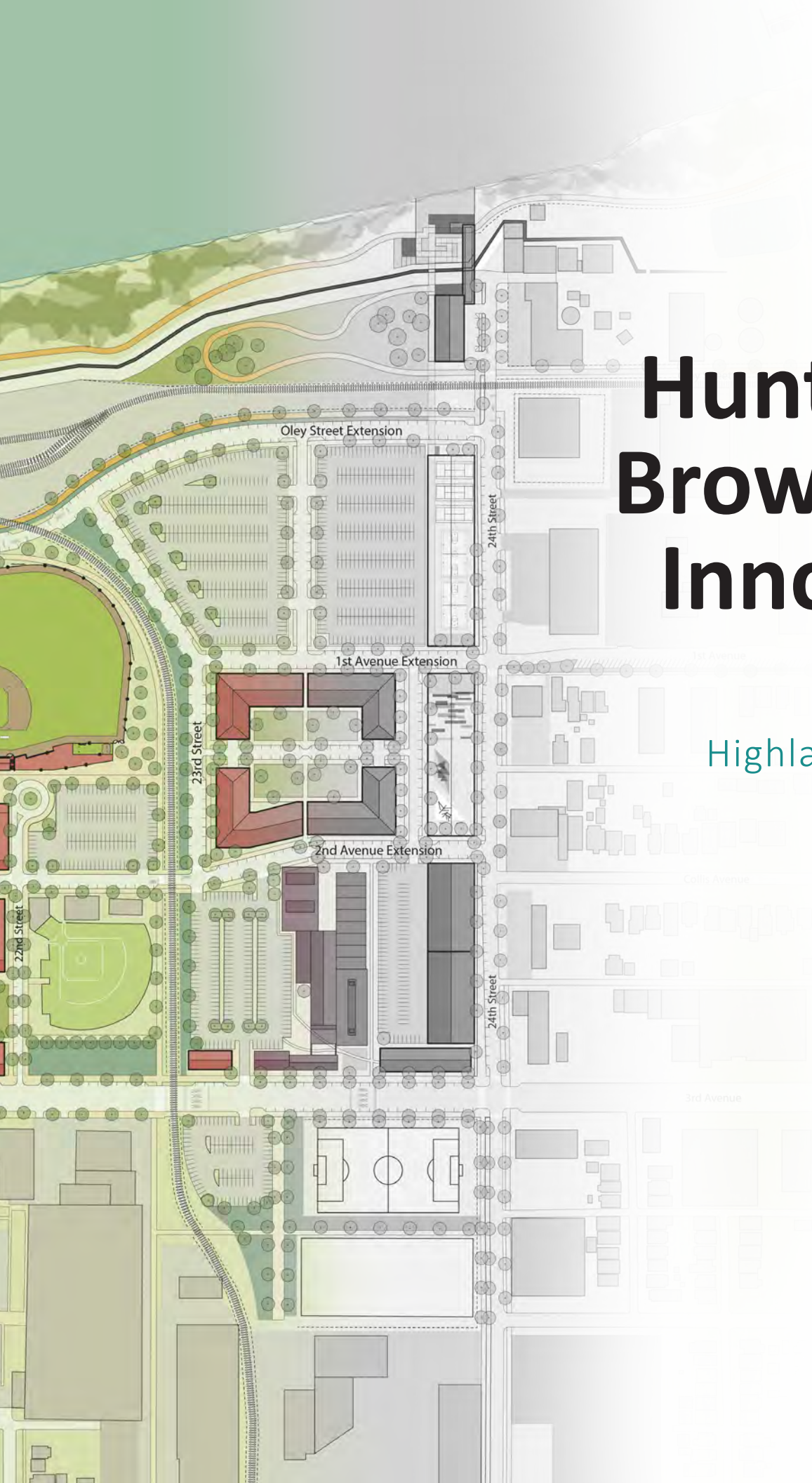


Huntington Brownfields Innovation Zone

Highlawn Brownfields Area-Wide Plan

SEPTEMBER 2017

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- The WV Brownfields Assistance Center at Marshall University, and;
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  - Steve Williams, Mayor, City of Huntington
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  - Linda Blough, President, Highlawn Neighborhood Association
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Downtown Huntington
Photo Source: City of Huntington Website

Executive Summary



Executive Summary

THE HISTORY - WHY PREPARE THIS PLAN?

This plan addresses what is likely one of the most significant changes to Huntington's development pattern and economy in the last 100 years, or more. The key aspect of this effort is the fact that the City is not only responding to changes in its economy but also looking at how rethinking large swaths of land can set the stage for Huntington as a 21st century city. Community planning is more than preparing a preferred development proposal. Instead it represents the proactive role government can take in working with residents, property owners, and developers to ensure that the redevelopment of former or under-utilized industrial/brownfield sites are managed in a manner that fully maximizes their potential with regard to job creation, tax revenue generation, and community enhancement - all while complimenting the existing neighborhood development patterns and melding the new with the existing to the benefit of all.

WHAT IS A BROWNFIELDS AREA-WIDE PLAN?

This Brownfields Area-Wide Plan is focused on a defined area that includes significant portions of the Highlawn neighborhood and extends west along the southern bank of the Ohio River to 13th Street. The study area boundary was defined based on the prevalence of known or perceived brownfield properties. The focal point of the area is located from 3rd Avenue to the Ohio River between 20th and 27th Streets.

In order to promote redevelopment activities that are context sensitive, mesh well, and do not conflict with the fabric of the surrounding neighborhoods, the City took the lead in undertaking the preparation of a Brownfields Area-Wide Plan for the Highlawn neighborhood and surrounding areas as part of the overall United States Environmental Protection (EPA) funded Brownfields Area-Wide Planning Grant.

This plan, titled the "Huntington Innovation Zone – Highlawn Brownfields Area-Wide Plan" integrates land use, transportation, and economic development elements to create a visionary comprehensive urban redevelopment strategy, considering site specific redevelopment and neighborhood improvements, including broader infrastructure needs required to attract and support private investment.

THE CATALYST BROWNFIELD SITES

ACF Industries

Location: 2300 3rd Avenue, the site consists of multiple parcels extending from the floodwall to an area near 4th Avenue.

Site Acreage: 41.83 acres

Historical and Current Uses:

- Originally founded as Ensign, the plant, in some fashion, has been operational for more than 125 years manufacturing rail car and railroad related products. At its peak the site employed more than 1,600 people and produced more than 4,000 cars per year.
- At one time, there were 16 ACF plants throughout the country, but today there only two, with the main plant being located in Milton, PA.
- The site currently includes several very large industrial buildings with overhead cranes, and support rail sidings and yards. The area south of 3rd Avenue is a paved lot that provided parking for the plant's employees.
- At present, approximately 30 employees work at the ACF plant in Huntington, however, activity is limited to maintenance and repair of existing rail cars.



