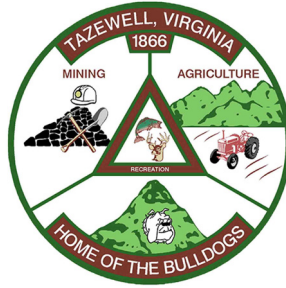




North Tazewell Revitalization Plan

Tazewell, Virginia
April 14, 2026



CumberlandPlateau

Planning District Commission

Funded by the Virginia Department of Housing and Community Development (DHCD), **The North Tazewell Revitalization Plan** was prepared in coordination with the Town of Tazewell, VA and the Cumberland Plateau Planning District Commission by **Hill Studio of Roanoke, VA**, and Arnett Muldrow of Greenville, SC.



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Table of Contents

Chapter 1 : Community Overview	4
1.1 Community Background	6
1.2 Project Area and Boundary	8
1.3 Revitalization and Tourism in and Near the Project Area	10
1.4 Public Engagement	12
Chapter 2: Economic Restructuring Plan	14
2.1 Introduction	16
2.2 Market Analysis	17
2.3 Business Development Strategies	32
Chapter 3: Physical Improvement Master Plan	38
3.1 N. Tazewell Revitalization Plan Summary.....	40
3.2 Revitalization Catalyst Projects	41
Façade Improvements	41
Chapter 4: Long-Term Projects	66
4.1 Long-Term Projects Summary	68
4.2 Long-Term Community Building Projects	69
Clinch River Creation Hub	69
Streetscape Improvements	70
Wayfinding Signage	74
Transit Connectivity	75
North Tazewell Greenway and Blueway	76
District Incentives	78
Chapter 5: Budget and Implementation	80
5.1 CDBG Project Budget	82
5.2 Long-Term Community Improvements Budget	84
Appendix A: Strategy Board	86





Chapter 1: Community Overview

1.1 Community Background

Since its founding, North Tazewell has been known by three different names. At first, the settlement was known as Kelly. Once the railroad came, the name was changed to North Tazewell to match the name of the nearby town. Finally, North Tazewell lost its separate identity when it was annexed in 1963 by the Town of Tazewell, and it became known by that name instead.

The Town of Tazewell developed at the headwaters of the Clinch River along the Fincastle Turnpike, a road connecting western states (at the time, Kentucky and Ohio) to communities in the east. European settlement began in Tazewell in 1773, and development was primarily agricultural. The town only attracted churches, one business, and the county courthouse upon the 1799 creation of Tazewell County from land in Wythe and Russell Counties. The county (and later the town) was named for Senator Henry Tazewell, an early Virginia representative. Initially, the county seat was called “Jeffersonville” (named after President Thomas Jefferson), though it was colloquially known as “Tazewell Court House.” Many of Virginia’s county seats were named similarly during early statehood, and most of the county’s residents were moving into the area from other regions of the state.

During most of the 19th century, commercial development in the area remained primarily agricultural. However, the discovery of substantial coal deposits nearby spurred the development of a rail line to extract the mineral. This line passed about two miles north of the established town of Tazewell through the community of Kelly, and the Tazewell station was established here. A streetcar line was established to connect the station with downtown in 1892, initially powered by horses. It was electrified in 1904, making Tazewell the smallest community (by population) to operate an electric streetcar system. The service persisted until 1933, when economic troubles compounded by the Great Depression forced it to close.



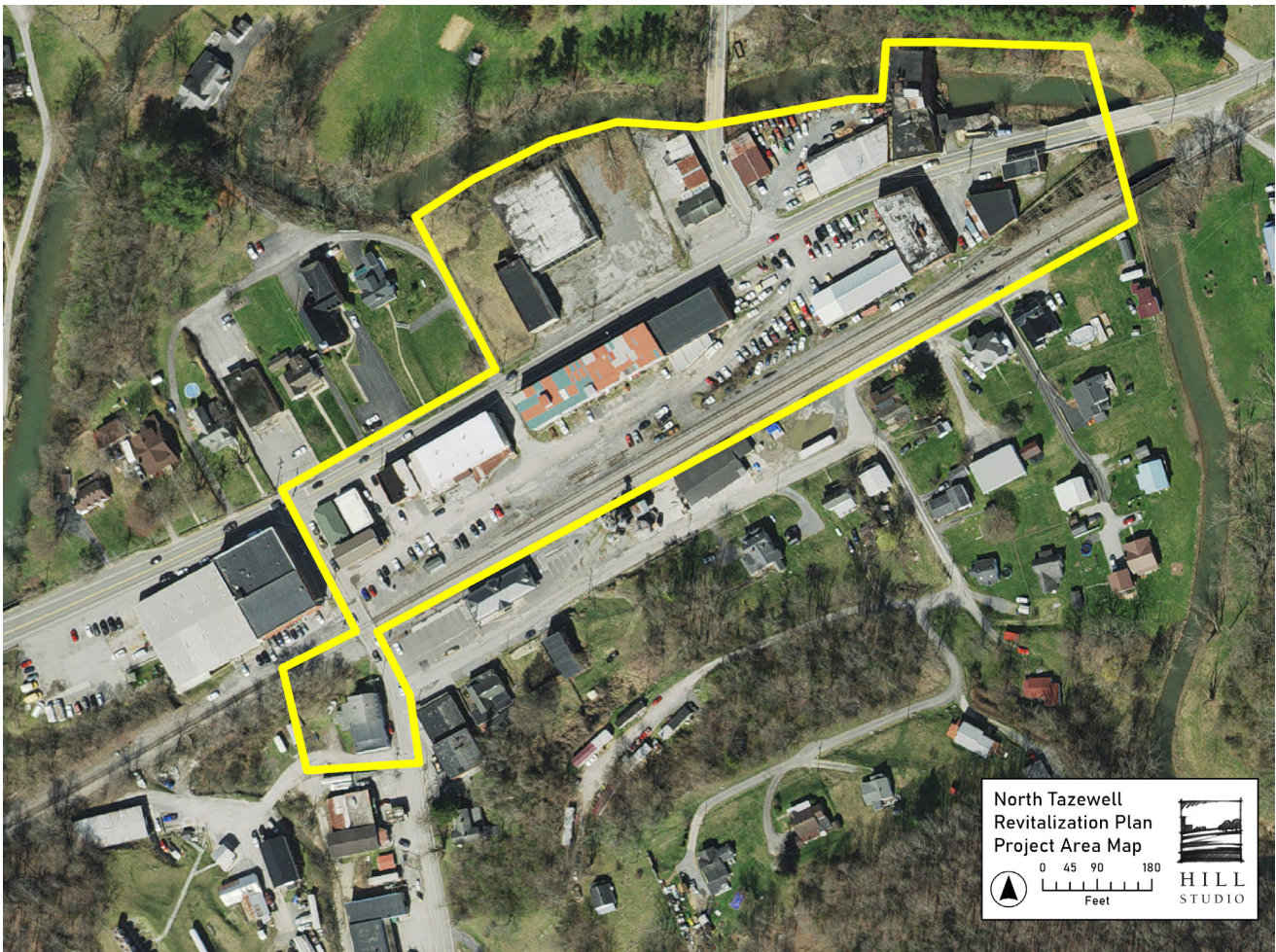
Regional wayfinding sign in North Tazewell

Though there were no coal mines in the immediate area, the construction of the railway in 1888 brought industrial development next to its tracks. These included the Tazewell Farm Bureau, a soda manufacturer, a power company, and several agricultural warehouses and loaders. Economic prosperity followed, though as the coalfields have declined in population, so too has commerce in North Tazewell. Most of the large, historic industrial structures are vacant, and those that aren't are mostly not used for their original purposes.

In 1964, the Town of Tazewell annexed three nearby unincorporated communities: River Jack (west of North Tazewell), North Tazewell, and Fourway (east of North Tazewell), bringing the total town area to nearly seven square miles. This greatly expanded the town's boundaries, and has set the stage for much of the modern development in the area.

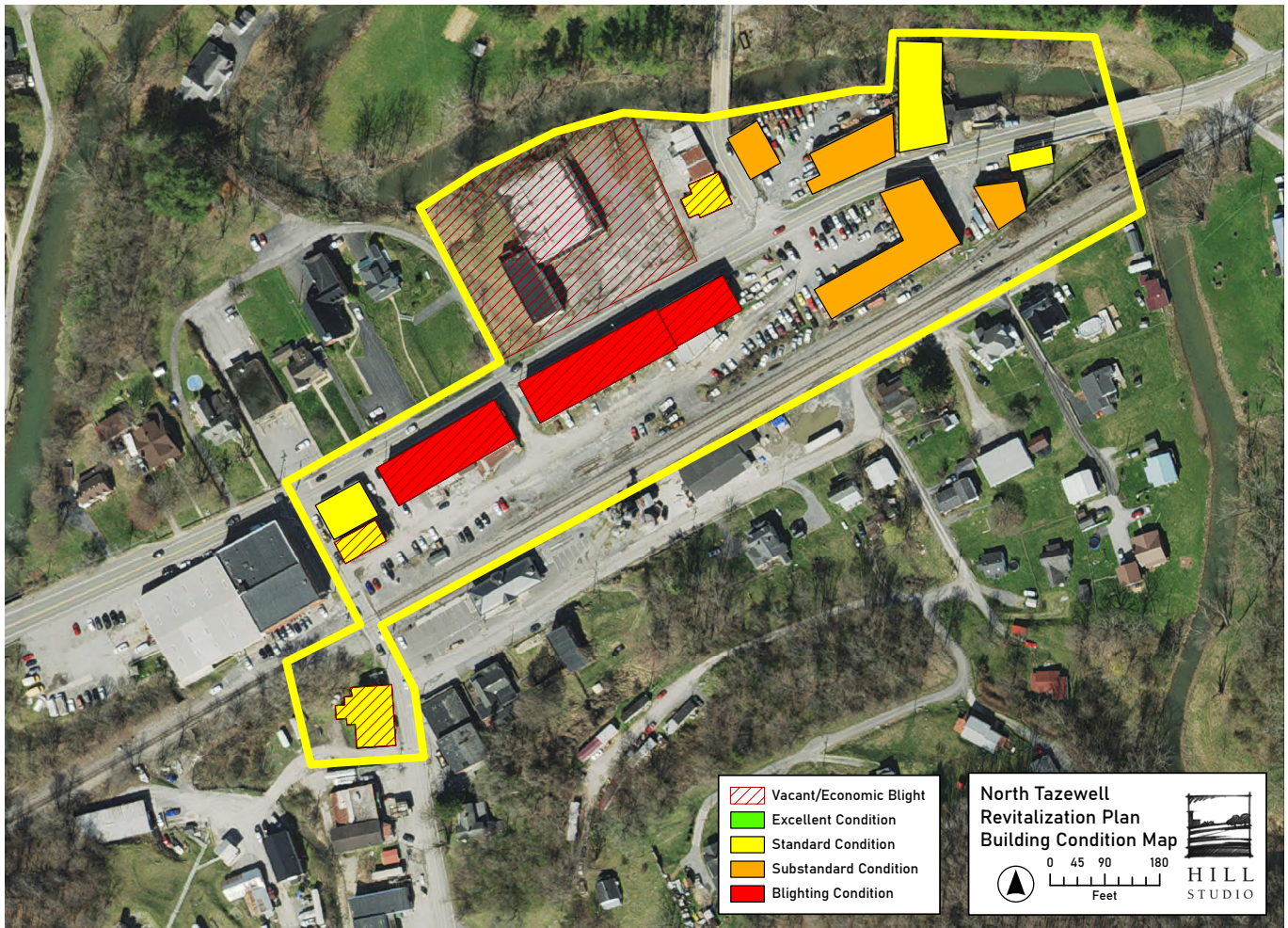
1.2 Project Area and Boundary

The North Tazewell Project Area is centered around the historic commercial district of North Tazewell. The project area begins at the intersection of Railroad Avenue and Clinchview Streets, following Railroad Avenue in a southwestern direction until it reaches the parking lot for the train depot/visitors center, where it turns south to follow the eastern property line boundary for 140 Railroad Avenue back to its end, then turns west to follow the neighboring property lines until it reaches Tazewell Avenue, which it crosses and follows the property line for 1303 Tazewell Avenue before turning north until it reaches the Norfolk Southern Railway tracks. It follows the tracks for a few hundred feet before turning north to include the western property line to Riverside Dr. It turns east to follow Riverside Drive until it reaches Baker Street, where it turns north until it reaches the south bank of the Clinch River, which it follows until it meets the Farm Bureau mill, where it turns north to follow the north bank of the river until it reaches the bend in the river at the end of the property line. Here, it turns south, crossing back to the south bank of the river and under E. Riverside Drive. It follows the river bank until it reaches the railroad track, following the tracks until it reaches Clinchview Street, turning south to meet the start of the boundary.



Physical Inventory and Assessment

As part of the CDBG master plan process, the team observed and assessed all open spaces and buildings within the North Tazewell project area. This was done to create an inventory of building conditions and locations and to determine whether the buildings were “blighted”. Below is a map detailing the locations of existing structures and their assessed conditions. Most buildings evaluated in the project area were in good condition, and all buildings considered to be in average or below average condition will be addressed through grant-funded initiatives.



1.3 Revitalization and Tourism in and Near the Project Area

In downtown Tazewell, Community Improvement Grants going back to the 1990s have revitalized the historic downtown and brought a new life to the area, helping to transition the town's economy from agriculture and mining support operations to tourism. Further development in the area should be focused on connecting successes between the historic downtown area and the town's far reaches.

An all-weather farmer's market is planned for the lot formerly occupied by a bowling alley on the north side of Riverside Drive. Though outside the scope of this report, this project will bring important investment and interest to a blighted area of North Tazewell. The original bowling alley structure was cleared in 2023 through a Brownfields grant.

In May 2025, the Virginia Tobacco Region Revitalization Commission awarded the town \$296,500 to prepare and construct the farmers market. A further \$15,000 was awarded by the Cumberland Forest Community Fund to construct a riverwalk behind the property.



Clinch River Pavilion and Farmers Market concept rendering featuring recently designed town graphics. Rendering: Dialogue + Design Associates

Tazewell is rapidly becoming a key tourist destination for the southwestern Virginia coalfields due to its proximity to many popular attractions, such as:

- **Crab Orchard Museum:** Founded 1978. The Crab Orchard Museum is a recreated Appalachian homestead and aims to preserve and promote the Appalachian cultural heritage in Southwest Virginia.
- **Back of the Dragon:** A 32-mile section of Virginia State Route 16 between Marion and Tazewell noted for its many curves, elevation changes, and scenery.
- **Burke's Garden:** Historic town located 15 miles away from downtown Tazewell noted for its scenic beauty and festivals. Also referred to as "God's Thumbprint" due to its unique topology and ecology.
- **Cavitt's Creek Park:** A 300-acre park near North Tazewell centered on a lake. Offers many opportunities for hiking, camping, and fishing.
- **Virginia Coal Heritage Trail:** A driving trail across seven counties and one city dedicated to telling the story of coal mining in southwestern Virginia.
- **Sanders House:** Historic home (ca. 1896) open for tours and events, located in Bluefield, VA.
- **Pocahontas Exhibition Coal Mine:** Historic coal mine dating to 1882, open for exhibition since 1938. Located 25 miles from North Tazewell in Pocahontas, VA.
- **Pocahontas Trail:** ATV trails on old coal mine access roads. Located 25 miles from North Tazewell in Pocahontas, VA.
- **Appalachian Trail:** Trail passes within 8 miles of North Tazewell, though it does not have any direct connection to the town. The closest trailhead is located in Burke's Garden, 15 miles away.

1.4 Public Engagement

From December 17th to -18th,, 2024, Hill Studio, working with Arnett Muldrow and Associates, held a design charrette for the North Tazewell area at the Tazewell Train Station and Visitors Center. Over these three days, consultant team members collaborated with local leaders, property and business owners, and other interested citizens to identify key projects and improvements that would make the historic district more attractive to potential investors and residents.

After meeting with interested stakeholders, the design team presented to the public where they believe revitalization efforts should be concentrated. This included identifying a series of projects for the corridor that would improve curb appeal, increase local connectivity, and showcase North Tazewell’s unique identity. The identified projects included improvements for façades, parking, and the streetscape; more open spaces and murals; and storytelling components throughout the district that would help create interest in and bring awareness to North Tazewell’s unique and vibrant past while also providing an attractive welcome to the area.

The presentation was followed by a discussion between the design team and attendees. The community provided feedback on the proposed revitalization efforts, with these comments integrated into the final revitalization plan. The physical improvements outlined in Chapters 3 and 4 result from this engagement process.



