

This report was prepared for:

**Town of Pleasant View
Program of Work**

February 19, 2014

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February 21, 2014

Community Development



Town of Pleasant View Program of Work Development Wednesday, February 19, 2014

Jessica Breaux, with TVA's Economic Development group, facilitated a Program of Work session for the Town of Pleasant View on Wednesday, February 19, 2014.

Opportunities and Threats

The group began by considering a question that was core to the afternoon's discussion:

Considering the Hankook Announcement, Clarksville's eastward expansion, and Nashville's westward expansion...

What does this mean for Pleasant View?

Opportunities:

- ▶ Growth
- ▶ Suppliers
- ▶ Housing
- ▶ Construction Jobs
- ▶ Fill vacant commercial buildings
- ▶ Workforce
- ▶ Increased mass transit
- ▶ Hotel
- ▶ Increased traffic for businesses
- ▶ Educational Opportunities
- ▶ White collar jobs
- ▶ More tax revenue
- ▶ Long-term blue collar employment
- ▶ More competition
- ▶ Good planned roads
- ▶ Raised exposure
- ▶ Tourism
- ▶ Change in median income
- ▶ Increased utilities
- ▶ Increased roof tops
- ▶ Restaurants
- ▶ Affordable land acquisition
- ▶ Create our own identity

Threats:

- ▶ Undesirable businesses
- ▶ Could create a city property tax
- ▶ Strain on existing roads
- ▶ More schools
- ▶ Increase in drug/crime scene
- ▶ Stagnation
- ▶ Loss of green space
- ▶ Loss of City identity
- ▶ Losing small town charm
- ▶ People move closer to work and out of town
- ▶ Expansion of city services; more costs
- ▶ Traffic congestion
- ▶ Too much commercial development/strip centers

Community Development



Prior to the February 19 planning session, participants responded to a brief question survey, which helped to establish key priorities for Pleasant View in the coming years.

The group worked through an idea generation process that focused on five areas: Retail Development (includes small businesses), Economic Development, Housing/Real Estate Development, Local Park Improvements/Outdoor Recreation Opportunities, and Buy Local/Educational Awareness campaign. The group then identified the key ideas under each priority and spent the remainder of the session thinking through specific details related to each key item.

The information gathered through that process is detailed below. As part of a later exercise the group “voted” on ideas they wanted to focus on. The number of votes each item received is indicated in parenthesis following the item. A bolded item indicates its’ selection as a top priority.

Retail Development (including small businesses)

- ▶ Men’s clothing store
- ▶ Incentives Program—punch cards, coupons, etc. (5)
- ▶ **Recruitment strategy for additional restaurants (22)**
- ▶ More educational support & training for local business owners (6)
- ▶ Clothing stores/dress shops
- ▶ Build a gun range
- ▶ **Grocery store development/recruitment (11)**
- ▶ Office supplies store (2)
- ▶ Hotel/Lodging development (8)
- ▶ Auto Parts store
- ▶ Encourage an outdoor sports shop
- ▶ Relax zoning for home-based businesses (2)

Economic Development

- ▶ Business Park development (3)
- ▶ Marketing efforts (3)
- ▶ Compile a list of available incentives from the City and County
- ▶ Develop higher education opportunities locally (3)
- ▶ **No sprinkler ordinance (5)**
- ▶ Industry recruitment (4)
- ▶ Develop a Farmer’s Market (1)



Community Development

- ▶ **Broaden curb appeal (5)**
- ▶ Agri-business development (1)
- ▶ Improvements to the education system (3)
- ▶ Marketing plan for empty existing buildings (1)
- ▶ Eco-friendly businesses
- ▶ Competitive financing to build
- ▶ Promote existing businesses and industries (4)
- ▶ Recruit a movie theater (3)

Housing/Real Estate Development

- ▶ Attract amenities in proximity to housing
- ▶ Builder recruitment program (2)
- ▶ **Develop affordable housing plan (8)**
- ▶ Buried lines/sidewalks—per ordinance (6)
- ▶ Multi-family housing/apartments (3)
- ▶ Rental Opportunities (1)
- ▶ **Senior retirement housing (7)**
- ▶ Build new or expand schools for proximity to housing (5)

Local Park Improvements/Outdoor Recreation Opportunities

- ▶ Multi-court facilities (tennis, basketball, etc.) (6)
- ▶ Senior Activity Center (2)
- ▶ Splash Pad facility
- ▶ **Recreation fields for tournament recruitment, etc (14)**
- ▶ Skate park (5)
- ▶ Increase and vary park locations
- ▶ YMCA (8)
- ▶ **Walking trails/bike trails/greenway development (13)**
- ▶ Dog park
- ▶ Civic Center/Recreation Center
- ▶ Develop Park Signage

Community Development



Buy Local/Educational Awareness Campaign

- ▶ Local business hours to support commuting population (1)
- ▶ Promote regional awareness/advertising (11)
- ▶ School collaboration to promote local businesses (1)
- ▶ Online social media campaign/web marketing (11)
- ▶ Have more City festivals/weekend events/etc. (5)

Top Priorities

Using the top priorities in each group, time was spent discussing details that would relate to implementing these ideas.