ACF Industries plant during full operation
Photo Source: City of Huntington Website

Environmental Status:

- The site is currently classified in the West Virginia Superfund Enterprise Management System (SEMS) in an archived state.
- Due the large size of the site and the variation of activities that occur on the site, the environmental conditions across the site are likely to vary widely. Based on historical mapping of the site, it is believed that some portions of the site could achieve a residential clean-up standard, but this can only be determined with extensive environmental assessment activities, as proposed in the Area-Wide Plan. These activities could be performed utilizing EPA brownfields Environmental Assessment funds already awarded to the City of Huntington.

Ingram Barge

Location: The entrance to the site is located at the terminus of 25th Street. The property extends along the riverfront from the midpoint between 24th and 25th Streets to 27th Street.

Site Acreage: 27.62 acres

Historical and Current Uses:

- The Ingram Barge, or Ohio River Terminals site, is located on the riverfront, and can be accessed at 25th Street. The site had several buildings and bulk transfer structures, including a maintenance building, a rotary dump building, a heating shed, a coal tipple and conveyance structures, an office building, gasoline tanks, an impoundment, and other supporting buildings. A railroad yard with multiple sidings covered much of the site. The rail has been removed and most of the site is now covered in rail ballast/gravel and vegetated areas. Most of the structures were razed by 2012 with the exception of the office building.
- The property was formerly operated by The Ohio River Terminals Company as a coal transfer and locomotive maintenance facility. It was used to transfer coal from rail cars to barges.
- Site operations ceased in December 2009.

Environmental Status:

- The site is currently part of the West Virginia Voluntary Remediation Program (WV VRP).
- Environmental investigations indicated the presence of light non-aqueous phase liquid (LNAPL) in one monitoring well and it was removed and disposed of off-site periodically.
- Some polycyclic aromatic hydrocarbons (PAHs) and arsenic were detected in soil samples at concentrations above the West Virginia De Minimis Industrial Soil and Migration to Groundwater Criteria (De Minimis Criteria).
- Certain VOCs and SVOCs, primarily petroleum related, were detected at concentrations above the De Minimis Groundwater Criteria in one monitoring well.
- Hexavalent chromium was detected at concentrations above the De Minimis Groundwater Criteria in four monitoring wells.
- Based on the available information related to the environmental status of the site, combined with the preferred end use of primarily industrial activities, the site will likely remain limited to non-residential uses from an environmental permitting standpoint. The reuse strategy and site layout should facilitate the ability to obtain approval to redevelop the bulk of the site, as planned.



The majority of the Ingram Barge site is level and open as a result of the former rail sidings
Photo Source: SGA



Existing building on Ingram Barge Site
Photo Source: SGA



Front facades of the two existing structures at the McGinnis site
Photo Source: SGA

McGinnis Property

Location: The McGinnis Property is located along 22nd Street, north of 2nd Avenue.

Site Acreage: 4.1 acres

Historical and Current Uses:

The site was historically occupied by a furniture manufacturing facility, an electric fan manufacturing facility, a toy warehouse, a meat packing facility, a pesticide reformulation facility, and most recently a metal recycling and salvaging facility. The recycling and salvage facility filed for bankruptcy and the site now remains vacant and unused. Industrial activities on the site date back to the late 1800s.

Environmental Status:

- A Phase I Environmental Site Assessment (ESA) and subsequent Phase II ESA were performed at the site utilizing U.S. EPA Hazardous Brownfield Assessment grant funding awarded to the City of Huntington in 2011. An updated Phase I ESA was performed in April 2017 for the City, also using EPA funding.
- The Phase I ESAs revealed recognized environmental conditions (RECs) due to previous uses.
- The Phase II ESA revealed residual environmental contamination was present in surface soil, subsurface soil, and groundwater at the site.
- The property owners entered the site into the WV VRP program where it remains an active project.
- Based on the historical uses and known environmental status, the site will be limited to non-residential uses, which is consistent with the proposed reuses for the site.

WHAT ARE THE PLAN'S LIMITATIONS?

The recommendations in this document are purely for guidance in decision-making; the plan is not the letter of the law. The decision-makers include multiple parties and therefore the plan should serve as a common reference for all parties, as step-by-step decisions are made.

The Master Plans developed for the targeted development zones within the overall study area illustrate one potential build-out scenario to aid in focusing redevelopment efforts. The proposed physical layouts depicted on the plans were developed in conjunction with the input from a diverse group of stakeholders, including residents. Ultimately, though, the final configurations of the development plans will change as the level of design progresses. So why is this effort important? By developing a likely build-out scenario for each targeted development zone it allows the City and other public agencies to fully understand the real physical and economic constraints and opportunities of each of the targeted reuse areas and their key sites, and most importantly their relationships with surrounding neighborhoods.

The plan is not a plan that can necessarily lead directly to bricks and mortar building. Although it does focus on key next steps, it is a plan that organizes an overall strategy with priorities to establish a focused next steps game-plan to advance individual elements and recommendations, particularly related to public infrastructure. It also provides context within which decision-making can occur over time, including for opportunities or issues that might arise that could not be anticipated at the time this plan was developed. The plan also outlines the strategic next steps for the key priority projects, which may include performing the detailed design and engineering required to permit and construct physical improvements.

The plan also recommends market-responsive redevelopment which is not consistent with the current zoning of some of the study area, especially on the Catalyst Brownfield Sites. The City will need to evaluate the current zoning in relation to the proposed redevelopment plans by zoning district to determine what actions may be required to accommodate market-driven reuses. The City is currently in the process of updating zoning requirements for its downtown and the Fairfield neighborhood. That process and its outcomes could serve as a model to be applied to the Highlawn neighborhood.

In addition to short-term (i.e. immediately implementable recommendations), a project of such magnitude will inevitably also result in a series of recommendations that require further evaluation. In the vast majority of cases, the next steps require determining specific details through a design and engineering process, together with a process to secure financing and other resources for implementation. These steps will determine how a project should be realized, its functional refinements, and the exact specifications needed to advance towards construction. It does not go "back to the drawing board" with regard to conducting further analysis as to whether or not a specific recommendation should be pursued at all.

COMMUNITY ENGAGEMENT AS A FOUNDATION FOR THE PLAN

From the outset of this effort, Huntington concurred that public involvement, at all levels should form the basis of the recommendations of the Area Wide Plan. Considering the magnitude of re-investment and transformation that would occur, Huntington officials want to ensure that the formation of a vision and goals for the project and the specific "tangible" outcomes are based on broad community desires for the future of the Highlawn neighborhood. As a result, the planning process employed a strategy of inclusiveness, transparency, education, careful design and commitment to identifying real and implementable actions. It is especially important to the success of the project long-term, that the community be engaged in its development and its recommendations. The entire greater Huntington region has been impacted by global economic dynamics, especially related to all aspects of the coal industry. Although the forces are global and national, their impacts effect the community at the most local level, at the household level. Empowering local residents in the shaping of their community's future and potentially their household's future, allows for the connection to be made between residents and the recommendations of this plan.