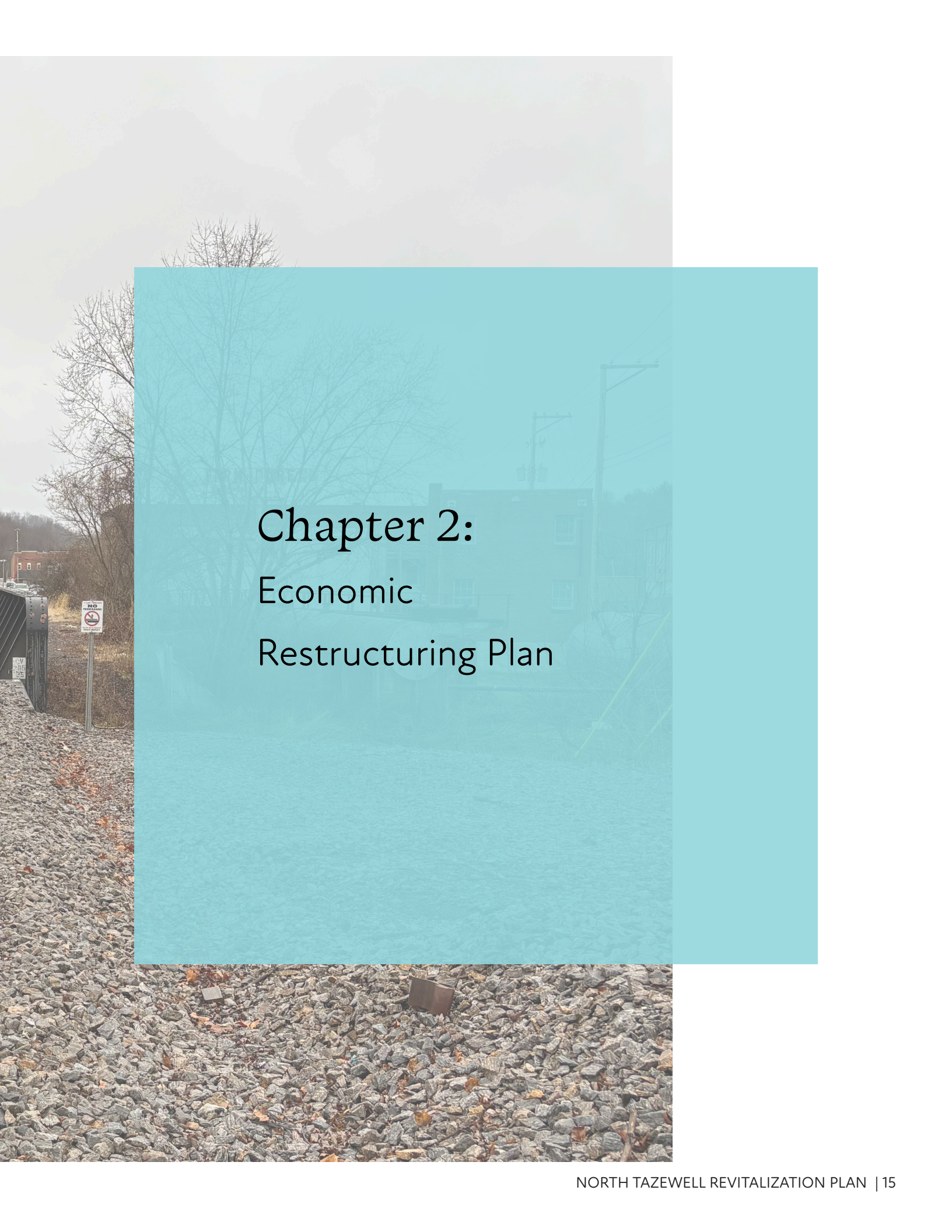
Above and Below: Hill Studio and Arnett Muldrow at work during the workshop





Sign outside of the Visitors Center showing distance to nearby towns and attractions.





Chapter 2: Economic Restructuring Plan

2.1 Introduction

The market study for the North Tazewell Business District is intended to inform the planning and design of the plan, while also creating a platform for business development in the district. The research here will describe opportunity for new investment based on market demand and opportunity. The study includes several items.

- **Market definition:** defines the trade areas that are relevant to the North Tazewell District and the geographies to be included in the study.
- **Demographic snapshot:** identifies trends in key demographic indicators including population, age, educational attainment and income.
- **Housing snapshot:** examines housing trends in the area including housing types, housing values, and affordability.
- **Employment snapshot:** identifies the number and types of jobs in the area.
- **Tourism snapshot:** provides information on tourism assets, visitor spending and lodging options in the region.
- **Retail snapshot:** analyzes supply and demand to identify gaps in the market that signal opportunity for new or expanded businesses in North Tazewell.

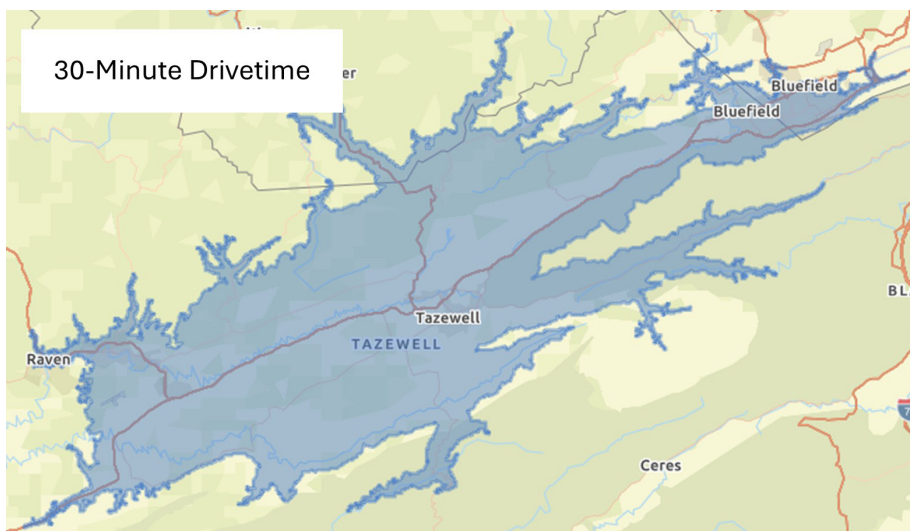
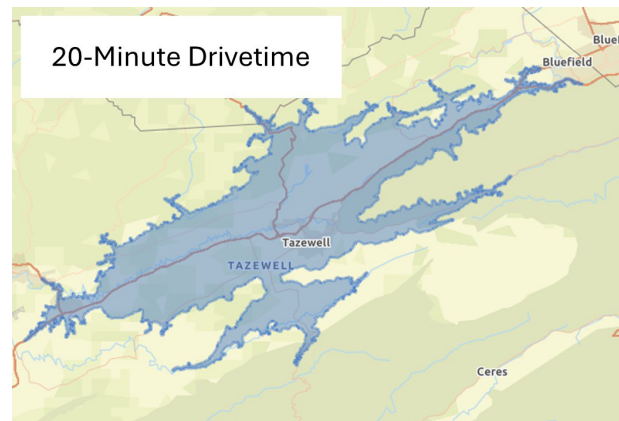
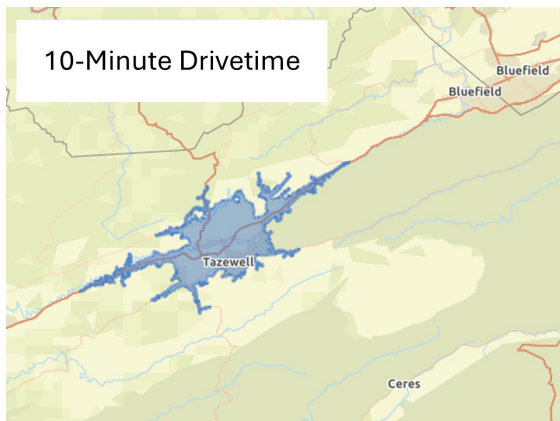
It should be noted that this market analysis focuses on North Tazewell, but the market research is relevant to the entire community. Moreover, the upcoming Downtown Tazewell Small Area Master Plan (SMARP) will expand this research in more detail, providing additional research relevant to North Tazewell's buildings, and its current and future businesses.

2.2 Market Analysis

Market Definition

The market study included several different geographies to understand the local and regional context of the North Tazewell business district. Further, drivetime areas were drawn to establish primary and secondary trade areas relevant to businesses within the district. The following geographies were included in the study:

- Tazewell
- 24630 North Tazewell zip code
- 24651 Tazewell zip code
- Tazewell County
- 10-minute, 20-minute, and 30-minute drivetime areas
- Surrounding towns, counties and zip codes



10-Minute, 20-Minute, and 30-Minute Drivetime Areas from the North Tazewell Business District

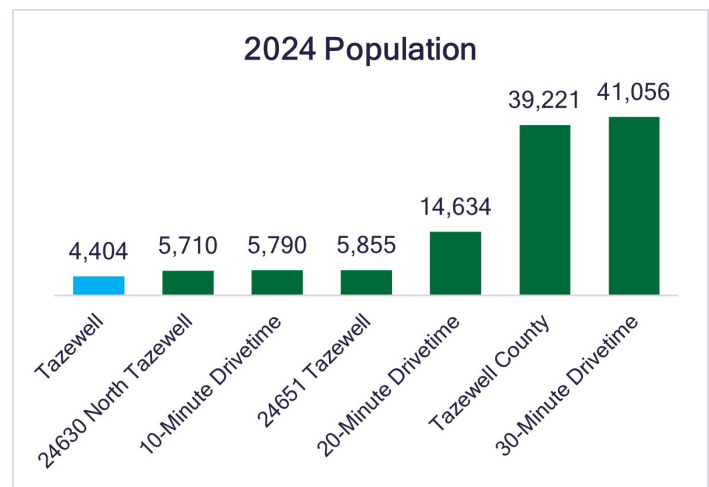
Demographic Snapshot

The following pages provide an overview of key demographic indicators for Tazewell and the region. Demographic data used in this report comes from the US Census Bureau, as well as Claritas, a national data service used by planners, consultants, and private businesses for market research.

Population

As of 2024, an estimated 4,404 people live in Tazewell, and 5,710 people live in the 24630 North Tazewell zip code. Approximately 14,600 people live within a 20-minute drive of North Tazewell, expanding to 41,000 within a 30-minute drive.

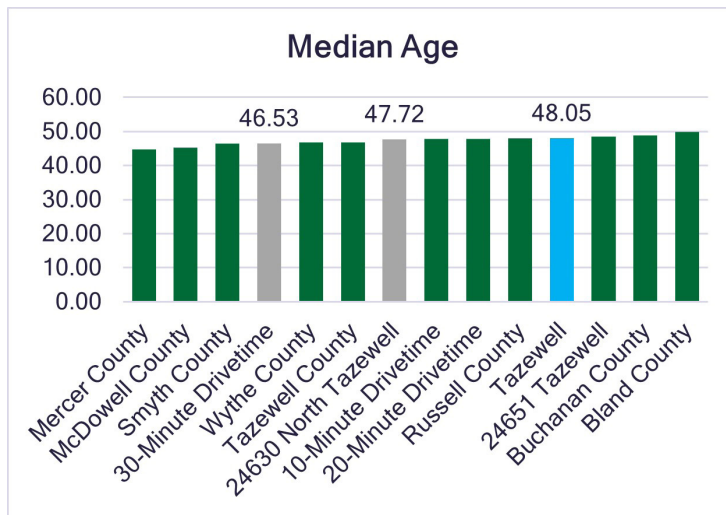
The population in the Tazewell region has been declining over the past two decades, except for neighboring Wythe County. Between 2010 and 2020, the population in Tazewell decreased by 3.0% compared to a 10.3% decrease in Tazewell County. Five-year population projections show continued decline, but at a slower rate. Between 2024 and 2029, the population in Tazewell is projected to decrease by 0.8%, and the county is projected to decrease by 1.5%.



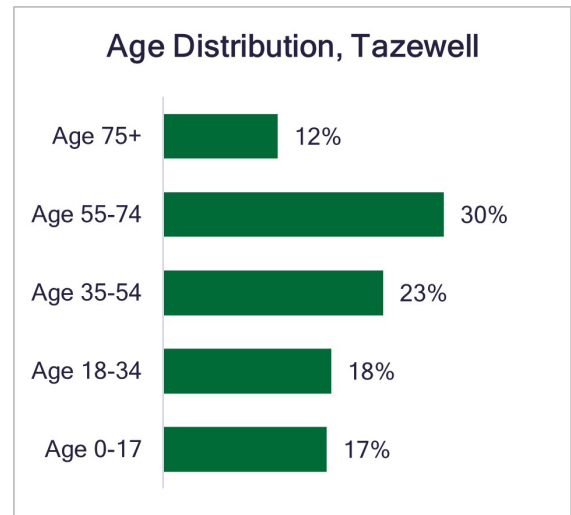
2024 Population in Tazewell and the Region (Source: Claritas)

Age

The region around Tazewell has an older population than the state and nation, which is typical of rural communities. With a median age of 48.05, Tazewell is on the upper end of the region. The median age in the 30-minute drivetime is 46.53. Approximately 42% of Tazewell’s population is age 55 years or older, and 12% are 75 years or older.



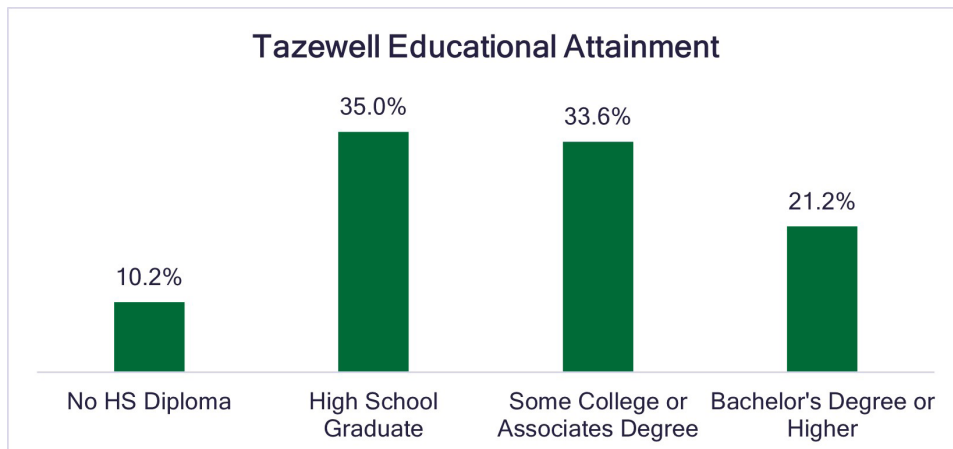
Median Age in Tazewell and the Region, 2024 (Source: Claritas)



Age Distribution in Tazewell, 2024 (Source: Claritas)

Educational Attainment

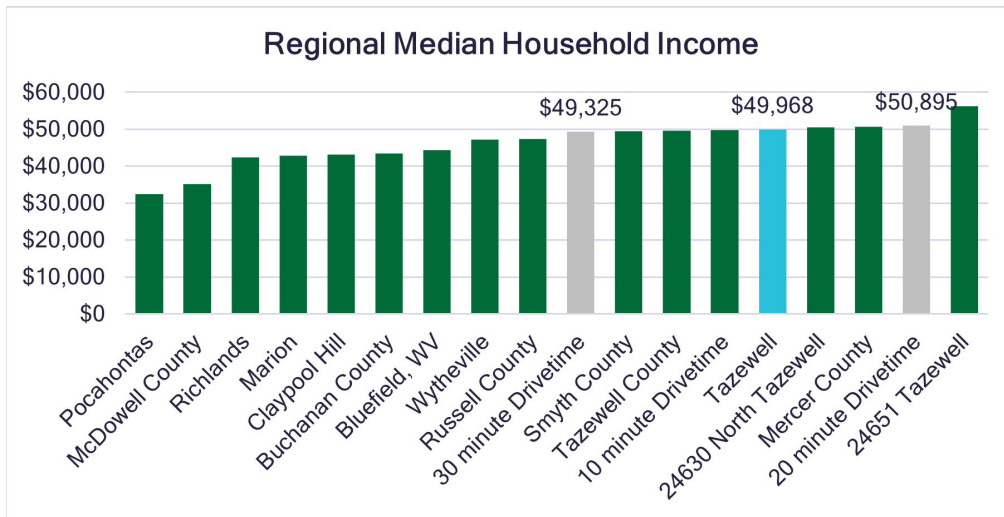
In Tazewell, nearly 90% of the population aged 25 years or older has a high school diploma or GED, and 21% have a bachelor’s degree or higher. While educational attainment levels in Tazewell are lower than those in the state overall, they are higher than those in the surrounding region. In Tazewell County, 16.3% of residents aged 25 years or older have a bachelor’s degree or higher.



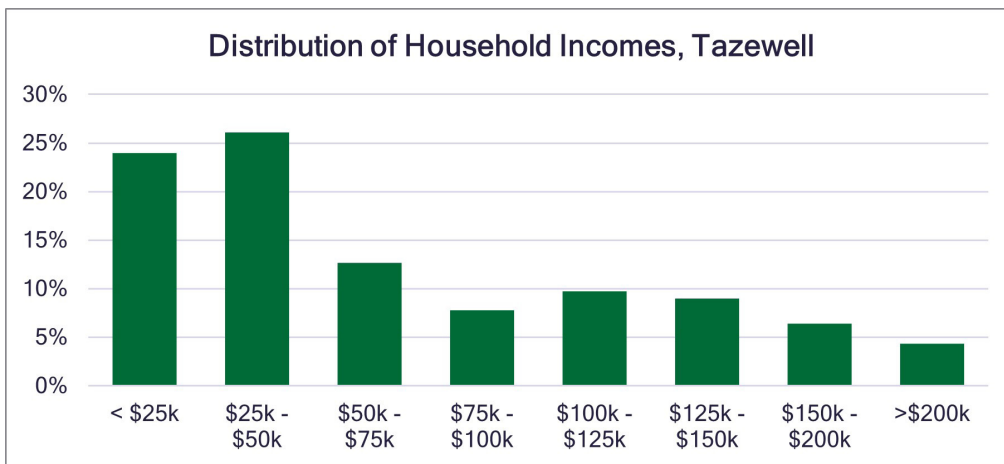
Educational Attainment in Tazewell, 2024 (Source: Claritas)

Income

Median household incomes in the region are generally between \$40,000 and \$50,000. However, median incomes in Tazewell (\$49,730), the 20-minute drivetime (\$50,895), and the 24651 Tazewell zip code (\$56,169) are higher than those in most of the region. In Tazewell, 24% of households have annual incomes of less than \$25,000, and 29% have annual incomes of \$100,000 or more. 16.2% of families in Tazewell live below the poverty line.



Median Household Incomes in Tazewell and the Region, 2024 (Source: Claritas)

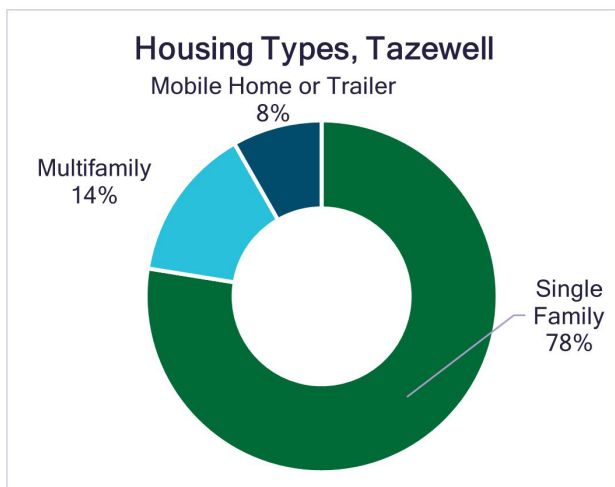


Distribution of Household Incomes in Tazewell, 2024 (Source: Claritas)

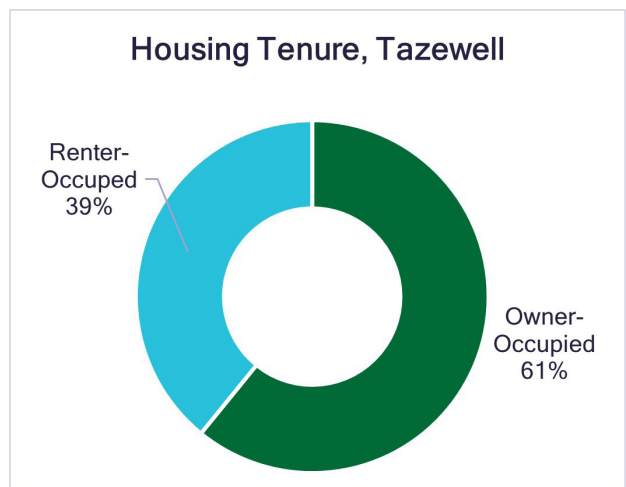
Housing Snapshot

Housing Stock

The housing stock in Tazewell primarily consists of single-family detached housing with a limited number of multifamily housing options. Of the 2,182 housing units in Tazewell, 78% are single-family, 14% are multifamily, and 8% are mobile homes or trailers. Tazewell has a slightly higher percentage of renter-occupied homes than the county and region. 39% of homes in Tazewell are renter-occupied compared to 26.7% in Tazewell County.

