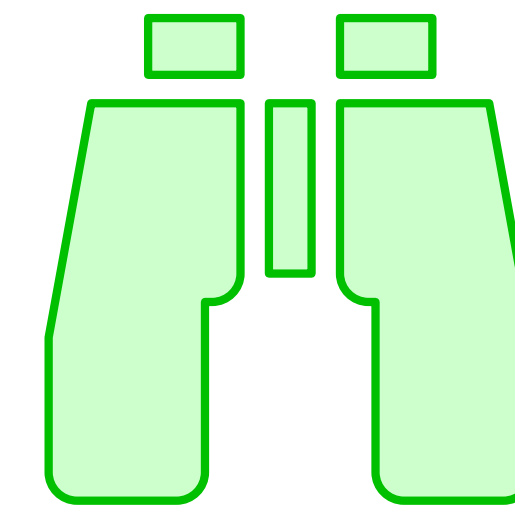


Precedent Research and Development Goals: Downtown Economy and Retail of Pittsville

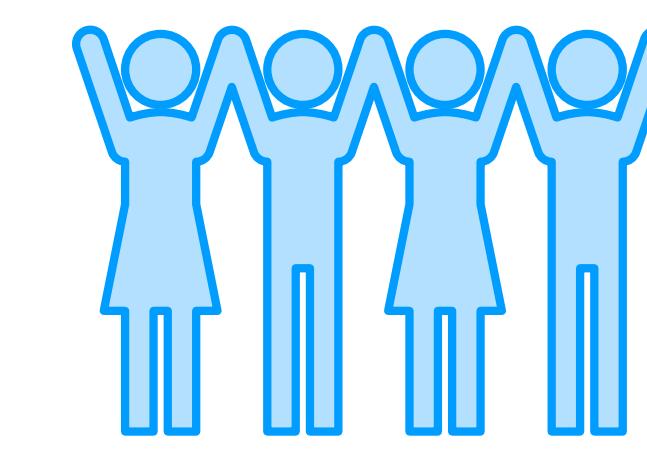
We collected information from the first impression survey and the Charrette process. With the information that we obtained from you and the survey we focused on:



Encouraging shopping locally and promoting tourism.



Increasing visibility of Pittsville.



Improving quality of living and strengthening sense of place.

Goal 1: Promote Local Economy

Pittsville currently has nine local businesses. However, the retail opportunities offered are not diverse and spaces where community members can gather and socialize are lacking. A business incubator would fulfill both needs.

- It would introduce multiple diverse retail opportunities under one roof and provide a community space.

Example: The Village, Washington, IA

The village is a business incubator located in an old department store building with over 15,000 square feet. It includes 7 shop spaces, 80 to 140 square feet in size, and vendor carts within the courtyard. There is a central check out area that is worked by shop owners according to scheduled shifts throughout the week. Shop owners pay an affordable monthly rent to the owner of the space.



Exterior of incubator.



Incubator includes a "central courtyard" hang out space and gallery wall featuring the work of local artists, available for purchase.



Overview of target parcels for proposed changes. The red is the parking lot, and the blue is the store.

Goal 2: Attract People to the Area through Electric Vehicle Technology

Pittsville is in a prime location to be the first in the area to invest into a few fast chargers

The fast chargers would have multiple effects:

- Give more people a reason to go to Pittsville and spend their time and money.
- Promote the name of Pittsville as it would be in every EV charging data base.
- Show younger people that Pittsville is an appealing place to live and encourage them to move to the city.

Example: Lake Mills, WI

Lake Mills is a smaller city in between Milwaukee and Madison, in order to get more people to stop in their city they installed some EV fast chargers next to their downtown area. As people used their charging locations, they also shopped and spent money getting coffee.



Lake Mills two vehicle charging location outside of city hall.

Goal 3: Improve Community Aesthetics and Gathering Spaces

The empty lot next to what was previously Baum's Mercantile has a lot of potential. From the charette process we found that residents of Pittsville would like to see improvements in the aesthetics of the area and create a community gathering space. Some of the ideas that we gathered from the community and our own research included improving the parking spaces, adding trees, benches, and a splash pad.

Example: Mead Field Splash Pad, Wisconsin Rapids, WI

The features of the splash pad in Wisconsin Rapids include lots of the ideas that have been mentioned by community members. If implemented in Pittsville, it would be at a much smaller scale, but this shows us that facilities like these are used in surrounding communities. A simple design would leave space for the farmers market and other events to take place. Some of the facilities that could be implemented include seating with shade, restrooms, accessible water features, and landscaping.



Potential concept for adding seating and vegetation.



Interactive fountain in Portland Oregon which could be implemented as a splash pad in Pittsville.