WHAT ARE THE MOST SIGNIFICANT ASPECTS OF THE PLAN?

Due to the complex nature of all of the inter-related factors and considerations needed to develop an economically viable and physically construct-able list of improvements, it is important to focus on the set of actions needed to support moving the plan from vision to reality. The following is a list of suggested high priority actions that can serve as a roadmap for what needs to happen first, who is needed to lead each effort, and a potential strategy for how to undertake each effort.

The planning process will identify and then further define the following issues as they relate to the future end uses to be developed at the three former industrial sites:

- A determination and prioritization of the community's concerns and opportunities for their neighborhood and the redevelopment projects on each of the former industrial sites, and the priorities of the property owners.
- A comprehensive vision for how each site could be redeveloped based on economic realities and physical conditions.
- Public policy modifications needed to ensure that governing regulations are consistent with the vision for redevelopment.
- Economic development activities and programs that could be utilized to support attracting investment into the redevelopment areas, the downtown, and reinvestment in the neighborhoods.
- Targeted and prioritized infrastructure improvements needed to serve any new development and new types of uses on the former industrial sites as well as to improve existing conditions in the surrounding neighborhoods.
- A strategy identifying and securing financing, funding, and incentive programs and policies that can be utilized to leverage private investment for maximum economic impacts.
- Outline specific actions to be taken and recommend realistic time lines for implementation.



Study Area aerial indicating Development Zones

THE VISION – FOUR PRIMARY DEVELOPMENT ZONES

Based on the influence of physical site factors such as the location of major transportation elements including the established street grid and railroad rights-of-way, combined with contextual factors such as the University campus, and the floodwall, four primary development zones were established and are described in detail in Chapter 3 of this plan. These zones form the framework for the Brownfields Area-Wide Plan.

University Park – A mixed-use zone consisting of lodging, academic, and sports/entertainment in a campus-like setting organized around a series of public open spaces and courtyards.

Foundry Center – A distinctively mixed-use zone inspired by the adaptive reuse and industrial legacy of the site organized into a series of large bocks, each with a specific theme from 3rd Avenue to the Ohio River's edge.



University Place and Foundry Center – The redevelopment of the McGinnis and ACF sites is the key to connecting the Highlawn neighborhood with the rest of the City as well as providing access to the river and accomodating additional recreational opportunities. This area in the core community along 3rd Avenue can provide a vibrant mix of new uses ranging from retail, sports and entertainment, institutional, and office development to industrial and manufacturing facilities, creating a catalyst for much broader community revitalization.



Foundry Center - New development and adaptively reusing some of the ACF structure allows for the creation of a unique mixed-use setting that includes: offices, research, housing, retail, maker-space, and destination recreational and event venues.

Sport Complex Expansion – The smaller area located south of 3rd Avenue would function as a logical expansion of the existing Marshall University Sport Super Block, with the creative integration of large scale stormwater management facilities in this highly flood-prone area.

Polymer Tech Center – Separated from the other zones by several established neighborhood blocks, this primary riverfront industrial zone provides an opportunity for industrial expansion of vital adjacent uses while providing increased public access and trails along the Ohio Riverfront.

The definition of these distinct but related redevelopment zones formed the basis for the placement and organizing



The great Head House at Foundry Center is a creative adaptive reuse of portions of the largest extant ACF structure as a new multi-use facility. It would include enclosed incubator spaces and open-air recreation and events spaces. Each block of the Head House would have a distinct character and includes a pedestrian and bicycle ramp that would rise in Blocks C and D (closest to the riverfront) to provide access over the floodwall and to a riverfront restaurant and the PATH.



Manufacturing Center - As part of the largest inland port in America, the former Ingram Barge site on the Ohio River is well-positioned for new manufacturing and industrial investments, as well as advanced R&D and technology centers given the site's proximity to Marshall University including its Robert C. Byrd Biotechnology Science Center and the Arthur Weisberg Family Applied Engineering Complex, the Robert C. Byrd Center for Advanced Manufacturing, and other assets. This Manufacturing Center will be connected to the core street grid and the Paul Ambrose Trail for Health (PATH) system.

structure and character of the development within each zone. The character-defining aspects of each zone followed a set of guiding principles to ensure that, no matter the future use, the resulting development would yield an urban form of development.

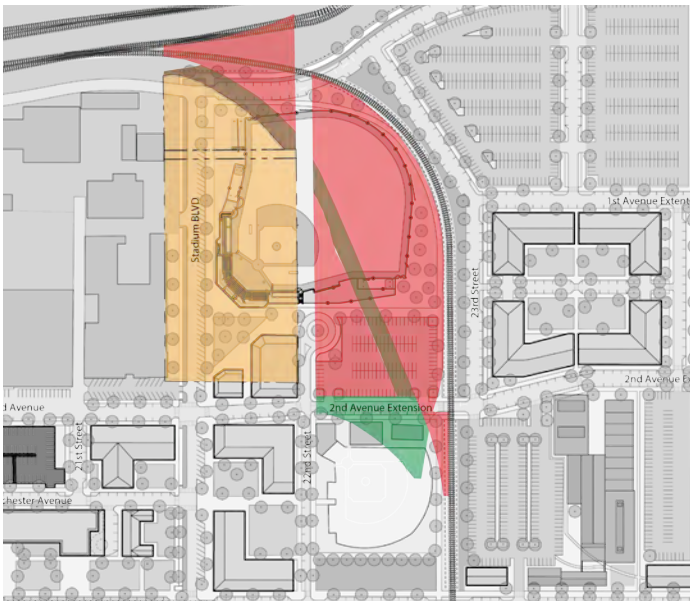
PRIORITY ACTIONS

Facilitate Strategic Property Acquisition and Environmental Remediation – The City will likely need to play a role in addressing hurdles to redevelopment that is not financial feasible for the private sector, yet is crucial in yielding the greatest community benefit.