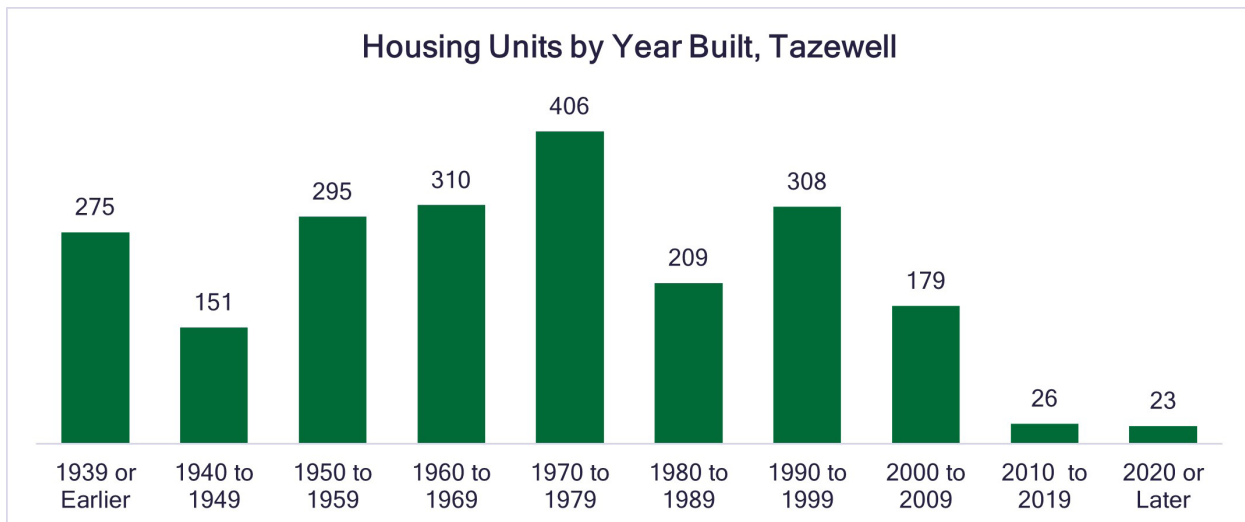


Housing Units by Type in Tazewell, 2024 (Source: Claritas)



Housing Tenure in Tazewell, 2024 (Source: Claritas)

The chart below shows housing units in Tazewell by year the structure was built. There has been very limited new housing construction in Tazewell since 2010, likely due to the town's and region's population decline. The median year built for housing units in Tazewell is 1971.



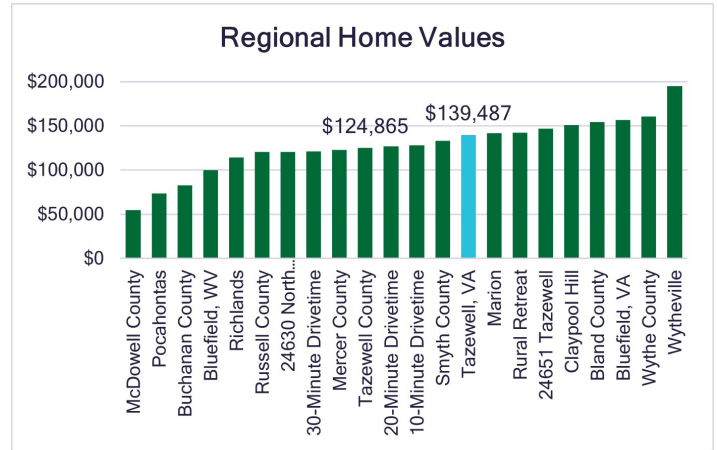
Housing Units by Year Structure Built in Tazewell, 2024 (Source: Claritas)

Housing Values

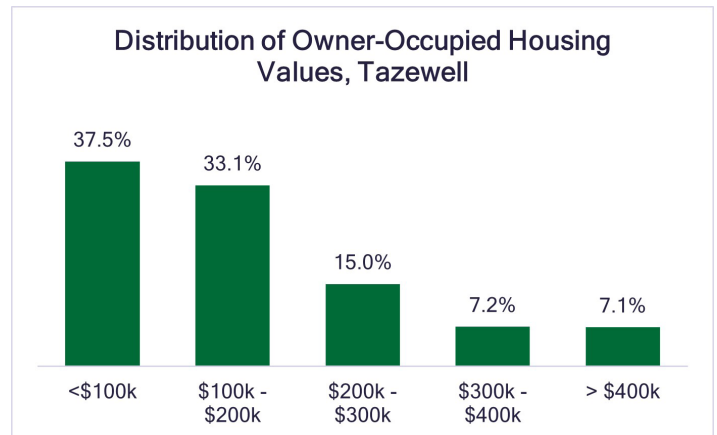
Housing values in Tazewell are about average for the region but have been increasing over the past five years. The median value of owner-occupied housing in Tazewell is \$139,487, slightly higher than the median value in the county (\$124,865). Regionally, housing values are highest in Wythe County, Wytheville, and Bluefield.

In Tazewell, 37.5% of homes are valued under \$100,000, while 33.1% are valued between \$100,000 and \$200,000, and 29.4% are valued at \$200,000 or more.

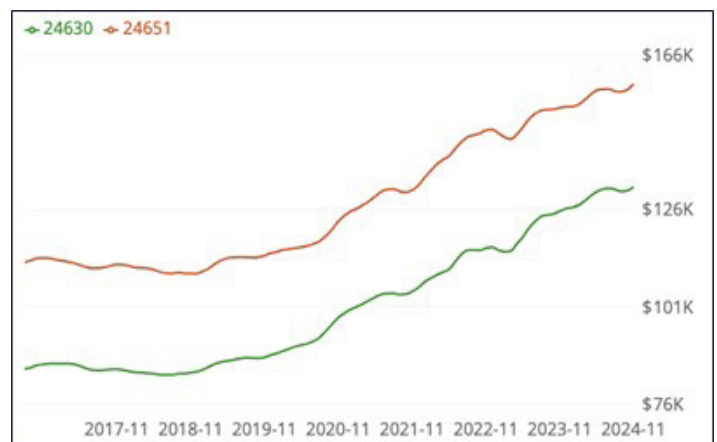
The Zillow Home Value Index (ZHVI) is a measure of historical home values that demonstrates changes in market value over time. In November of 2024, the ZHVI was \$132,348 for homes in the 24630 North Tazewell Zip Code and \$158,817 for homes in the 24651 Tazewell zip code. Both values rose significantly over the past five years, with the ZHVI in the 24630 North Tazewell zip code increasing by 49.7% from November 2019 to November 2024.



Value of Owner-Occupied Housing in the Region, 2024 (Source: Claritas)



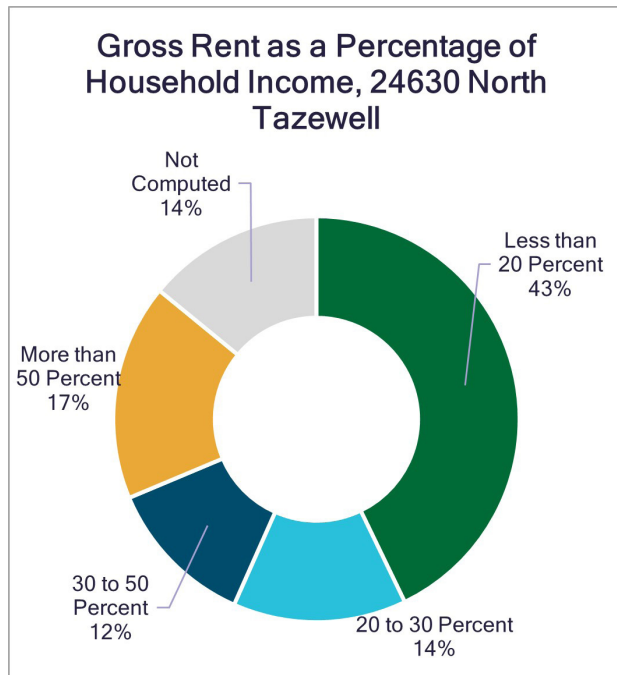
Distribution of Values of Owner-Occupied Housing in Tazewell, 2024 (Source: Claritas)



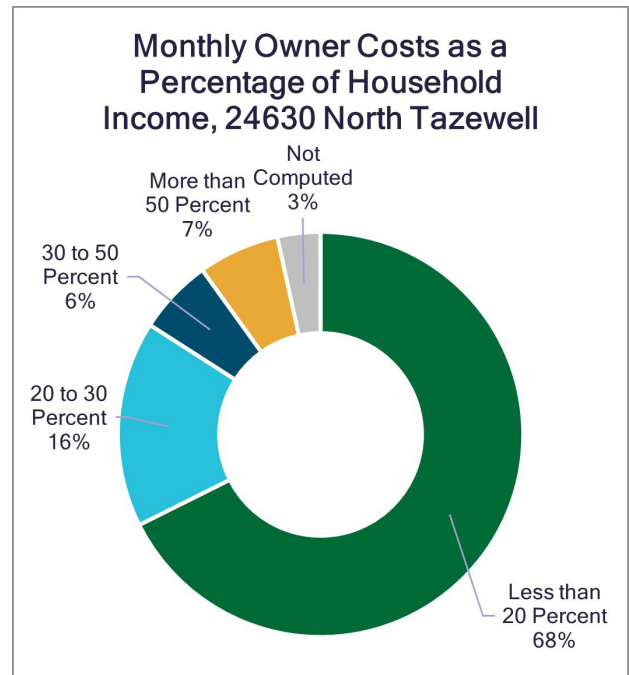
Zillow Home Value Index for 24630 North Tazewell and 24651 Tazewell Zip Codes, 2017 to 2024 (Source: Zillow)

Housing Affordability

With rising housing costs and modest household incomes, housing affordability is likely to become a concern for Tazewell. Households are considered to be cost-burdened if more than 30% of household income is spent on housing. In the 24630 North Tazewell zip code, 13% of homeowners and 29% of renters are cost-burdened. Further, 17% of renter households are considered to be severely cost-burdened, meaning more than 50% of household income is spent on housing.



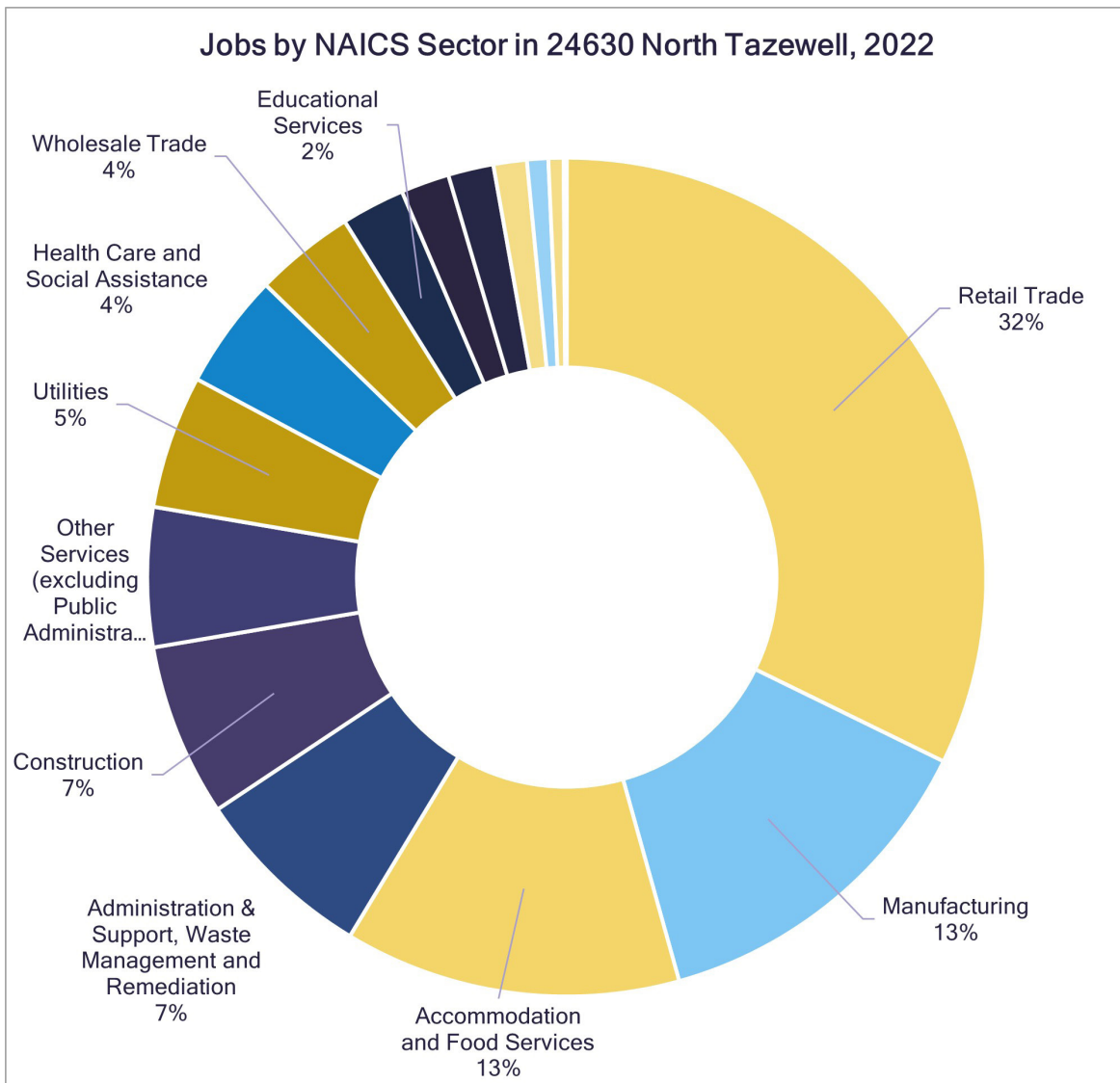
Gross Rent as a Percentage of Household Income in the 24630 North Tazewell Zip Code, 2022 (Source: 2018-2022 ACS 5-Year Estimates)



Monthly Owner Costs as a Percentage of Household Income in the 24630 North Tazewell Zip Code, 2022 (Source: 2018-2022 ACS 5-Year Estimates)

Employment Snapshot

As of 2022, there are approximately 856 jobs within the 24630 North Tazewell zip code. Retail trade accounts for nearly a third of the jobs, while other key sectors include manufacturing (13% of jobs) and accommodation and food services (13%). The North Tazewell zip code has an estimated unemployment rate in 2024 of 3.7%. While this is low compared to previous years, it is higher than the Town (2.3%) and County (2.9%). Approximately 85.7% of jobs in the North Tazewell zip code are filled by residents coming in from the outside.



Jobs by NAICS Sector in the 24630 North Tazewell Zip Code, 2022 (Source: US Census On the Map)

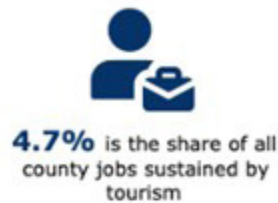
Tourism Snapshot

Housing Affordability

Tourism plays a vital role in Tazewell and Tazewell County. People come to the area for outdoor recreation, events, agritourism, and local shopping and dining. Key destinations include Crab Orchard, Back of the Dragon, and Burke’s Garden.

In 2023, Tazewell County saw \$55.2 million in direct visitor spending, a 15.3% increase over 2022. Visitor spending in the county has steadily increased over the years, except for a dip in 2020 due to travel impacts from the COVID-19 pandemic. Food and beverage accounts for nearly a third (31.9%) of visitor spending, followed by transport (25%), retail (23.5%), lodging (13.6%), and recreation (6.1%).

The Virginia Tourism Corporation estimates that visitor spending in Tazewell County generates \$4.0 million in state and local taxes and supports 4.7% of the jobs in the county. While this data is provided at the county level, it does suggest the potential for North Tazewell to benefit from tourism, particularly as it is the location of the Visitors Center and the future home of the Tazewell Farmers Market.



Visitor Spending

Actual & % change YOY



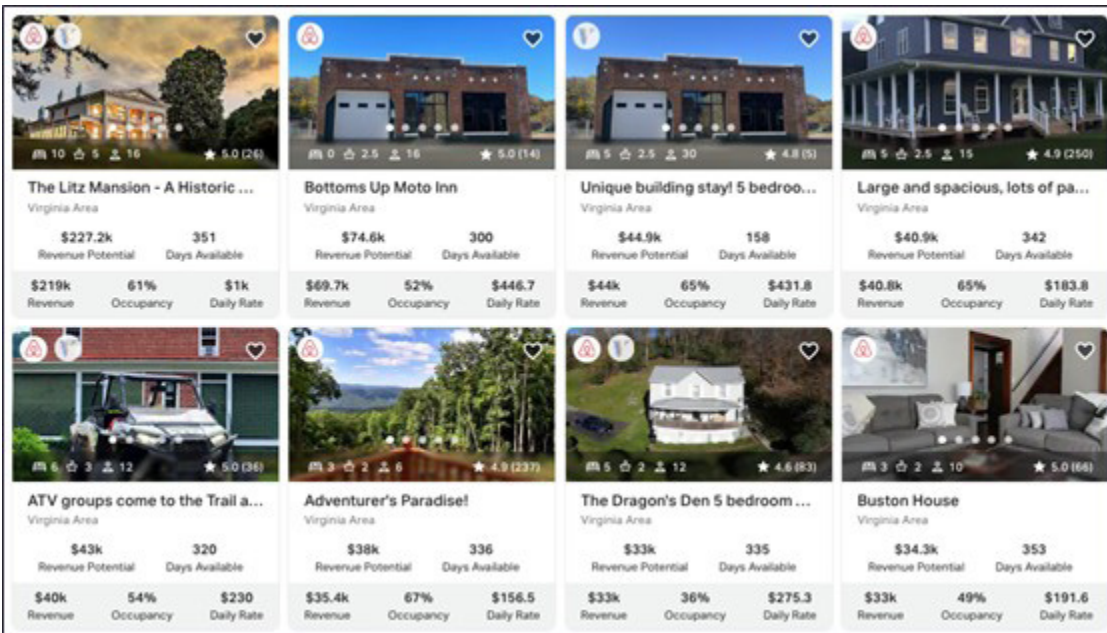
Visitor Spending and Economic Impact in Tazewell County, 2023 (Source: Virginia Tourism Corporation)

Housing Affordability

Tazewell offers two motels (Fincastle Motor Inn and the Tazewell Motel), the Old Jail Bed and Breakfast, as well as a new boutique hotel called The Traveler on Main that offers vacation suites. Additionally, there are many short-term rental listings in Tazewell and the surrounding area that provide lodging options for visitors.