Retail Development (including small businesses)

- ▶ Recruitment strategy for additional restaurants
- ▶ Grocery store development/recruitment

Economic Development

- ▶ No sprinkler ordinance
- ▶ Broaden curb appeal

Housing/Real Estate Development

- ▶ Develop affordable housing plan
- ▶ Senior retirement housing

Local Park Improvements/Outdoor Recreation Opportunities

- ▶ Recreation fields for tournament recruitment, etc
- ▶ Walking trails/bike trails/greenway development

Buy Local/Educational Awareness Campaign

- ▶ Recreation fields for tournament recruitment, etc
- ▶ Walking trails/bike trails/greenway development

The details discussed are captured on the following page.

Community Development



Pleasant View

Retail Development: Chair, Debi Griggs

Recruitment strategy for additional restaurant development and grocery store chain (combined action items)

Purpose	Person Responsible	Resources/Partners	Expected Time for Completion
Remove barriers of entry into the market for retailers/brokerage development. Help to create brand awareness.	Committee Chair: Debi Griggs Need leadership with support of an autonomous board separate from City Hall, consisting of local (tenured) business owners.	Proactive tenant representatives and retailers/developers	Within 12 months

Economic Development: Chair, George Leasure

No sprinkler ordinance

Purpose	Person Responsible	Resources/Partners	Expected Time for Completion
Have our sprinkler ordinance the same as the rest of the State.	Committee Chair: George Leasure Mayor needs to initiate with backing from the business and residential community; zoning and planning committee involved	Pleasant View Fire Department	Two years

Economic Development: Chair, George Leasure

Focus on our curb appeal

Purpose	Person Responsible	Resources/Partners	Expected Time for Completion
To make all approaches to Pleasant View more aesthetically pleasing; create infrastructure for business development	Committee Chair: George Leasure Local economic developer; building inspection; Board of Aldermen and Planning Commission	City Government and investors	Five years—dependent upon grant process

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Housing/Real Estate: Chair, June Nicholson Develop affordable housing plan

Purpose	Person Responsible	Resources/Partners	Expected Time for Completion
Establish and provide affordable housing choices.	Committee Chair: June Nicholson Developers with City support	Developers; operator, financiers; and planning commission	Could happen very quickly-- immediate

Housing/Real Estate: Chair, June Nicholson Senior Assisted Living Center

Purpose	Person Responsible	Resources/Partners	Expected Time for Completion
Provide life style choices for seniors.	Committee Chair: June Nicholson Create a workgroup specifically to address this need	Developers, planning commission, operator, financiers	Five year projection

Local Park Improvements/Outdoor Recreation Opportunities: Chair, Naomi Parker Development of walking trails/greenways/bike trails, etc

Purpose	Person Responsible	Resources/Partners	Expected Time for Completion
Health, recreation, community, family	Committee Chair: Naomi Parker City Parks Department and volunteers	City, County, Grants/Donations-- Corporations, Individuals, Fundraisers	3-5 years; development in phases

Community Development



Local Park Improvements/Outdoor Recreation Opportunities: Chair, Naomi Parker Athletic Field Development/Recruitment of Tournaments

Purpose	Person Responsible	Resources/Partners	Expected Time for Completion
Encourages health, teamwork, family time, community pride, and economic development	Committee Chair: Naomi Parker City Park Department; Parks and Recreation Director	City, County, Grants/Donations--Corporations, Individuals, Fundraisers	3-5 years; development in phases

Buy Local/Educational Awareness Campaign: Jordan Tupper Online Social Media/Web-based Campaign

Purpose	Person Responsible	Resources/Partners	Expected Time for Completion
Comprehensive information (up to date) of government services, facilities, and local business' to increase sales tax revenues.	Committee Chair: Jordan Tupper Reputable web design firm/contractor—responsible or professional look	Office Staff, Board of Alderman, Boards and local businesses are needed to provide content	Initial implementation by June 30; paid for via Town budget next fiscal year

Buy Local/Educational Awareness Campaign: Jordan Tupper Regional Advertising and Promotion

Purpose	Person Responsible	Resources/Partners	Expected Time for Completion
Increase tax revenue and sales	Committee Chair: Jordan Tupper Chamber of Commerce and business advisory board		Approximately one year