A. Acquisition of the former Ingram Barge site represents the most logical opportunity to expand industry within the Highlawn neighborhood and the City. The property is well-suited for the creation of accessible, pad-ready industrial sites that will support modern industrial development, especially in the form of a proposed Polymer Technology (PTECH) Center that capitalizes on adjacent businesses with this market sector, expressing a desire to expand. The Area-Wide Plan proposes a series of recommended improvements for the PTECH Center Development Zone, which can be achieved once the property is acquired. Although it is not anticipated that the significant environmental remediation of the property will be required, based on the historical use of



Ingram Barge parcel ownership Owned by Ohio River Terminals Inc. Owned By Lewpol Company



McGinnis and ACF parcel (west of rail line) ownership

- Owned by McGinnis Investment Corporation
- Owned By ACF Industries LLC
- Owned By Marshall University
- Ownership Unknown (Formerly CSX)

the property and the intended end use for the property (primarily non-residential standard of reuse), the City should proceed with environmental due diligence required for acquisition to formalize the property's environmental conditions.

B. A major focus of the Area-Wide Plan is the formation of the University Park Development Zone; an area of development that is closely tied to, and driven by, development demands created by Marshall University. In order for this area to be redeveloped, several brownfield parcels need to be assembled, including all of the McGinnis site and portions of the ACF Industries site west of the rail line that connects the rail yard to the north to the CSX mainline south of 5th Avenue. The main anchor of redevelopment for this area is a proposed minor league/NCAA-level baseball stadium. These parcels would be required to support both the development of the ballfield and the proposed supporting infrastructure. There is a likelihood that all of the brownfield parcels required have environmental conditions that will need to be considered as the final layout and design of the ballpark and supporting facilities (all to a non-residential standard of reuse); therefore, the City should proceed with environmental due diligence required for acquisition to formalize the property's environmental conditions and to determine the most-cost effective engineering controls needed to support redevelopment.

Enhance Connectivity through Key Transportation Infrastructure Investments – Increased access will open up brownfields sites to new opportunities and foster private investment.

C. In order to facilitate the redevelopment of the former Ingram Barge site, the property needs to be fully connected to the adjacent street network. The Area-Wide Plan proposes to create a new riverfront roadway called Riverview Avenue that serves as the spine of the PTECH Center Development Zone. This entirely new street would extend from 25th Street to 27th Street and would be constructed as a complete street with two 12' travel lanes, parallel parking, a 10' planting verge and a 12' multi-use trail to the riverside. One goal of this project is to create a designated truck route in order to divert heavy traffic from Highlawn neighborhood streets. As planned, Riverview Avenue would be constructed to support truck level use and it will fill an important gap in a proposed designated truck route. This project also serves as a vital link in the City's overall PATH network and provides Highlawn neighborhood residents with a significant length of dedicated multi-use trail parallel to the Ohio River. It also provides additional parking opportunities to support McClelland Riverside Park. As part of this project 25th Street should be extended to the proposed Riverview Avenue and the existing portions south to 1st Avenue should be upgraded to support truck traffic.

D. An extension of Oley Street from 20th Street to 24th Street through the University Park and Foundry Center Development Zones will serve as another vital link in the proposed designated truck route. The street should be designed and engineered as a complete street, with two travel lanes, parallel parking on both sides, a 10' sidewalk on the south side and a 12' multi-use trail, as portion of the PATH network, to the north. This street will be the second major leg of the designated truck route and will provide essential connections to future developments and existing industrial uses within and near both development zones.

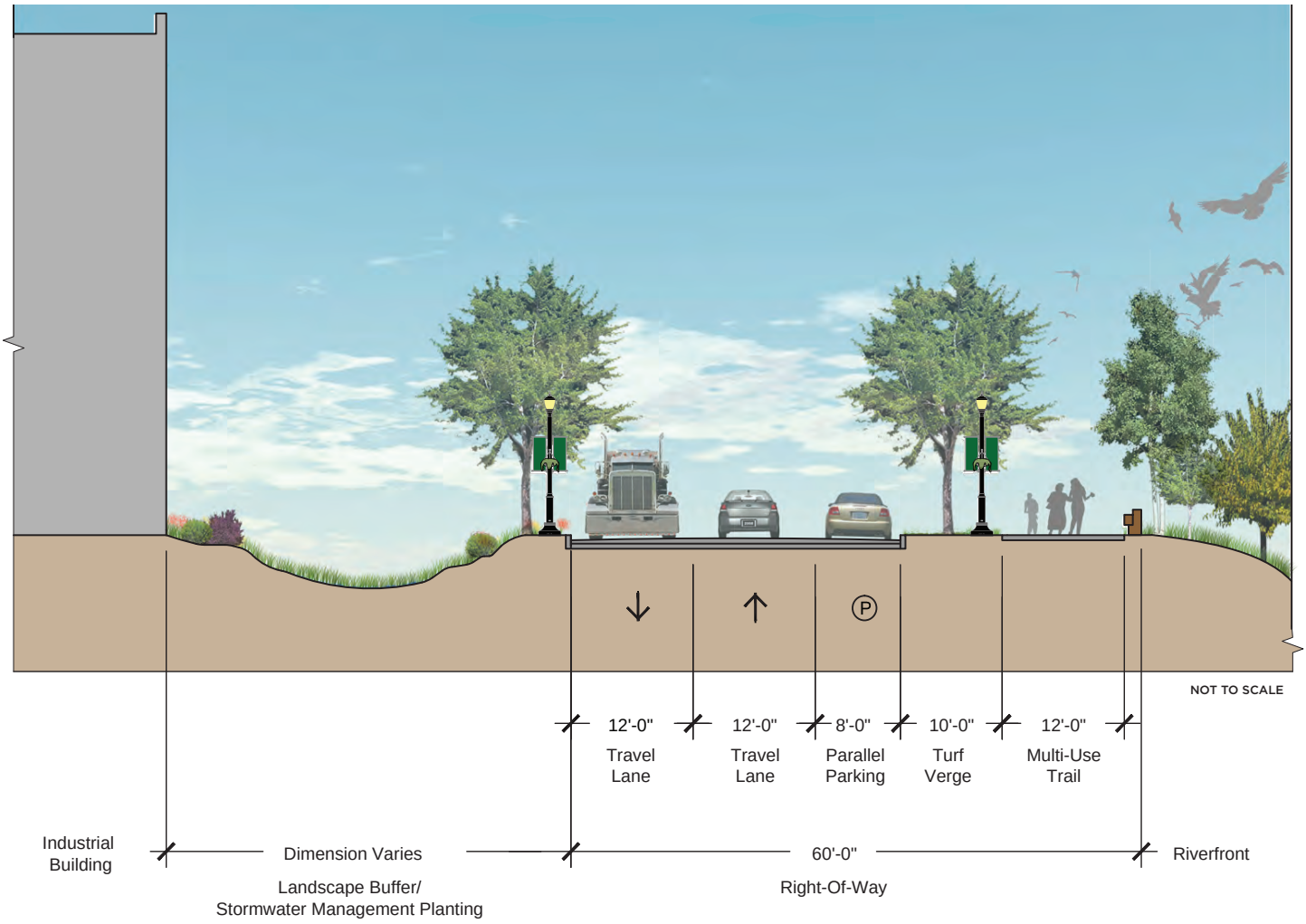
E. 1st Avenue between from 25th Street to 24th Street and the portion of 24th Street from 3rd Avenue to the new Oley Street extension west of 24th Street should be upgraded. Improvements should include improving the roadway base, construction the roadway to accommodate reverse angle parking on the south side as well as other streetscape improvements. These improvements will connect to Oley Street Extension and Riverview Avenue Extension to complete the designated truck route from 20th to 26th Streets.