According to AirDNA, there are 116 short-term rental listings in Tazewell County. The short-term rental listings represent a wide range of accommodation types from downtown lofts above retail shops to large historic homes like the Litz Mansion. The inventory of short-term rental listings has increased over the past three years, though availability tends to vary by season. Demand is highest in the summer and fall and relatively quiet in the winter. The average daily rate for listings in the county is \$154 and the average occupancy rate is 37%.

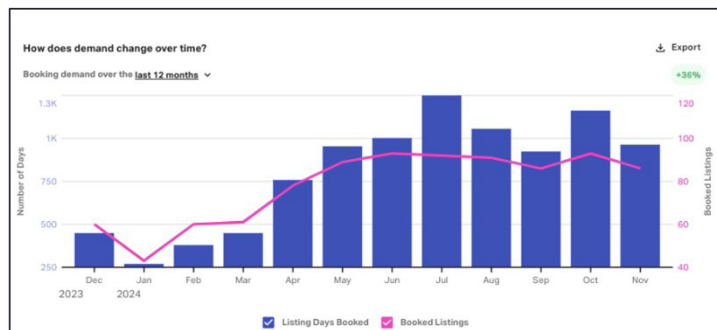
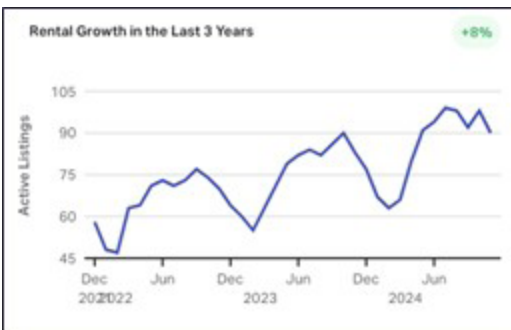
Demand has fluctuated over the past couple of years but is increasing. Given North Tazewell’s large former warehouse buildings, there would be the potential for investment in short-term rental offerings.



Left: Sampling of Short-Term Rental Listings in Tazewell County (Source: AirDNA)

Bottom Left: Growth in Short-Term Rental Listings in Tazewell County, 2022-2024 (Source: AirDNA)

Bottom Right: Monthly Demand for Short-Term Rentals in Tazewell County, December 2023 to November 2024 (Source: AirDNA)



Retail Snapshot

Retail Leakage Analysis

“Retail Leakage” refers to the difference between the retail expenditures by residents living in an area and the retail sales produced by the stores located in the same area. If resident expenditures in an area are higher than retail sales in the same area, that area is said to be “leaking.” Conversely, if retail sales in an area are higher than consumer expenditures, the area is said to be “gaining.” The following retail data comes from Nielsen Claritas, and is provided for the Town of Tazewell, Tazewell County, and the 10-minute, 20-minute and 30-minute drivetime trade areas.

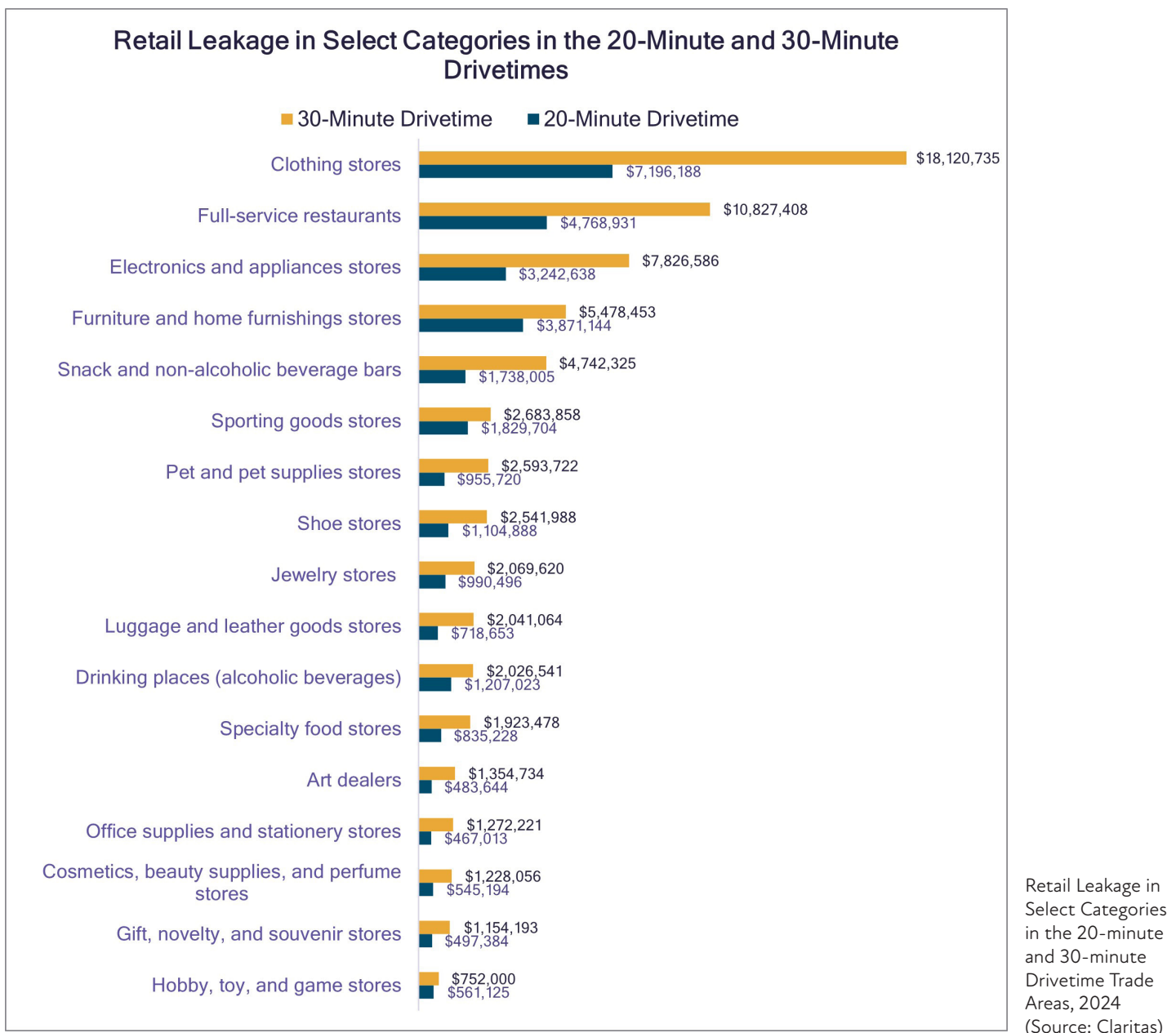
All of the trade areas examined in the analysis experience a retail gain, meaning that stores in the area sell more than consumers live in the area spend. Over the past year, stores in Tazewell had retail sales of \$105.9 million while Tazewell residents spent \$84.1 million, resulting in a market gain of \$20.8 million. In the 20-minute drivetime area, stores sold \$354.9 million while residents of the area had consumer expenditures of \$289.5 million, resulting in a \$65.4 million gain.

	Tazewell	10-Minute Drivetime	20-Minute Drivetime	30-Minute Drivetime	Tazewell County
Stores Sell	\$105.9 million	\$136.3 million	\$354.9 million	\$1.07 billion	\$975.3 million
Consumers Buy	\$84.1 million	\$110.9 million	\$289.5 million	\$812.1 million	\$754.5 million
Market Leaks/Gains	\$20.8 m GAIN	\$25.4 m GAIN	\$65.4 m GAIN	\$256.7 m GAIN	\$220.8 m GAIN

Retail Sales, Consumer Expenditures, and Market Gains or Leakages in Tazewell, Tazewell County, and the 10-Minute, 20-Minute, and 30-Minute Drivetime Areas (Source: Claritas, 2024)

An examination of the retail data by individual categories provides a better understanding of the retail market in Tazewell and the drivetime areas. A handful of categories contribute to the area’s overall market gain including general merchandise, gasoline stations, health and personal care stores, food and beverage stores, and building material and supply dealers. Outside of these categories, other retail in area experiences leakage and present opportunities for retail expansion in Tazewell.

The following chart shows retail leakage in select categories in the 20-minute and 30-minute drivetime trade areas. The retail leakage in these categories translates into unmet consumer demand and represents opportunities for new or expanded retail offerings in North Tazewell.



Retail Demand Growth

Despite downward population trends, retail demand in Tazewell and the region is projected to grow modestly over the next five years. Overall, retail demand in Tazewell is projected to grow by \$6.08 million between 2024 and 2025, with a compound annual growth rate of 1.39%. Retail demand in the 20-minute and 30-minute drivetime areas is projected to grow by \$18.03 million and \$45.94 million, respectively.

Retail Opportunities

Based on the findings of the retail leakage analysis, there are opportunities for North Tazewell to meet existing retail demand and leverage future demand growth. Key opportunities include:

- **Clothing stores:** With \$18.1 million in leakage in the 30-minute drivetime area and \$7.2 million in leakage in the 20-minute drivetime area, there is clear demand for more clothing options in the region. Opportunities exist for small-format, boutique-style clothing. Within the category, the greatest opportunities are in family and women's clothing.
- **Dining:** Although the market is saturated in terms of limited-service restaurants, the leakage analysis shows demand for full-service restaurants (\$10.8 million in leakage in the 30-minute drivetime and \$4.7 million in leakage in the 20-minute drivetime area) and snack and non-alcoholic beverage bars such as coffee shops, bakeries, etc. This is particularly the case in the North Tazewell district, as there currently are no dining establishments.
- **Furniture and Home Furnishings:** With \$5.4 million in leakage in the 30-minute drivetime and \$3.8 million in leakage in the 20-minute drivetime area, there is opportunity for expanded retail offerings in furniture and home furnishings.
- **Sporting goods:** The sporting goods category provides an opportunity for North Tazewell to meet unmet consumer demand and support regional recreation-based tourism. This category has leakage of \$2.6 million in the 30-minute drivetime area and \$1.8 million in the 20-minute drivetime area.
- **Specialty retail:** Several other categories including art dealers, gift and novelty stores, hobby and game stores, jewelry stores, and pet supply stores show unmet demand that provide an opportunity for retail expansion in North Tazewell.

Summary of Market Findings

- The population in Tazewell and the surrounding region had decreased over the past twenty years and is projected to continue to decrease though at a slower rate. That means that the market is contracting slightly, and the opportunity for new commercial, housing, etc. may decline.
- The population in the region trends older, and approximately 42% of the population in Tazewell is aged 55 years or older.
- Incomes are modest throughout the region, with Tazewell having a slightly higher median household income than the region at \$49,730.
- Given a decreasing population, there has been limited housing construction since 2010 in Tazewell. Tazewell offers a wider variety of housing types and tenure than the surrounding region.
- Although housing values are modest in the region, values have greatly increased in the past five to ten years. According to Zillow data, housing values in the 24630 North Tazewell zip code increased by nearly 50% from November 2019 to November 2024.
- Increasing housing costs will contribute to an affordability challenge in the region. As of 2022, the American Community Survey indicates that 29% of renters and 13% homeowners in the 24630 North Tazewell zip code spend 30% or more of their household income on housing costs.
- Tourism is strong in both Tazewell & Tazewell County and provides an opportunity to growth the market in light of the contracting population base.
- Tazewell, Tazewell County, and the 10-minute, 20-minute, and 30-minute drivetime areas all experience an overall market gain, meaning that stores in the area sell more than consumers living in the area spend. However, there is retail leakage in select categories that represent opportunities for retail expansion in North Tazewell. Key opportunities include clothing, full-service restaurants, snack and non-alcoholic beverage bars, furniture and home furnishings, sporting goods, and specialty retail.

In North Tazewell, the character of the district and available property will dictate the true opportunity based on the potential described above. In particular, there is a need within the district for a restaurant which would support people coming into the district to the visitor's center and farmers market, as well as those who live and work in the surrounding area. The district is historically service and manufacturing, and there are just a few buildings that have street frontage and entries to support retail. Still, there are opportunities for specialty retail that could support activity within the district.

The biggest opportunities in North Tazewell are in the large two-story warehouse buildings that make up the district. Some of these are still in use, while others are either vacant or underutilized. These large, open spaces create an opportunity for other investment described in this report, particularly affordable housing and/or short-term rental opportunities. This market study did not address small-scale manufacturing, but it would appear that this historic use could also be accommodated in North Tazewell's larger buildings. With any new investment, particularly commercial or residential, there will be a need to make pedestrian and parking improvements to make the district's buildings more marketable.



Tazewell Train Station and Visitor Center

2.3 Business Development Strategies

Business development strategies are based on the market research conducted during the plan as well as ongoing discussions with local stakeholders. The research lays the foundation for recruitment and support strategies, as well as promoting North Tazewell and improving the overall economic environment. The market research in this study is relevant to all of Tazewell, and not specifically the North Tazewell district.

- **Coordinate business development with Tazewell Today:** Like most small communities, the Town of Tazewell has limited capacity to foster economic development and must rely on its partners to assist in business development. The town is fortunate however to have a key partner in Tazewell Today, an accredited Main Street community, guiding the revitalization and promotion of downtown Tazewell. It is recommended that the Town and Tazewell Today consider expanding the official Main Street district to include the North Tazewell business district. Of course, Tazewell Today has been involved in the plan from day one, but if North Tazewell were in its designated district, it could extend its services in partnership with the town to the businesses and property owners of the district. It would also open up a number of other services and grants facilitated by Virginia Main Street.

There is precedent in Virginia of a Main Street community overseeing two districts. Most recently, The River District Association, Danville's official Main Street agency, added the North Main Business District to its existing boundary, creating two distinct districts overseen by the organization.

- **Identify Sites for Targeted Recruitment:** The North Tazewell business district is unique compared to other traditional downtown districts. The area was built around the railroad depot and has an industrial heritage that is still seen today in the layout of its streets, and the design of its buildings. Both of these are key factors in the potential for the district, as limited pedestrian access and parking will impact uses, as will expansive utilitarian buildings and warehouses with more service connections to the streets. The master plan creates a vision, and the market research describes potential, but the real opportunity lies in the buildings themselves.

The Town of Tazewell should therefore engage local property owners to identify the best locations for new investment. There are a number of large, vacant industrial buildings that could accommodate a number of uses, as well as a handful of smaller underutilized commercial buildings at the intersection of Riverside Drive and Tazewell Avenue and throughout the district. There are also a couple of opportunity sites for infill investment within the district, one of which will become the new Tazewell Farmers Market.

The first step should be to meet with the property owners of each building and share the results of the master plan vision. Paring up the owner's vision with the potential investment identified in the market research will provide focus for targeted recruitment.

- **Meet with the Industrial/Economic Development Authority and Tazewell Today discuss potential projects:**

The Tazewell I/EDA can be a major partner in helping to realize the vision of this plan. This would include utilizing the Entrepreneurial Business Attraction Grant incentive, acquire or sell key properties with the district, or simply promote opportunity sites within the district. With the Town, I/EDA, and Tazewell Today should partner to implement this plan, identifying roles and responsibilities, and adding tasks to their respective work plans.

- **Target Desired Investment for Recruitment:** After engaging property and businesses owners and sharing the vision of the plan, the Town and Tazewell Today can begin to actively recruit investors to the key sites identified above. Key opportunities would include:

- o *Full-service restaurant.* There is nearly \$5 million in demand for new restaurants in the local trade area illustrating demand throughout the community. While Downtown Tazewell has a few excellent dining establishments that drive activity to the district, North Main has none. This will be an incredible asset for the visitor center and farmers market, but also the other businesses in the district.

- o *Residential.* The market study shows a need in Tazewell for attainable housing options in the community. North Tazewell is unique in that it has large buildings that could accommodate a significant number of units, rather than just focusing on upper floors above retail. There are a number of funding streams to assist in a development of this nature, and it is recommended that Tazewell leadership and property owners visit successful projects in other communities such as Fayette Street lofts in Martinsville, or Bedford Lofts in Bedford, to name a couple. Both are the adaptive reuse of smaller historic buildings.

- o *Specialty retail.* The market study also shows opportunity for expanded or new specialty retail such as clothing, sporting goods, home furnishings, etc. Specialty retail such as this could support local needs, but also complement the offerings of North Tazewell including the future farmers market, potential restaurant, etc.

o *Short-term rental.* Tazewell and Tazewell County have some of the best visitor destinations of the communities of Southwest Virginia and have built a healthy and growing tourism market. The depot and its visitor center provide a key destination as an anchor to North Tazewell. It is likely visited by tourists coming to the area for Burkes Garden, Back of the Dragon, and Crab Orchard Museum, just to name a few. Stakeholders mentioned it that while the community does have some great boutique lodging establishments like the Old Jail, Litz Mansion, and most recently the Traveler on Main, more lodging is needed. With services like Airbnb and VRBO, small boutique lodging experiences are easier than ever to develop within a downtown district and have begun to fill gaps in lodging needs in small towns across Virginia. The market study showed a stable and growing market that appears to support stakeholders' desire to have new lodging.

