

Composite List of Recommendations



Proposed Landscape and Appearance Strategy

- Preserve and capitalize on Marshall's *sense of place*.
- Protect and enhance historic development patterns and identity.
- Create an accessible network of open spaces.
- Use the Urban Forestry Grant to establish a landscape master plan and initial landscape/streetscape projects.
- Establish consistent patterns of details to enhance open spaces.
- Create an organizational structure to support these goals.



Proposed Design and Preservation Strategy

- Recognize and promote Marshall as a distinct historic community, and centerpiece of the heritage of Madison County.
- Recognize, preserve, and enhance the physical assets of Marshall's built environment that embody and communicate the historic identity of the community and County.
- Develop urban design and building rehabilitation strategies for Marshall based upon shared goals.
- Develop a good map and brochure denoting routes, scenic views and the location of interesting historic structures, sites, districts, and outdoor recreation opportunities.
- Consider Blennerhassett Island as an integral but distinct part of Marshall's revitalization effort. Develop a focused plan for the redevelopment of the Island's many resources.
- Immediately expand and invigorate discussions with North Carolina Department of Transportation (NCDOT) about the bridge replacement project.
- Undertake a comprehensive architectural and historic resource inventory of Marshall that identifies potential National Register eligible properties and districts.
- Pursue grant funding for the survey through the North Carolina State Historic Preservation Office, Division of Archives & History.
- Develop a National Register historic district nomination for downtown Marshall.
- Undertake a conditions survey assessing the physical and design integrity of existing commercial facades in downtown.

- Reopen ground floor storefronts wherever currently feasible and when planning major rehabilitations in the future using historically appropriate materials and design.
- Identify, preserve, and enhance key landmark structures in downtown. Investigate alternative funding options for rehabilitation and maintenance of non-commercial buildings.
- Make the former First Union Bank building a high-priority target for redevelopment planning.
- Stabilize and maintain rear facades of buildings along the river.
- Develop a long-term plan for the open area east of the police station to create a visually cohesive space that responds to rear access to buildings and future community use of the area.

Proposed Economic Restructuring Strategy

- Create additional public parking.
- Clean, screen and green.
- Establish an Appearance Commission.
- Develop a facade grant and low-interest loan pool to encourage building renovations.
- Develop and implement a business recruitment and retention plan for the downtown.
- Discourage sprawl development on corridor entrances and the by-pass.
- Create a National Register Historic District encompassing the downtown.
- Encourage the purchase and redevelopment of the First Union Building.
- Develop the retirement/second home market niche.
- Capitalize on the outdoor recreation market.
- Continue the wise development of the Island.
- Upgrade existing water and sewer facilities.
- Develop and implement a tourism plan for the County.

Proposed Promotion Strategy

- Develop an Education Program about the downtown.
- Develop and promote an image of the downtown.
- Develop a community logo.
- Pursue National Register Historic District status.
- Implement the design recommendations.
- Form an events committee.
- Develop a downtown farmers market.
- Develop joint promotions.



Proposed Organization Strategy

- Establish the lead organization.
- Identify other partners.
- Formalize the board's actions.
- Prepare a strategic plan, work program, and initial budget.
- Accomplish an initial project.
- Promote teamwork and a shared workload.
- Consider creating a nonprofit organization.
- Provide staff for the organization.