F. Construction of Stadium Boulevard as a new roadway to act as the primary redevelopment spine of the entire University Park Development Zone from 3rd Avenue to the proposed Oley Street extension will provide critical access into the University Park Development Zone. Stadium Boulevard will serve as a key north-south connection through the McGinnis site and should be designed with two travel lanes, reverse angle parking and a 12' pedestrian promenade on the east side, integrated stormwater management and a designated cycle track on the west connecting to the multi-use trail that will be designed in conjunction with the Oley Street Extension project. As the name implies Stadium Boulevard would connect the existing Joan C. Edwards Stadium with the proposed minor league/NCAA-level baseball stadium to be located on the McGinnis site.

Mitigate Flooding Issue through Comprehensive Blue/Green Infrastructure and Civic Facilities – Flooding and stormwater management is a major issue that impacts existing and future development. A multi-pronged approached of dedicated and integrated flood and stormwater management facilities are needed to make measurable gains in public safety and protecting private and public investments.

G. Surface parking is created on the McGinnis site, the existing surface parking in front of Dot Hicks Field, along 3rd Avenue, should be converted to a depressed stormwater management area that can also serve as a multi-purpose turf area.

H. The parking lot portion of the ACF Industries site located south of 3rd Avenue should be developed as the Athletic Complex Expansion Development Zone to serve both Marshall University's needs for an additional large multi-purpose practice field and to provide a public turf field. The turf field should be developed as a large scale depression that serves as stormwater management control device. This area is well located in the overall area of Highlawn that is highly prone to flooding. Since the site is not anticipated to have any significant environmental issues that ability to



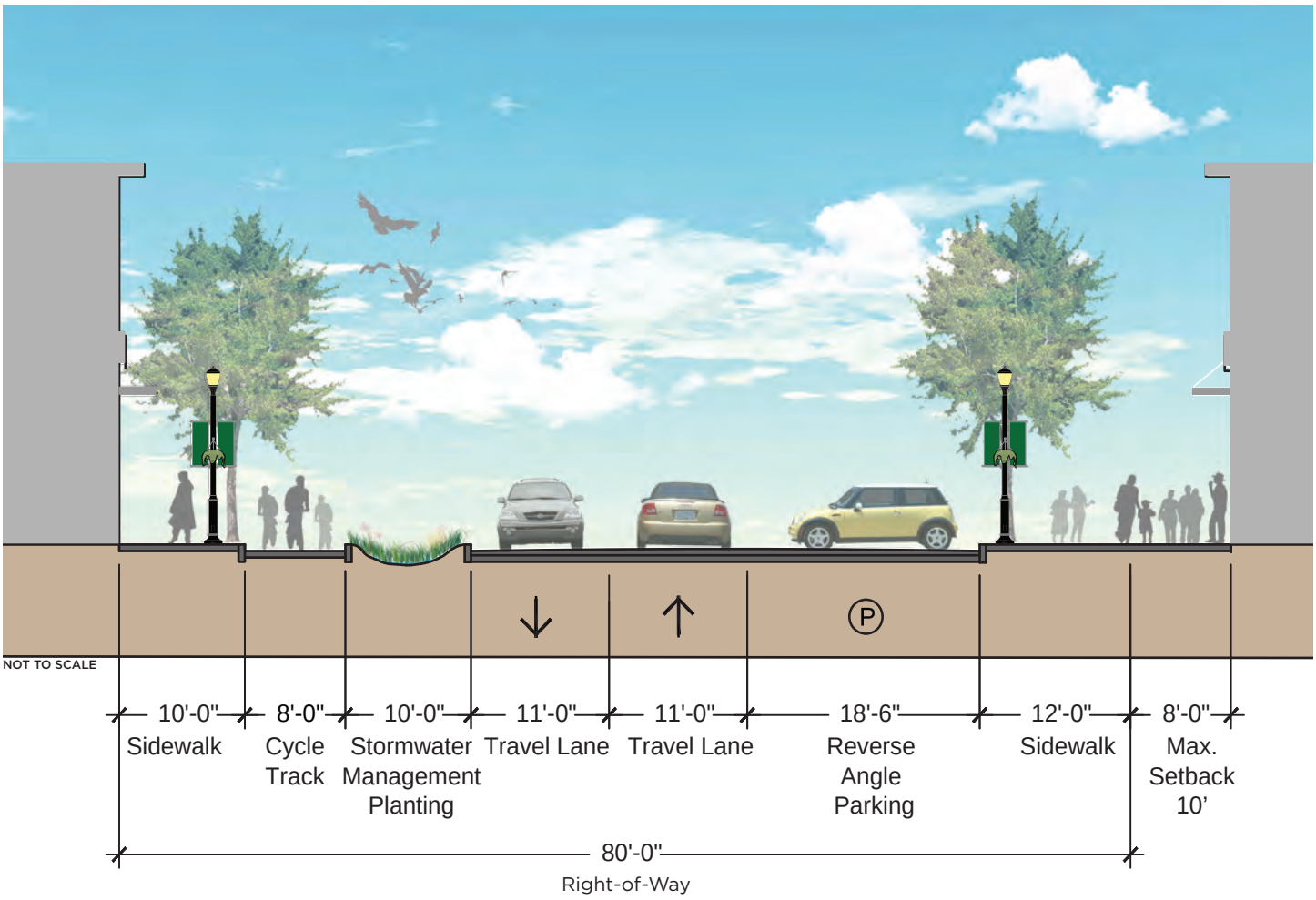
Proposed Riverview Avenue Typical Street Section through the Ingram Barge Site

excavate soil and move it off-site to create stormwater retention capacity, should be easily achieved. There may be a temptation to develop this site because of its high visibility on 3rd Avenue; however, this site provides the most logical expansion of both academic and community recreational facilities within the study area. It provides a logical continuation of the high concentration of Marshall University athletics campus that starts with the University Recreation Center on 20th Street and is the primary use with the blocks from 20th Street to the rail line adjacent to the ACF parking lot. It also complements Marshall University's Veterans Memorial Soccer Complex located on the north side of 5th Avenue, between 25th and 26th Streets.

Nurture Economic Development Anchors – The City can play an instrumental role in forming the partnerships and resources needed to develop economic anchors that will spur greater investment within each development zone.