- **Activate North Tazewell with programming:** While opportunities abound, North Tazewell's biggest challenge will be creating a physical environment that is conducive to business and activity. While the vision is complete and steps for implementation have been identified, these physical improvements may take time. In the meantime, Tazewell can look to create small events in the district to get local residents used to coming to North Tazewell, while also providing customers for business in the district. The new Farmers Market will be a huge step toward activating the district. Other options could be working with the Historical Society to program a heritage event using the depot as a venue, or perhaps expanding select events that currently occur in the community with a satellite experience in North Tazewell.

- **Adopt unique identity for North Tazewell consistent with the Tazewell community brand:** Tazewell Today and the Town of Tazewell established a new brand system in early 2022. The community has implemented the brand in community events, through social media and, most visibly, with banners in the downtown area. That plan created a simplified logo for the North Tazewell district as a placeholder.



This plan created a connected but unique logo for the North Tazewell business district designed from the framework of the Tazewell brand. The new logo reflects the hexagonal badge icon from the brand above, and includes a compass rose with the north arrow highlighted in gold to signify North Tazewell.

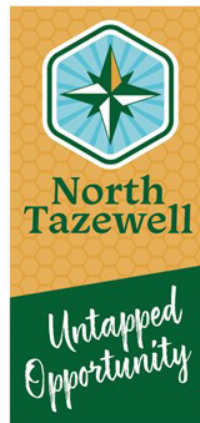


- Utilize the brand in simple pole-mounted gateway signs: Install pole-mounted gateway signs at the entrances to the North Tazewell district.

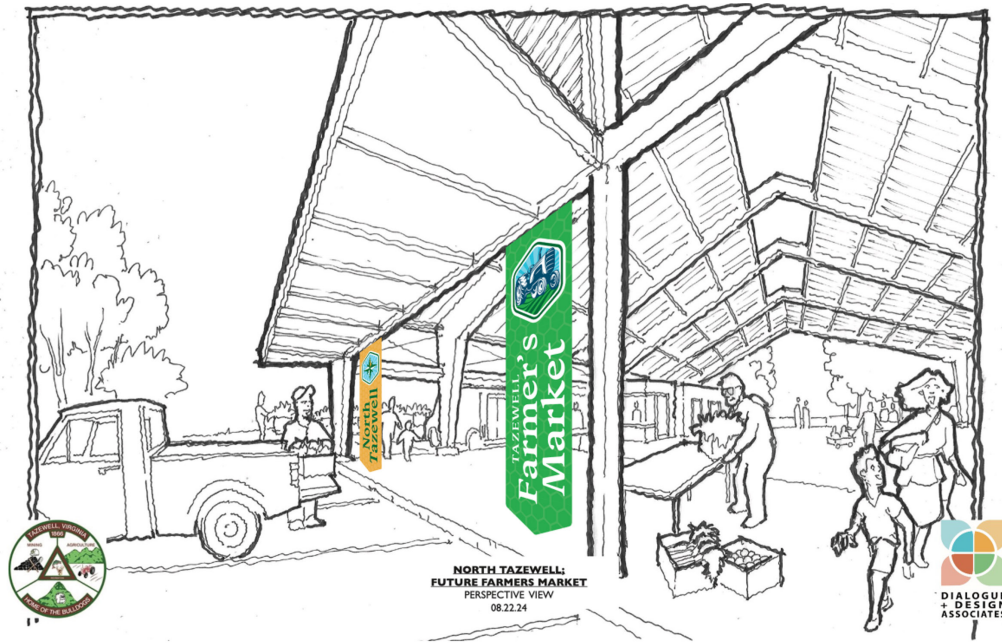
- Apply brand to existing signage in the district: The town has installed wayfinding signage at the intersection of Tazewell Avenue and Riverside Drive. The town should consider replacing those panels with new branded wayfinding signage for the district. Similarly, it can use the icon on the decorative sign adjacent to the depot.



- Install branded banners: Similar to the branded banners that have been installed in downtown Tazewell, the town should place banners in North Tazewell. These banners will identify the area as a distinct character district while also creating visual continuity that adds color and vitality to the district during implementation. The banners would use the North Tazewell logo, and utilize variations of the "Unspoiled Virginia" tagline.



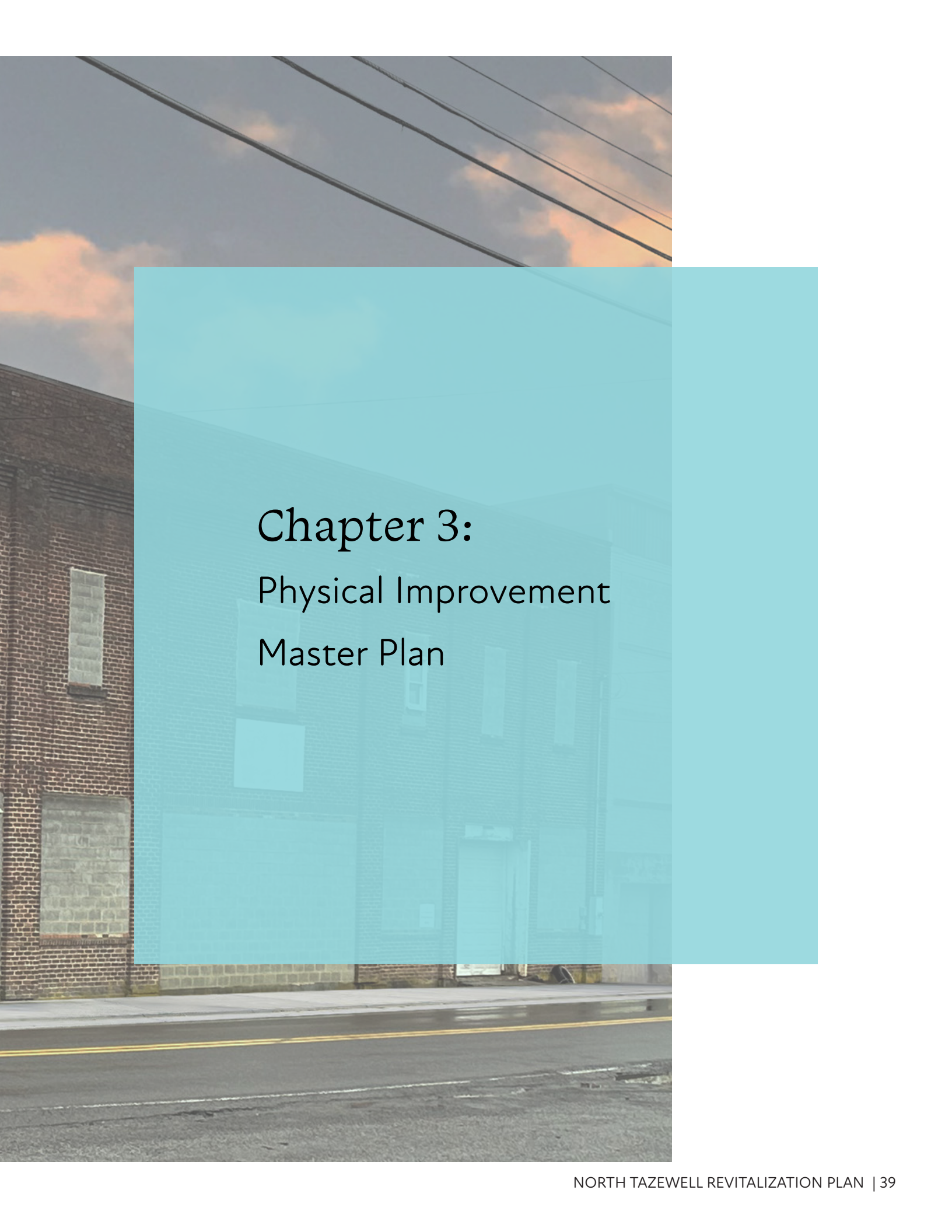
- Incorporate into Farmers Market signage: Tazwell’s Farmers Market will soon relocate to a new structure in the heart of North Tazewell. Use banners and other signage to create awareness of this new destination.



- Create graphic-intensive branded advertisements to promote North Tazewell’s businesses and destinations: These ads would be deployed initially through local social media and websites but could also be placed in regional media or tourism publications.







Chapter 3: Physical Improvement Master Plan

3.1 Revitalization Plan Summary

The North Tazewell Revitalization Plan outlines improvements to the built environment in the area between Railroad Avenue and Riverside Drive. It is a long-range vision for North Tazewell's downtown and includes initiatives for now and the future. The town intends to pursue a Community Improvement Grant (CIG) from the Virginia Department of Housing and Community Development (DHCD) to finance several priority initiatives listed below that will improve the curb appeal of the Downtown area and catalyze new development and investment. In addition to accomplishing the national goals and objectives of the Community Block Development Grant (CDBG) program, this money will help the town obtain other grant funding and encourage local businesses to invest in the upkeep, beautification, and improvement of their community. The CIG improvements will be important projects that will turn around blighting influences and stabilize disinvestment in the downtown area. Further, it will significantly impact preserving North Tazewell's historic character. Future initiatives will build upon the successes of the initial revitalization efforts to increase economic vitality, beautification, connectivity, and sense of place.

Revitalization Catalyst Projects (CIG Projects)

A. Façade Improvements

3.2 Revitalization Catalyst Projects

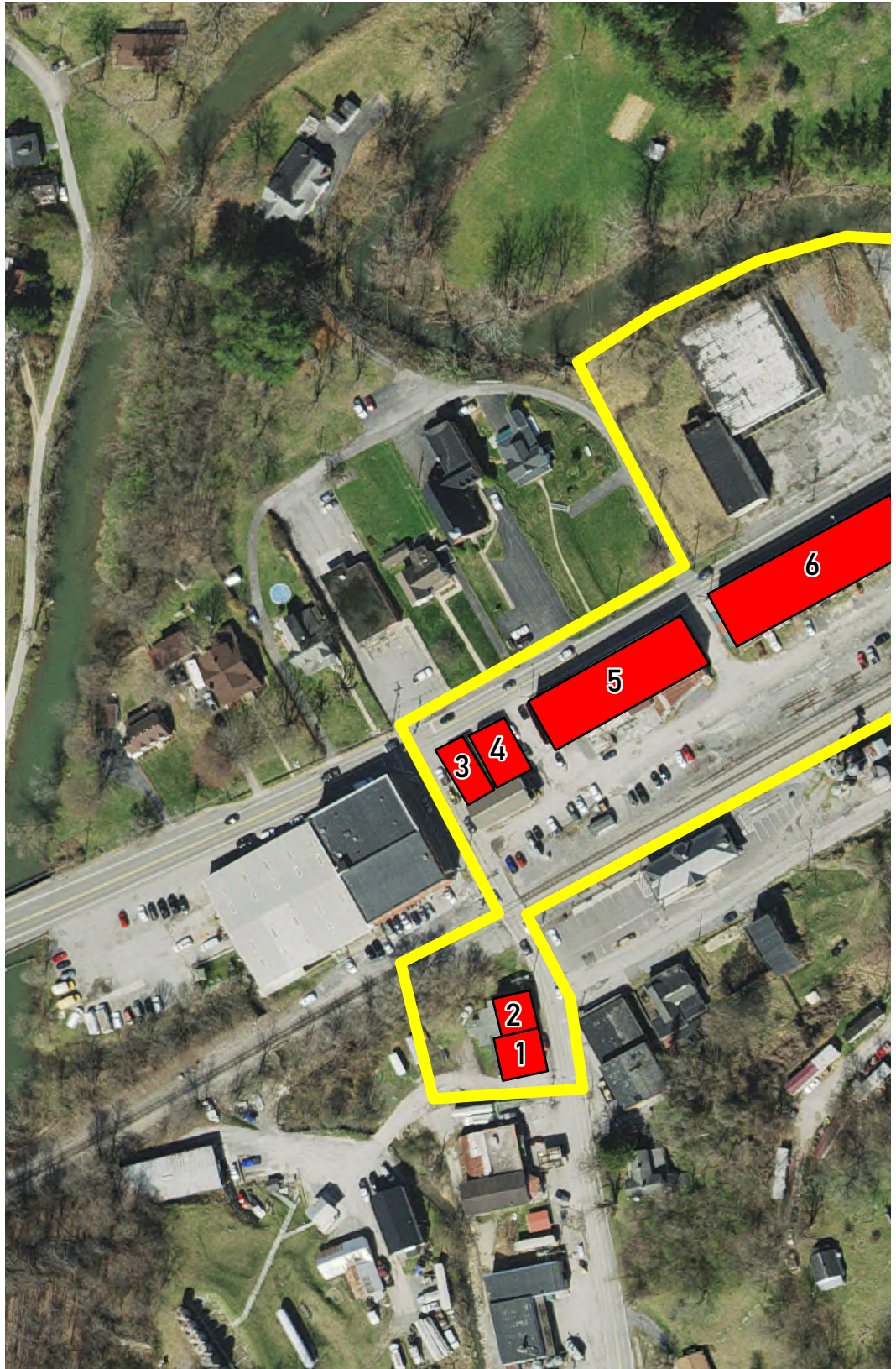
Virginia CDBG grant projects aim to attract new investment by making existing areas more attractive. Successful proposals must correct the identified “blighting influences” within the project area and make the area feel more welcoming and easier to navigate for newcomers. For Fayette Street, two categories are targeted for grant-funded improvements: facades and streetscape improvements.

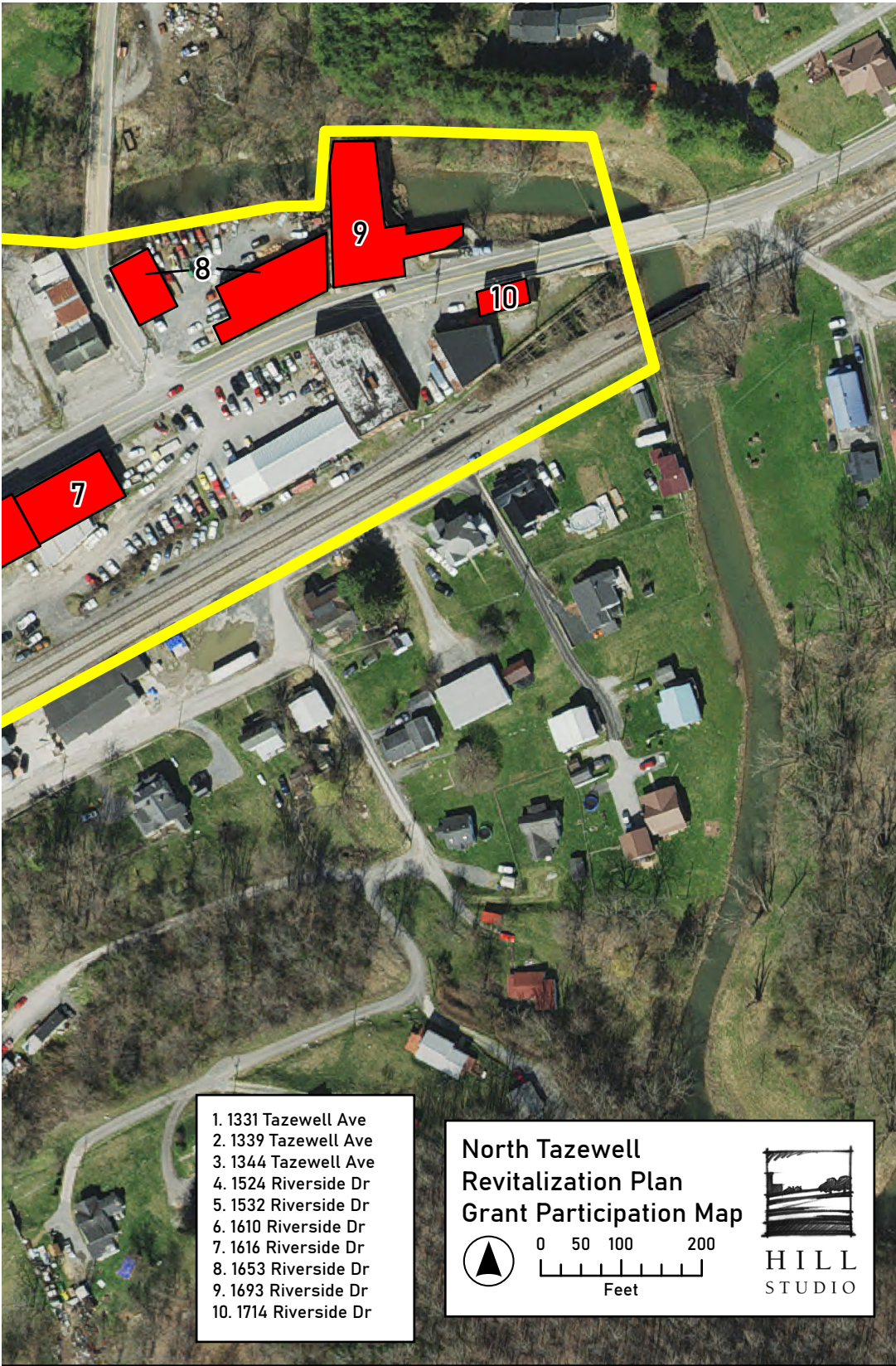
A map is provided on the following page to show the locations of each initiative in the plan

Façade Improvements

Improvements to façades in a business district can help reinvigorate public interest and economic investment in the area. North Tazewell is home to several buildings that would benefit immensely from DHCD investments in façade improvements.

Before-and-after improvement renderings for each building appear in the numerical order assigned on the Grant Participation Map found on the following page.