I. The City and Marshall University have been exploring opportunities to create a proposed minor league/ NCAA-level baseball stadium. The City should take the lead to make a site-ready project and form the partnerships needed to solicit private developers/ operators of a jointly utilized facility. The project should consist of the stadium, surface parking, and other urban design elements such as the entry plaza and supporting commercial space. The City should prepare and solicit developers through a Request for Proposal process and take the lead in the access improvements needed to make the site accessible in a manner that also allows for the future build-out of the University Park Development Zone.

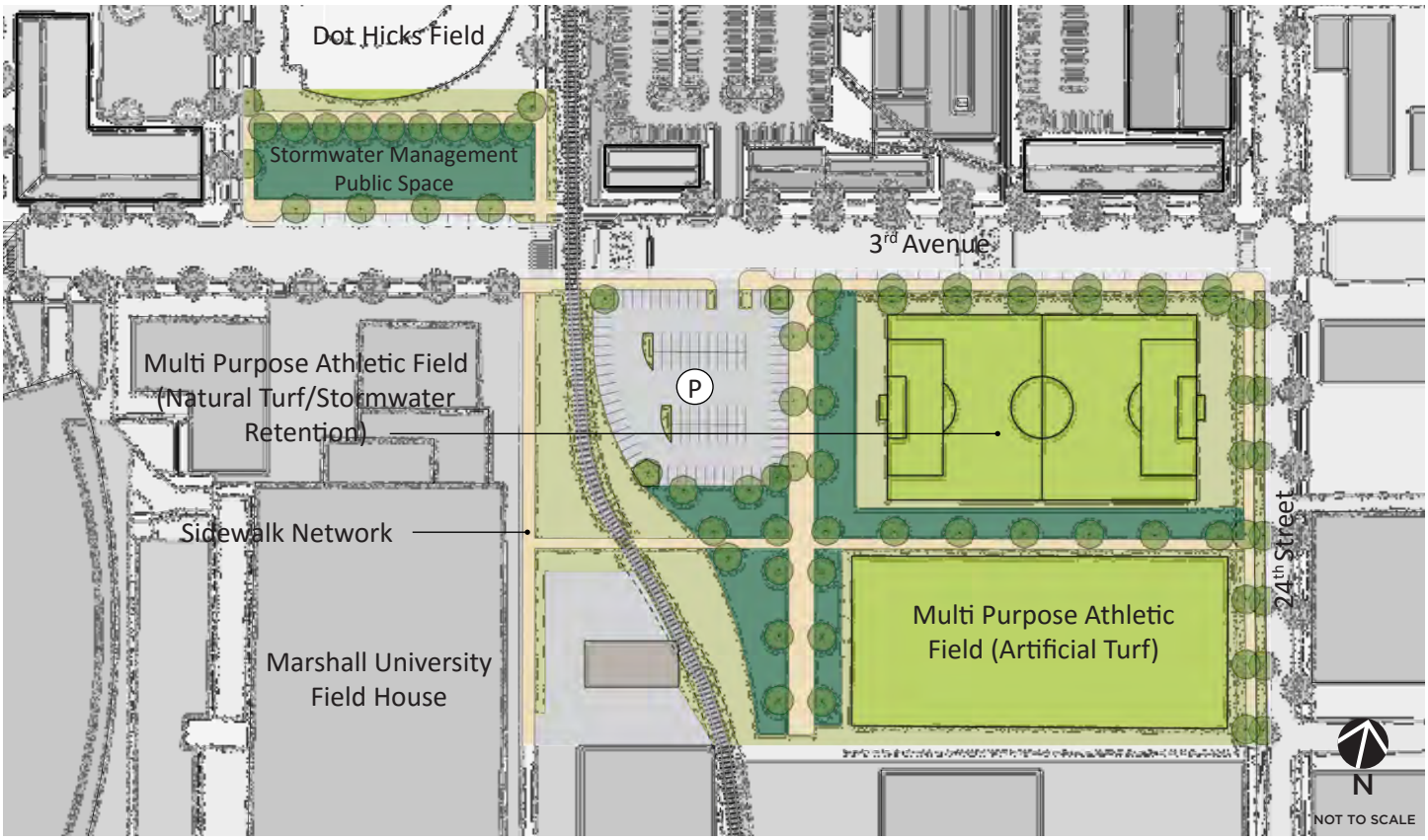
Support Neighborhood Pride through Ownership – Owner occupancy and pride of place is the basis for Highlawn's future – The existing residential neighborhoods have a symbiotic relationship to any



Stadium Boulevard Street Section

redevelopment that occurs on the Brownfield Catalyst Sites. Policies and programs which attract families as residents into the Highlawn neighborhood are an important component of economic development for the area.

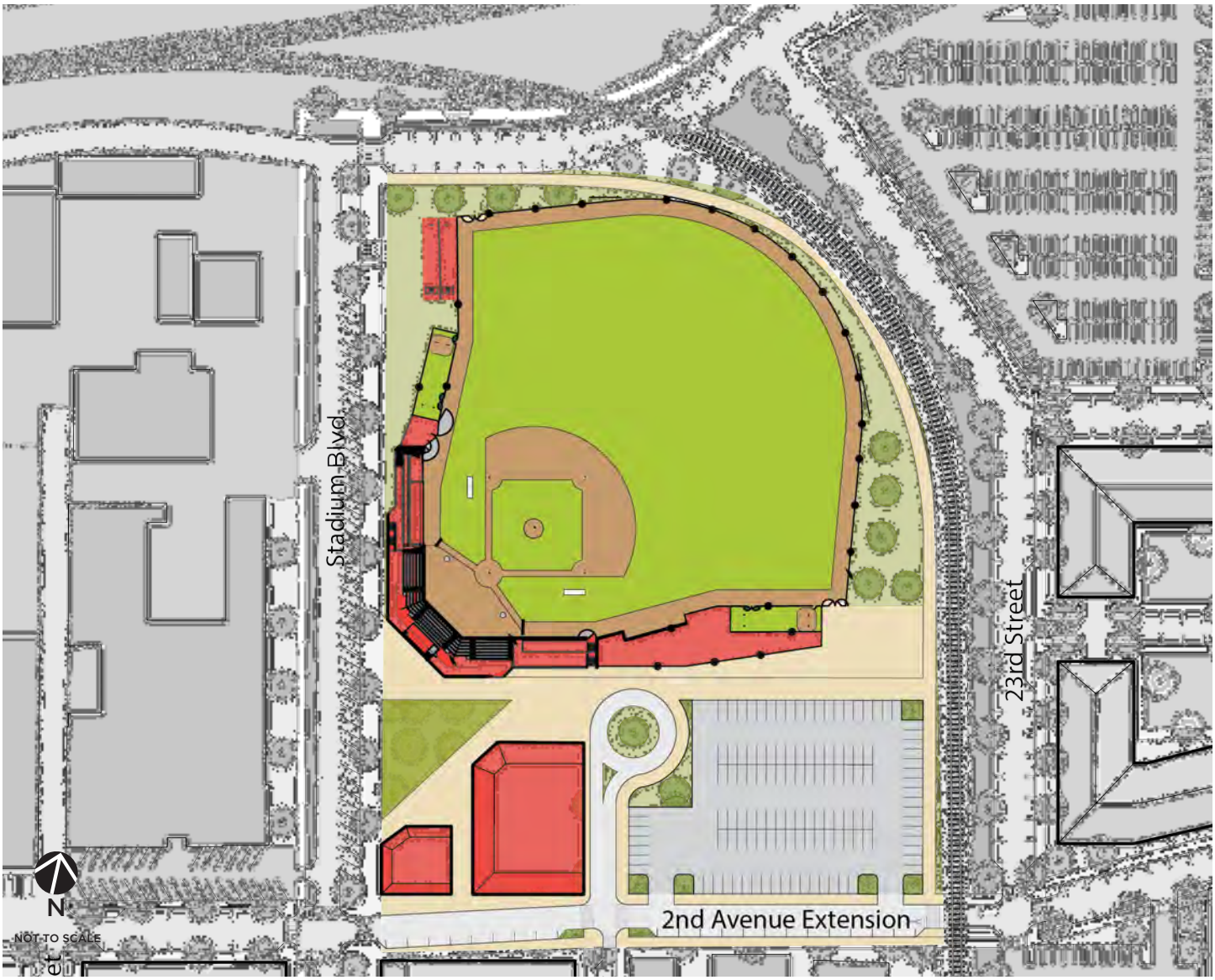
J. Chapter 5 of this plan – *Highlawn Neighborhood Reinvestment*, outlines a series of policies and programs that can support attracting greater investment in the existing residential properties in the Highlawn neighborhood. Some of the recommendations focus existing resources specifically towards Highlawn, in a direct and concentrated manner. The Area-Wide Plan also proposes other models for new policies and programs that can be adopted which enhance Highlawn as a more attractive place for families to move into, invest in, and live. In order to have the greatest and most immediate impact, the Area-Wide Plan suggest that resources be focused on a few pilot blocks. Specifically, the recommended focus is on improving existing housing stock, strategically infilling with new homes, and adding senior housing in the blocks surrounding the Highlawn Elementary School. This area would extend from 3rd Avenue north, from 25th to 27th Streets and include the former Enslow School site. The City and partnering agencies focused on neighborhood and housing rehabilitation should undertake a pilot effort to improve neighborhood quality in the proposed focus area.



Blue/Green Infrastructure along 3rd Avenue



View of moth-balled Enslow Middle School building in Highlawn
Photo Source: SGA



Proposed Baseball Stadium Development Complex

Proposed Buildings | New Sidewalks | Athletic Field/Plaza



Liggett and Myers Tobacco Company Building
Photo Source: SGA



01
Study Area & Community Character

Study Area Context

STUDY AREA CONTEXT AND HISTORY

The City of Huntington lies in the western corner of West Virginia, bordering the states of Ohio and Kentucky - as depicted in Figure 1.1 (Regional Context). Ashland and Charleston, West Virginia, are significant metropolitan areas influential to Huntington's regional context. Chesapeake and Proctorville, Ohio, are also important to note, as many people who work in Huntington live in these towns. Located along Interstate 64 and positioned on the southern bank of the Ohio River, Huntington is the second largest city in West Virginia, and is located in both Cabell and Wayne Counties. For the purposes of this project, Huntington will be looked at in relation to Cabell County, as the Area-Wide project study area resides entirely in this County.

In its early days, the City was a thriving port with steam river boats churning by daily (at present, the City is still part of the largest in-land seaport in the United States). Steam boats shipped lumber and coal to fuel the growth of the railroad extension to the West. It also supported other major industries, such as tobacco production, which was prevalent throughout the study area in the 1950's. In fact, some of the former factory buildings are still standing, such as the Liggett and Myers Tobacco Company factory building (pictured on the following page). Through the 1970s, the growth of Huntington and its economy was significantly based on steel processing, shipping, manufacturing, and transportation. Although steel production still exists, Huntington's economy has since shifted towards the health care, finance, retail, education, service, and tourism industries.

While Huntington experienced both population growth and economic development in its past, since the 1950s the City has experienced periods of decline and disinvestment (see the Demographics section in Appendix A for a detailed discussion on population statistics). In recent years, Huntington has undertaken significant revitalization initiatives, including successfully completing a City-wide Comprehensive Plan (Plan 2025), developing Pullman Square (2005) in the heart of downtown, and participating in other planning initiatives to foster continued City development. Furthermore, factors including the dedication of a committed community, the involvement of influential community institutions such as Marshall University and St. Mary's Hospital, and the existence of prime lands that are optimal for future development provide opportunities to plan for further reinvestment and renewal within Huntington, particularly within the Highlawn Neighborhood.