1. 1331 Tazewell Avenue (c. 1920s)



Existing Façade: 1331 Tazewell Avenue



Proposed Façade Improvements: 1331 Tazewell Avenue

1331 Tazewell Ave	\$23,500
1. Remove existing cladding and awning	\$10,000
2. Paint masonry surface	\$4,500
3. Replace canvas awning	\$4,000
4. General Conditions Allowance	\$5,000

2. 1339 Tazewell Avenue (c. 1920s)

1339 Tazewell Ave was built around the 1920s.



Existing Façade: 1339 Tazewell Avenue



Rendering of Proposed Façade Improvements: 1339 Tazewell Avenue

1339 Tazewell Ave (Front) \$68,700

1. Remove existing cladding and conduit	\$8,000
2. Restore second-floor windows and apply storm windows (5)	\$7,500
3. Restore wood pilasters (11)	\$5,500
4. Reconstruct the first-floor cornice/entablature	\$1,500
5. Replace wood doors with commercial clad doors (2)	\$3,000
6. New canvas awnings	\$8,000
7. Replace first-floor windows (4)	\$7,200
8. Clean exposed masonry and repoint mortar allowance	\$12,000
9. General Conditions Allowance	\$16,000

1339 Tazewell Ave (North Side) \$10,700

1. Restore wood windows and add storm windows (3)	\$4,000
2. Replace side door	\$1,200
3. Prime and paint facade	\$13,500
4. New sign allowance	\$1,500
5. Lighting allowance	\$10,000
6. General Conditions Allowance	Included above

3. 1344 Tazewell Avenue (c. 1957)



Proposed Façade Improvements: 1344 Tazewell Avenue



Rendering of Proposed Façade Improvements: 1344 Tazewell Avenue

1344 Tazewell Ave (Front) \$16,850

- 1. Clean masonry allowance \$2,000
- 2. 3 Bollards \$1,800
- 3. Replace picture windows with new storefront (each) \$5,000
- 4. Lighting allowance \$2,500
- 5. Gate between buildings \$250
- 6. Replace damaged gutter \$300
- 7. General Conditions Allowance \$5,000

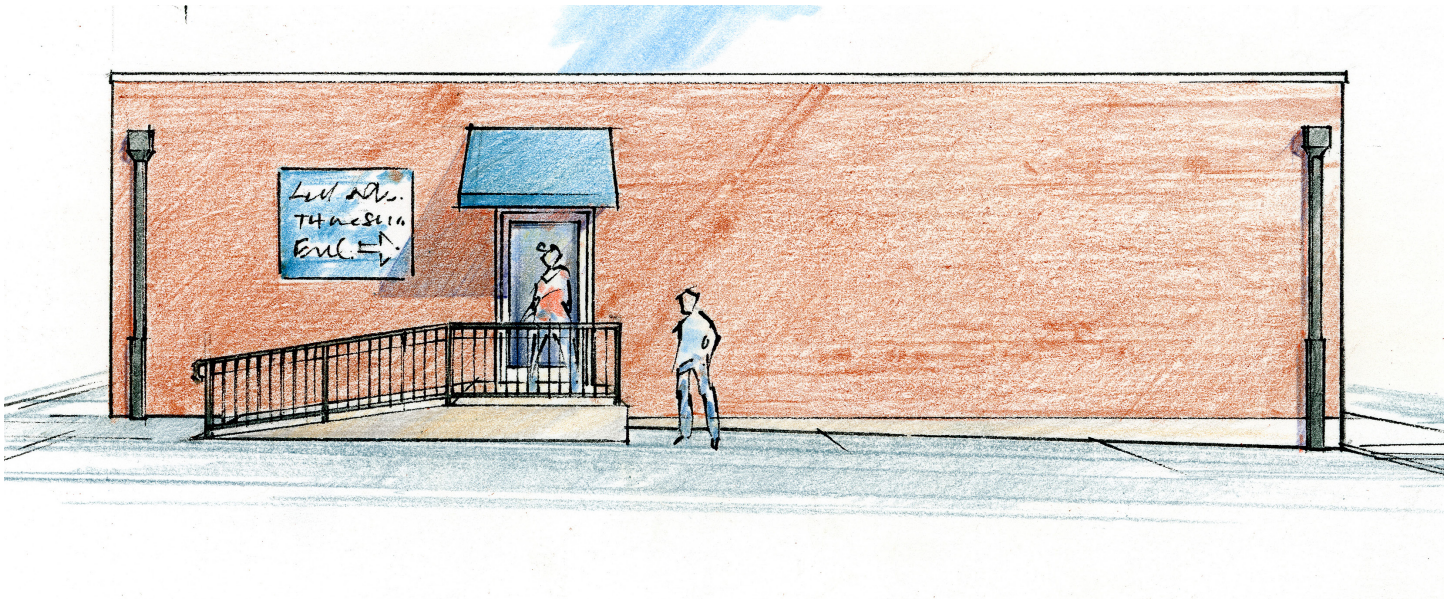
1344 Tazewell Ave (East) \$4,500

- 1. Clean masonry allowance \$1,000
- 2. Replace damaged downspout \$500
- 3. Lighting allowance \$2,500
- 4. Get rid of A/C Unit \$500
- 5. General Conditions Allowance Included with front

4. 1524 Riverside Drive (c. 1957)



Proposed Façade Improvements: 1524 Riverside Drive



Rendering of Proposed Façade Improvements: 1524 Riverside Drive

1524 Riverside Dr (Front) \$14,300

- | | |
|---|---------|
| 1. Clean and repair masonry allowance | \$5,000 |
| 2. Paint metal railing | \$500 |
| 3. Lighting allowance | \$2,500 |
| 4. General Conditions Allowance | \$4,000 |
| 5. Replace RS door with commercial door | \$1,800 |
| 6. Paint trim on Front | \$100 |
| 7. New fabric on awning | \$200 |
| 8. Extend sidewalk to street | \$200 |

1524 Riverside Dr (East) \$7,000

- | | |
|--|---------------------|
| 1. Replace metal railing | \$500 |
| 2. Clean and repoint masonry allowance | \$5,000 |
| 3. Lighting allowance | \$1,500 |
| 4. General Conditions Allowance | Included with front |

5. 1532 Riverside Drive (c. 1927)



Existing Façade: 1532 Riverside Drive



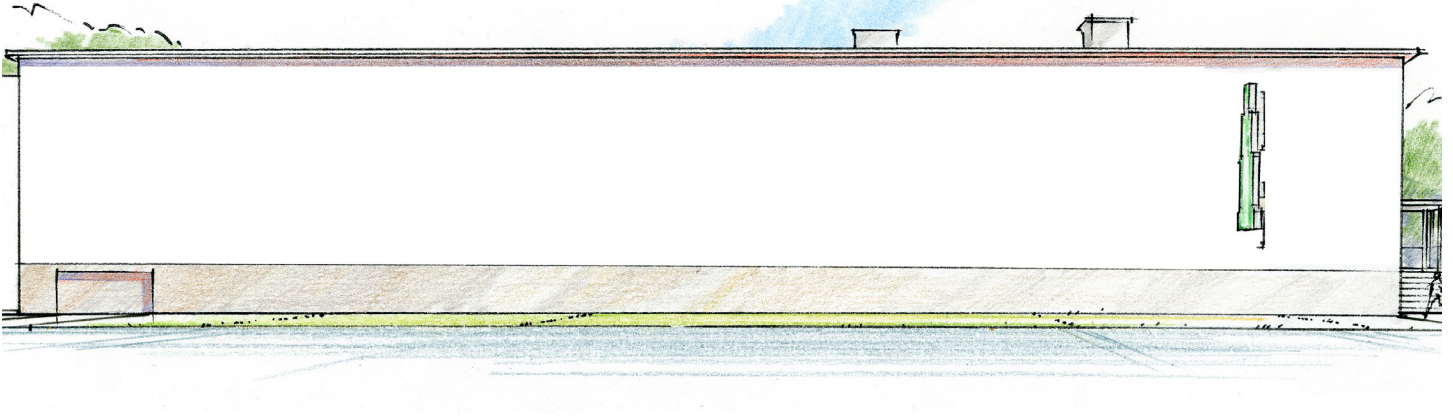
Proposed Façade Improvements: 1532 Riverside Drive

1532 Riverside Drive	\$340,000
1. Clean and repoint brick allowance	\$8,000
2. Provide architecturally appropriate windows (6)	\$12,000
3. Enlarge opening and provide clad doors (6)	\$18,000
4. New awning	\$15,000
5. New wood deck	\$165,000
6. Replace wood siding with cement board siding	\$80,000
7. Repair cornice at wood framed building	\$2,500
8. Provide new gutters and downspouts	\$4,000
9. Lighting allowance	\$2,500
10. General Conditions Allowance	\$33,000

6. 1610 Riverside Drive (c. 1921)



Existing Façade: 1610 Riverside Drive



Rendering of Proposed Façade Improvements: 1610 Riverside Drive

1610 Riverside Dr (Front)	\$69,300
1. Pressure wash and paint	\$25,000
2. Replace door	\$1,800
3. Lighting allowance	\$2,500
4. Restore sign	\$10,000
5. General Conditions Allowance	\$30,000
 1610 Riverside Dr (West)	 \$95,000
1. Repair porch and replace metal railing	\$15,000
2. Provide awnings	\$15,000
3. Pressure wash and paint brick allowance	\$15,000
4. Clean and repoint masonry allowance	\$50,000
5. General Conditions Allowance	Included with front

7. 1616 Riverside Drive (c. 1930)



Existing Façade: 1616 Riverside Drive



Above: Simulation Rendering of a sign and a mural on the north and east facades.



Rendering of Proposed Façade Improvements: 1616 Riverside Drive

1616 Riverside Drive	\$116,500
1. Clean and repoint brick allowance	\$6,000
2. Replace doors (3)	\$5,500
3. New storefront	\$20,000
4. New windows (15)	\$15,000
5. New signage allowance	\$2,500
6. Lighting allowance	\$2,500
7. Whitley Branch side elevation mural allowance	\$25,000
8. Mural Allowance	\$30,000
9. General Conditions Allowance	\$10,000

8. 1653 Riverside Drive (c. 1940)



Proposed Façade Improvements: 1653 Riverside Drive

1653 Riverside Drive (Small Building)	\$41,500
1. Mural allowance	\$15,000
2. Replace door	\$1,000
3. Paint Building Facade	\$10,000
4. New signage allowance	\$2,500
5. Lighting allowance	\$1,000
6. General Conditions Allowance	\$12,000
 1653 Riverside Drive (Main Building)	 \$18,000
1. Widen garage door	\$8,000
2. New canopy	\$5,000
3. New signage allowance	\$2,500
4. Lighting allowance	\$2,500
5. General Conditions Allowance	Included above

9. 1693 Riverside Drive (c. 1930)



Existing Façade: 1693 Riverside Drive (South and West)



Proposed Façade Improvements: 1693 Riverside Drive (South)

1693 Riverside Drive (Front)	\$25,000
1. Provide plywood and paint artistic imagery allowance	\$5,000
3. Fix Windows on Don Crigger’s side (West Façade)	\$8,000
5. General Conditions Allowance	\$12,000

10. 1693 Riverside Drive (East) (c. 1930)



Existing Façade: 1693 Riverside Drive (East)

1693 Riverside Drive (East)	\$132,000
1. Clean and Restore Brick Allowance	\$50,000
2. Relocate Sign	\$25,000
3. Restore Sign	\$15,000
4. General Conditions Allowance	\$42,000

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11. 1714 Riverside Drive (c. 1930)

1714 Riverside Dr was built around 1930 and served as offices for the Farm Bureau.



Existing Façade: 1714 Riverside Drive



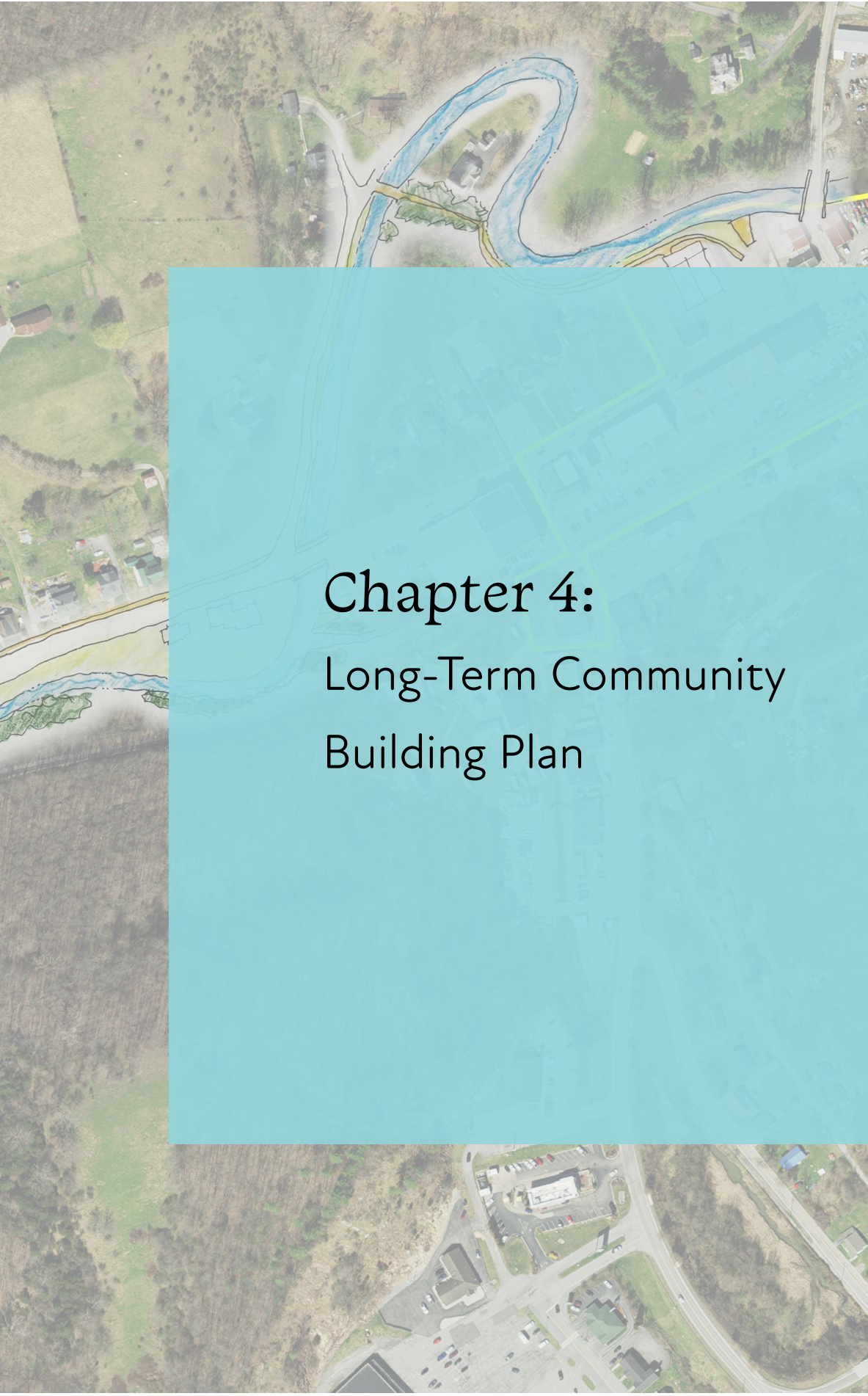
Proposed Façade Improvements: 1714 Riverside Drive

1714 Riverside Drive (North)

\$35,000

1. Clean and repoint brick allowance	\$5,000
2. Provide metal windows (9)	\$20,000
3. New handrail	\$500
4. Lighting allowance	\$2,500
5. New sign allowance	\$500
6. General Conditions Allowance	\$6,500





Chapter 4: Long-Term Community Building Plan

4.1 Long-Term Projects Summary

Upon implementation of the CIG improvements, additional enhancements to the district will build upon the successes of the initial revitalization efforts to increase economic vitality, beautification, connectivity, and sense of place.

The following projects are outside the scope of the initial Community Improvement Grant request. CDBG grants focus on eliminating blight in commercial buildings in designated districts. This grant proposal addresses all the blight; however, it is recommended that some related projects be implemented to further the success of the grant. Below are some initiatives that may not be funded by CDBG but are recommended by the consultant team for North Tazewell:

Long-Term Community Building Projects

- A. Clinch River Creation Hub
- B. Streetscape Improvements
 - i. Riverside Drive Streetscape
 - ii. Safe Pedestrian Railroad Crossing and Streetscape
 - ii. Whitley Branch Road Streetscape
- C. Wayfinding Signage
- D. Transit Connectivity
- E. North Tazewell Greenway and Blueway
- F. District Incentives

4.2 Long-Term Community Building Projects

Clinch River Creation Hub

1639 Riverside Drive, formerly part of a soda factory and grocery warehouse, is owned by the Tazewell I/EDA, but is currently vacant. The Town of Tazewell is currently developing a multi-use concept for the building, utilizing the first floor as a commercial kitchen space and the second floor as a “Fab Lab” maker’s space or business incubator equipped with tools for different trades. The commercial kitchen would support the Town’s Clinch River Pavillion property currently being developed across the street.



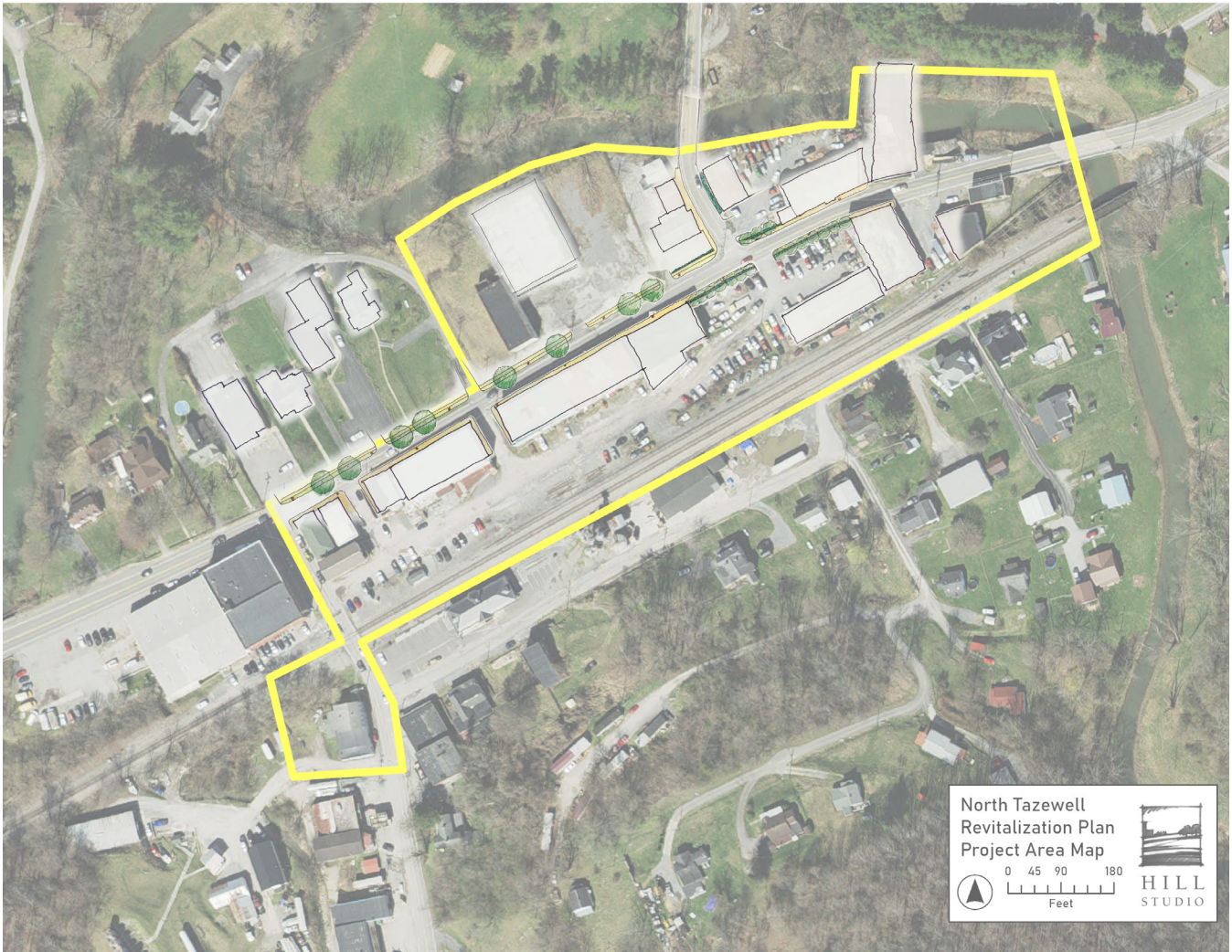
Above: Simulation Rendering of Boulder and Boat Shop

Riverside Drive Streetscape Improvements

Presently, sidewalks along Riverside Drive make up a patchwork of pedestrian connectivity for its entire length in this project area. Existing sidewalks are generally in poor condition and cross the street several times in a short distance. The disjointed appearance and accessibility of the district make it difficult for the area to feel “whole.” A comprehensive streetscape plan is recommended to connect the homes and businesses along this corridor and create a localized sense of place that is accessible by all.

The area between the Clinch River and Clinch Valley Community Action is targeted for the first round of streetscape improvements. Implements include improved sidewalks on both sides of the road between the Clinch River bridge and the Clinch Valley Community Action parking lot. The north sidewalk receives trees between lamp posts for its entire length. Due to the lack of available space between the buildings and the road, the south sidewalk receives trees in front of the current auto sales facility. Both sides of the sidewalk receive dense plantings in front of the automotive service businesses to obscure their visibility from pedestrians and make the whole district feel safer and livelier. These improvements provide the whole district with a safe, walkable system of transportation, crucial to many prospective visitors.

Simulations and renderings of the proposed improvements are provided on the following pages.



Above: Site plan rendering of streetscape improvements on Riverside Drive between the Clinch River Bridge and the intersection with Tazewell Avenue



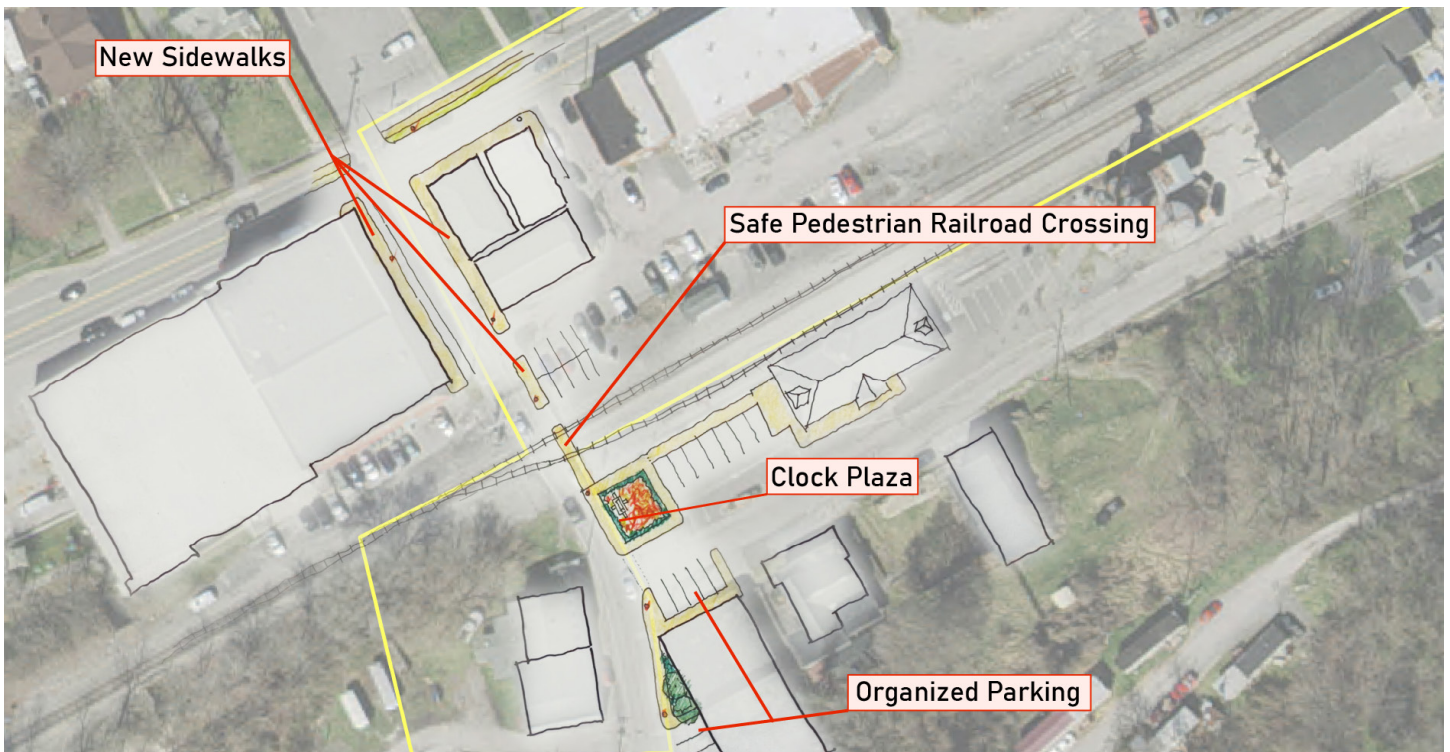
Left: Photo showing poor and inconsistent sidewalk conditions on both sides of Riverside Drive.

Streetscape Improvements

To further improve streetscape upgrades, additional improvements are recommended at two key locations to connect the North Tazewell neighborhood to the historic Downtown Tazewell district. Successful implementation would renew interest in each district, improve connectivity between neighborhoods, and attract more investment and new businesses to the area.

Safe Pedestrian Railroad Crossing Streetscape

The contiguous Tazewell sidewalk network ends about 400 feet south of the Tazewell Train Station and Visitors Center, though it once stretched all the way to Riverside Drive. This proposal seeks to restore the missing 400 feet of sidewalk and extend it across the Norfolk Southern Railway tracks to the proposed streetscape improvements on the north side of the tracks along Riverside Drive. Such an extension would require a new, safe pedestrian railroad crossing using a smaller, pedestrian-oriented version of the standard crossing safety equipment. Implementing safety features makes the sidewalk more attractive and helps make walking an attractive alternative to driving in this district. On top of the safety improvements, a public square next to the depot featuring a clock, plantings, and sidewalks create a public gathering space – whether it is waiting for the bus, or a centerpiece to a street festival – the small plaza would create a key landmark establishing the Tazewell Depot and Visitors Center as the main gateway to Tazewell.



Site plan simulation of the sidewalk extension and pedestrian railroad crossing



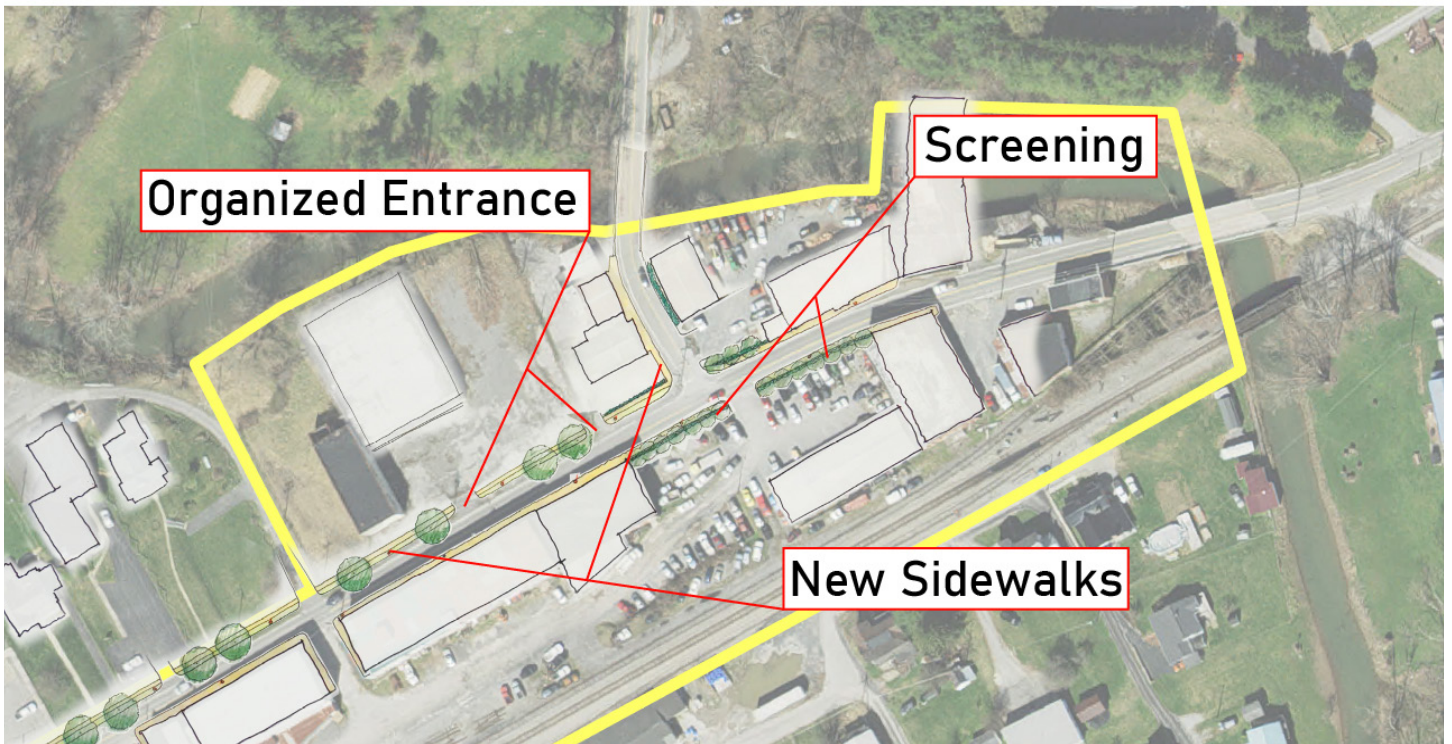
Example of pedestrian rail crossing (Source: DanTD Wikimedia Commons)



An example of clock tower improvements to the Bassett, VA depot, including a clock and public gathering area

Whitley Branch Road Streetscape

A sidewalk extension from the intersection of Whitley Branch Road and Riverside Drive to the bridge over the Clinch River can help attract pedestrians and other on-foot recreators to access the Clinch River State Park. The Town of Tazewell has proposed a boat ramp near this location, and the sidewalk would help with access to this spot.



Wayfinding Signage

Existing wayfinding signage primarily points visitors to the historic Downtown Tazewell area. New signage should help direct people to North Tazewell once façade improvements have been made and businesses have moved in.

There are three main entrances to North Tazewell: Virginia State Route 61 (Riverside Drive) from the east, State Route 16 (Tazewell Avenue) from the south, and State Route 16 (Riverside Drive) from the west. About a quarter mile south of the project area, Tazewell Avenue interchanges with US Route 460, a major regional highway connecting the area with the rest of the country. Attracting visitors from this major corridor will be key to future successes in the Town. Wayfinding signage should be placed at major intersections all across the Town of Tazewell.

Updated wayfinding signage was designed using a refreshed branding key as part of the design workshop held in December 2024. Signage should be unifying to help integrate each of the unique neighborhoods under the town’s jurisdiction with each other.



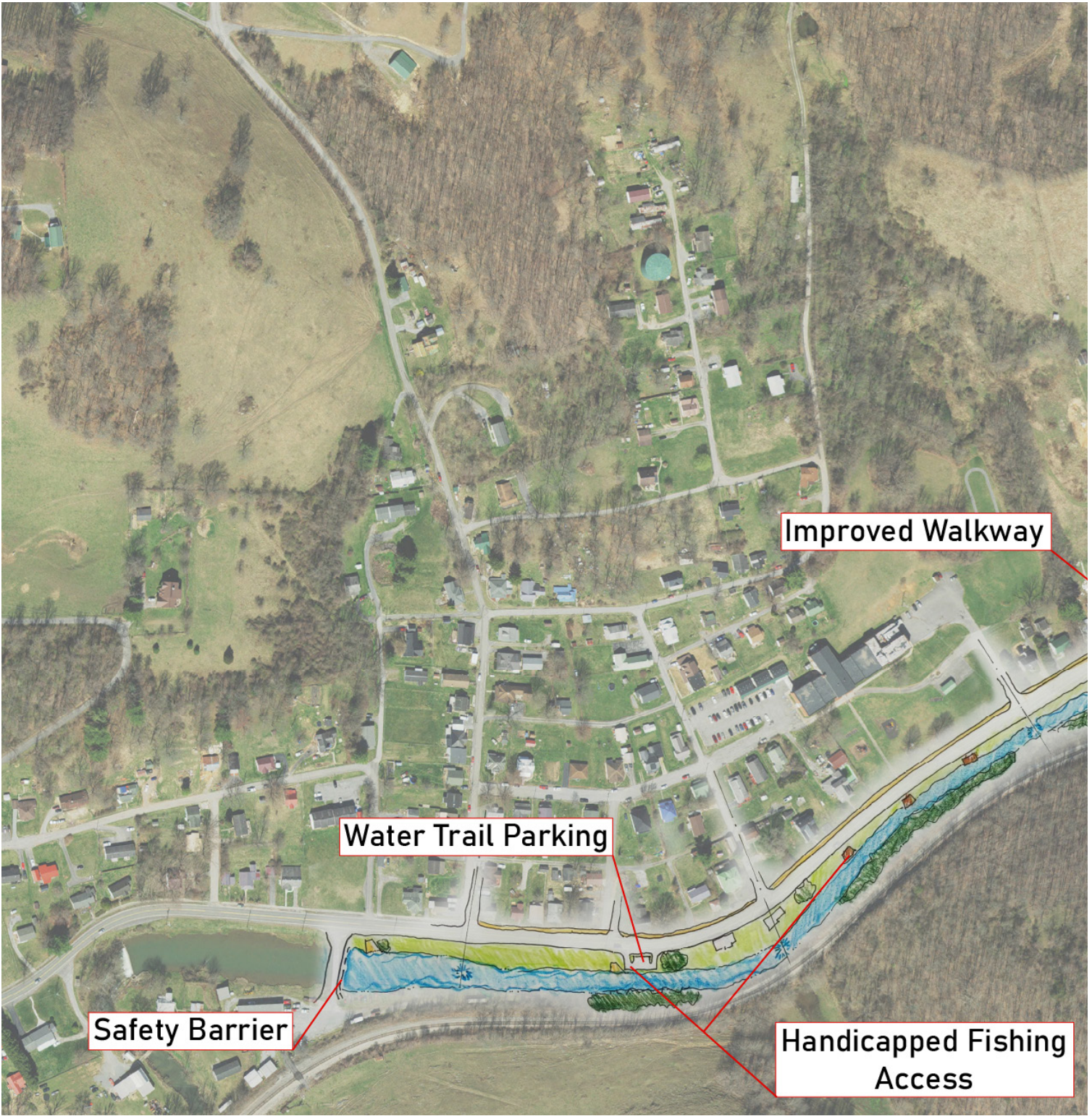
Simulations of improved wayfinding signage designed for the North Tazewell area

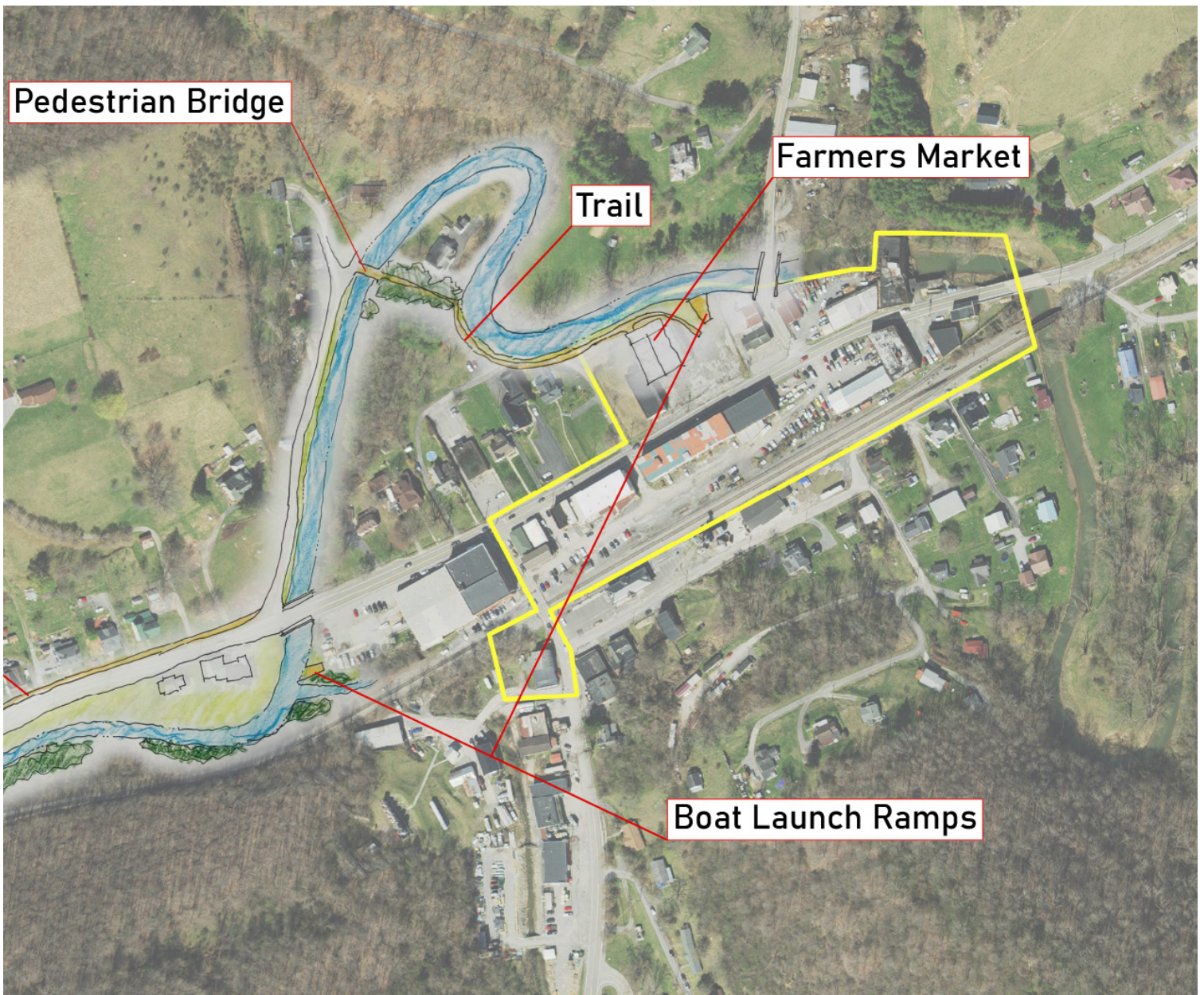
Transit Connectivity

Tazewell's electric trolley earned it a place in the history books as the smallest town in the country with such an operation. While the service was deactivated in 1933, there is still a need for transportation between Tazewell's different communities. Importantly, this service is not intended to replace the Four County Transit bus service currently offered by the county. A reimagined Tazewell Trolley bus system would bring an important connection between downtown and North Tazewell. Stops at the Tazewell Mall and in parts of downtown would provide external parking options for festivals and events that make street parking difficult or unfeasible for out-of-town visitors. Routing the operation down Carline Avenue, the historic location of the streetcar line, allows residents to leave their cars at home for major events.

Using a specially decorated trolley bus is key to maintaining the difference between the county's regional service and the tourist operation. While Tazewell would no longer be the smallest community to operate a trolley route, it is important to honor its history. Historic aesthetics make the buses part of the tourist experience, helping shuttle visitors between destinations – and history.







North Tazewell Greenway and Blueway

Though the district is rich in economic opportunity for both a local and visitor market, it lacks a major attracting destination to invite and welcome people to the area. As the headwaters of the Clinch River, Tazewell is home to a calm, beginner-friendly flow of the river. This stretch of the river is roughly the start of the new Clinch River State Park, which stretches from Tazewell to the Tennessee border near Kingsport, TN.

To aid in welcoming visitors to the state park and offer visitors an easily accessible taste of the park, a combination greenway and blueway park is recommended between the Whitley Branch bridge over the Clinch River and a dam located near a repair yard in the former community of River Jack.

District Incentives

The Commonwealth of Virginia offers localities a variety of programs to help them attract certain kinds of business and investment. Given the right opportunities, Tazewell has the resources to make its local economy flourish through private investment while protecting its valuable historical resources.

Tourism District: (Code of Virginia § 58.1-3851) Localities in Virginia are given the power to create Tourism Improvement Districts, which allow localities to incentivize tourism-related businesses to locate within a designated area, typically through goal-based tax breaks and rebates.

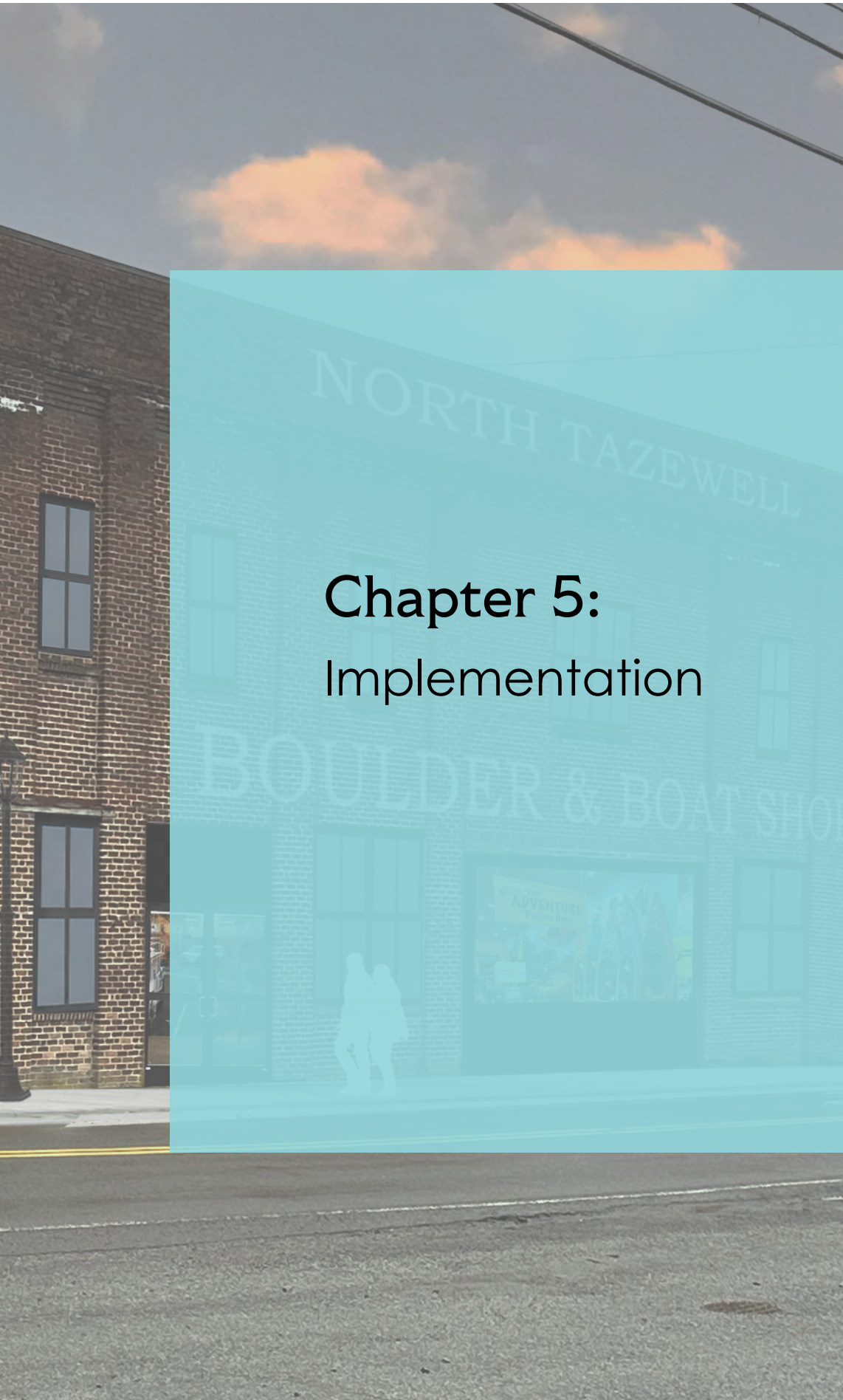
Enterprise Zone: Partnership between state and local governments to encourage job creation and private investment within a designated area, usually through state and local tax relief.

Local Historic District: (Code of Virginia § 15.2-2306) Localities can identify locally significant historic buildings and areas and adopt an ordinance that sets out to protect them.



Tazewell's mill over the Clinch River.





Chapter 5: Implementation

5.1 CDBG Project Budget

North Tazewell Downtown
CDBG Community Improvement Grant

Façade Program				
	<i>Description of Work</i>	<i>Qty</i>	<i>Unit</i>	<i>Unit Cost</i>
	1331 Tazewell Ave (VA Route 16) Front Façade	1	ea	\$ 23,500
	1339 Tazewell Ave (VA Route 16) Front Façade	1	ea	\$ 68,700
	1339 Tazewell Ave (VA Route 16) North Façade with Sign	1	ea	\$ 10,700
	1344 Tazewell Ave (VA Route 16), Lilies of the Field - Building 1 Front Façade	1	ea	\$ 16,850
	1344 Tazewell Ave Riverside Drive, Lilies of the Field - Building 1 East Façade	1	ea	\$ 4,500
	1524 Riverside Drive, Lillies of the Field Thrift - Front Façade	1	ea	\$ 14,300
	1524 Riverside Drive, Lillies of the Field Thrift- East Façade	1	ea	\$ 7,000
	1532 Riverside Drive	1	ea	\$ 340,000
	1610 Riverside Drive - Front Façade	1	ea	\$ 69,300
	1610 Riverside Drive - West Side Façade	1	ea	\$ 95,000
	1616 Riverside Drive	1	ea	\$ 116,500
	1653 Riverside Drive, Don Crigger Repair - Small Building	1	ea	\$ 41,500
	1653 Riverside Drive, Don Crigger Repair - Main Building	1	ea	\$ 18,000
	1693 Riverside Drive (Mill) - East Façade	1	ea	\$ 132,000
	1693 Riverside Drive (Mill) - South Front Façade			\$ 25,000
	1714 Riverside Drive (North)	1	ea	\$ 35,000
	<i>Subtotal</i>			
	Historic Arch/Eng Design (12% fee)	1	%	
	Architectural Historian		allow	
	TOTAL			
CDBG Grant Management				
	Cumberland Plateau PDC			
	TOTAL ALL INITIATIVES			

TOTAL COST	CDBG	Other Funding	Notes
<i>Estimated Cost</i>			
\$ 23,500	\$ 23,500	\$ -	
\$ 68,700	\$ 68,700	\$ -	
\$ 10,700	\$ 10,700	\$ -	
\$ 16,850	\$ 16,850	\$ -	
\$ 4,500	\$ 4,500	\$ -	
\$ 14,300	\$ 14,300	\$ -	
\$ 7,000	\$ 7,000	\$ -	
\$ 340,000	\$ 340,000	\$ -	
\$ 69,300	\$ 69,300	\$ -	
\$ 95,000	\$ 95,000	\$ -	
\$ 116,500	\$ 116,500	\$ -	Includes mural allowance
\$ 41,500	\$ 41,500	\$ -	
\$ 18,000	\$ 18,000	\$ -	
\$ 132,000	\$ 132,000	\$ -	
\$ 25,000	\$ 25,000	\$ -	
\$ 35,000	\$ 35,000	\$ -	
\$ 1,017,850	\$ 1,017,850	\$ -	
122,142	122,142		
20,000	20,000		
\$ 1,159,992	\$ 1,159,992	\$ -	
\$ 90,000	\$ 90,000		
\$ 1,249,992	\$ 1,249,992		

5.2 Long-Term Community Improvements Budget

FUTURE INITIATIVES				
Streetscape - Riverside Drive from Tazewell Ave to Whitley Branch Dr				
	<i>Description of Work</i>	<i>Qty</i>	<i>Unit</i>	<i>Unit Cost</i>
	Misc. Demolition and Relocation	1	allow	\$ 30,000
	Temporary Traffic Control	1	allow	\$ 18,000
	Curbs	2900	lf	\$ 30
	N.Side - 5' sidewalk	800	lf	\$ 80
	S. Side - 5' walk	2290	lf	\$ 100
	N. Side - 4' walks	1400	lf	\$ 70
	N. Side Commercial Entrance	1	ea	\$ 5,500
	Grass Verge	5300	sf	\$ 5
	New Crosswalks	3	ea	\$ 3,900
	New Streetlights in place	16	ea	\$ 8,800
	Planting- street trees	25	allow	\$ 500
	<i>Subtotal</i>			
	Arch/Eng Survey and Design Services (10%)	1	%	\$ 723,000
	TOTAL			
Clinch River Creation Hub				
	Interior Renovation - 8200 sf @ 400			
	Soft Costs @ 25%			
	Total			
Whitley Branch Streetscape				
	Whitley Branch Road - to Bridge			
	Soft Costs @15%			
	Total			
Railway Safety and Streetscape for Crossing and Depot Area				
	Streetscape - Both sides of Tazewell Ave			
	Depot Parking Lot and Town Clock			
	Safety Crossing Arms and Walkways			
	Soft Costs @25%			
	Total			
Wayfinding				
	Plan			
	First Implementation Components			
North Tazewell Greenway / Blueway				
	3 Canoe / Tube put in / Take outs			
	3 handicapped fishing piers			
	1000 lf new multi-use path in place			
	new 100' bridge			
	Misc Signage and minor existing SW improvements			
	Soft Costs @25%			
	Total			
Connectivity				
	Trolley Bus - rubber tired (used)			
	Signage, bus stops			

Local Cost	Initiative	Total Cost	
Estimated Cost			
\$ 30,000	\$ 34,500		
\$ 18,000		\$ 18,000	Tazewell Public Works
\$ 87,000	\$ 87,000		
\$ 64,000	\$ 64,000		
\$ 229,000		\$ 229,000	Tazewell Public Works
\$ 98,000		\$ 98,000	Tazewell Public Works
\$ 5,500	\$ 5,500		
\$ 26,500		\$ 26,500	Tazewell Public Works
\$ 11,700	\$ 11,700		
\$ 140,800		\$ 140,800	APCo Long-term Rental program
\$ 12,500		\$ 12,500	Tazewell Public Works
\$ 723,000	\$ 202,700	\$ 524,800	
\$ 72,300	\$ 72,300	\$ -	
\$ 795,300	\$ 275,000	\$ 524,800	Potential Future CDBG Follow-up Grant - Highly Leveraged
\$ 3,280,000	\$ 1,148,000	\$ 2,132,000	
\$ 820,000	\$ 287,000	\$ 533,000	
\$ 4,100,000	\$ 1,435,000	\$ 2,665,000	Historic Tax Credits, ARC Grant
\$ 150,000	\$ -	\$ 150,000	
\$ 22,500	\$ -	\$ 22,500	
\$ 172,500	\$ -	\$ 172,500	
\$ 250,000	\$ -	\$ 250,000	
\$ 200,000	\$ -	\$ 200,000	
\$ 300,000	\$ -	\$ 300,000	
\$ 187,500	\$ -	\$ 187,500	
\$ 937,500	\$ 937,500	\$ 937,500	Include these together for DRPT, Federal Highways or VDOT Grant
\$ 35,000	\$ -	\$ 35,000	Plan and Guidelines. More traditional Town money
\$ 25,000	\$ 25,000	\$ 50,000	Implementation: VLGA or Main Street
\$ 150,000	\$ 150,000	\$ 300,000	DGIF or DCR
\$ 120,000	\$ 120,000	\$ 240,000	DGIF or DCR
\$ 60,000	\$ 240,000	\$ 300,000	MAP21
\$ 80,000	\$ 320,000	\$ 400,000	MAP21
\$ 20,000	\$ 80,000	\$ 100,000	MAP21
\$ 67,000	\$ 268,000	\$ 335,000	MAP21
\$ 497,000	\$ 1,178,000	\$ 1,675,000	
\$ 75,000	\$ -	\$ 75,000	
\$ 30,000	\$ -	\$ 30,000	
\$ 7,917,292	\$ 5,100,492	\$ 6,164,800	





Appendix A: Strategy Board

North Tazewell – Economic

The strategies below represent the collective business development framework for the North Tazewell Master Plan

Strategies	Actions
	1. Consider expanding to or creating new Main Street district in North Tazewell
	2. Identify Sites for Targeted Recruitment.
	3. Meet with the Industrial/Economic Development Authority and Cumberland Plateau Planning District Commission to discuss potential projects.
	4. Target Desired Businesses for Recruitment.
	5. Activate North Tazewell with programming.
	6. Adopt unique identity for North Tazewell consistent with the Tazewell community brand.
	7. Utilize the brand in simple pole-mounted gateway signs.
	8. Apply brand to existing signage in the district.
	9. Install branded banners.
	10. Incorporate into Farmers Market signage.
	11. Create graphic-intensive branded advertisements to promote North Tazewell's businesses and destinations.
	12. Establish a North Tazewell Historic District
	13. Establish Clinch River Creation Hub

Restructuring Plan

Strategic areas show core actions, timeframes, lead partners, and progress towards completion.

Timeframe	Partners Suggested lead listed first. Ultimately to be determined during initial leadership meeting	Progress/Notes
2026	VMS	Approach Virginia Main Street and pursue establishing district in North Tazewell, as non-contiguous expansion of downtown district.
2025	TOT, PRI	Engage property owners, particularly of larger industrial buildings and infill sites to create vision for redevelopment,
2025 – ongoing	TOT, I/EDA, TCOC, PRI	Partner with the I/EDA to determine potential development sites for its Entrepreneurial Business Attraction Incentive and other incentives.
2025 – ongoing	TOT, I/EDA	Based on market research and “wish list” for needed North Tazewell businesses. Market analysis shows: <ul style="list-style-type: none"> - Full-service restaurant - Residential, particularly as adaptive reuse of larger buildings in N. Tazewell - Adaptive reuse as short-term rental, to support Tazewell County’s growing tourism market - Specialty retail including clothing, sporting goods, furniture/home furnishings, etc.
2026 - ongoing	TCHS, TOT	Add small locally focused events at the Depot/Visitor’s Center and future Farmers Market in order to bring activity and promote vision.
2025 - ongoing	TOT	Unique North Tazewell logo and marketing tools created, building on established Tazewell Brand.
2026	TOT	Install pole-mounted gateway signs on Tazewell Ave & Riverside Drive.
2027	TOT	Will require new sign panels meeting VDOT & DOT standards.
2026	TOT	Add color and continuity with custom N. Tazewell banners on Tazewell Ave & Riverside Drive.
2026	TOT	Also a “coming soon” sign during construction.
2025 – ongoing	TOT	Ad template created.
2026	TOT, DHR, DHCD, HRB	Designate a historic district to celebrate North Tazewell’s industrial heritage
2026-ongoing	ARC, CPPDC, SVCC, I/EDA, Vocational School	Develop plans for creation and operation of the Clinch River Creation Hub at 1616 Riverside Dr.

Partner Agencies

The partner organizations are suggested above with the potential lead agency listed first. The list is not exhaustive timeframes. The coding for each agency is below:

Lead Implementation	
TOT	Town of Tazewell
Local Partners	
TCOC	Tazewell Chamber of Commerce
PRI	Private Sector
I/EDA	Tazewell Industrial/Economic Development Authority
TCHS	Tazewell County Historical Society
CPPDC	Cumberland Plateau Planning District Commission
SVCC	Southside Virginia Community College
HRB	Tazewell Historic Review Board
Statewide Partners	
DHCD	Virginia Department of Housing & Community Development
VMS	Virginia Main Street
ARC	Appalachian Regional Council