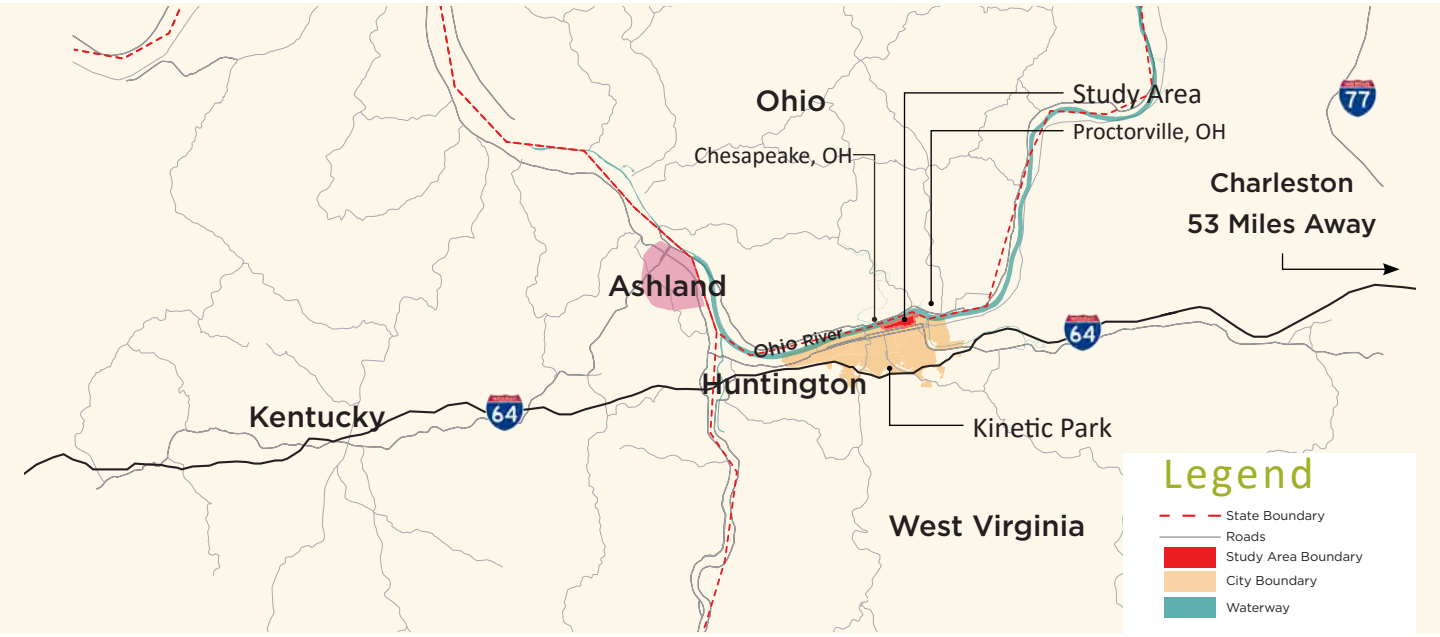


Figure 1.1 Regional Context



Early Map of Huntington
Photo Source: Vintage Huntington

STUDY AREA ANALYSIS

The following is a contextual overview and analysis of the various physical planning elements and conditions related to the study area. The analysis is organized in a ground-up approach. Looking first at the broadest factors, such as geographic context, geology, soils, and hydrology. It then considers factors formed by the existing built environment, including land use patterns, zoning, transportation, utility infrastructure, and civic facilities. The goal of this effort is to ensure that proposed reuse scenarios developed through the Area-Wide planning process are viable and sustainable. In this case "sustainable" not only means that the scenarios have environmental and economic longevity but also that they are compatible with their surrounding context. In essence, each project should both solve site specific issues and serve as a model for how new development can serve a larger role in improving the quality-of-life for all residents of the Highlawn neighborhood and ultimately the City of Huntington as a whole.



ACF Industries Inc. existing structure
Photo Source: Edward Tucker Architects



Liggett and Myers Tobacco Company Building
Built in 1917, this structure is just south of the Ingram Barge Site, within a designated National Historic District.
Photo Source: SGA



Marshall University Science Center, view from 3rd Avenue
Photo Source: SGA

Study Area Boundary

AREA-WIDE PROJECT STUDY AREA BOUNDARY

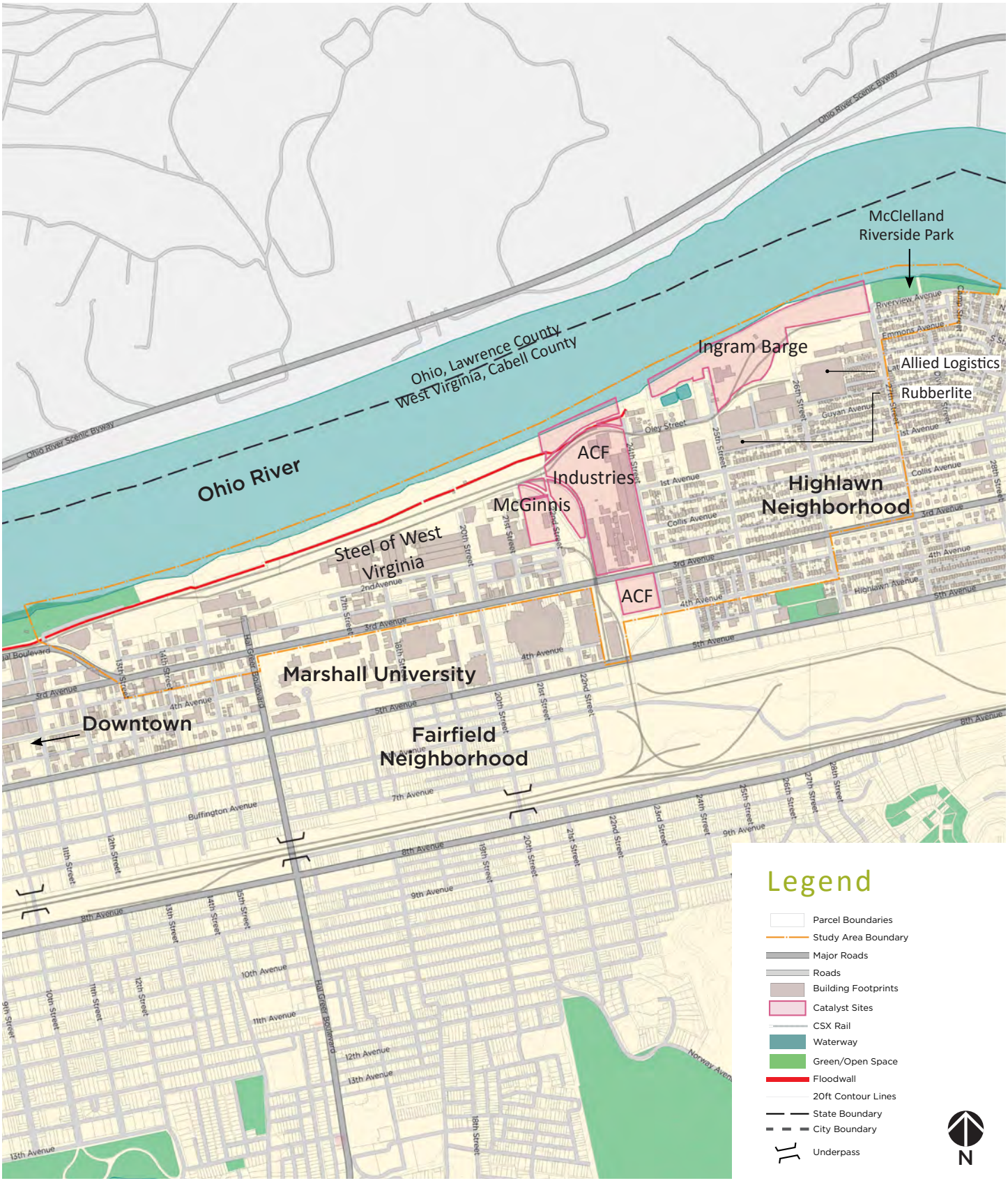
The following is a formal description of the study area, which is depicted in Figure 1.2 (Study Area Aerial) and 1.3 (Study Area and Catalyst Brownfield Sites). Starting at the northern extent of the study area, the portion that lies on the riverfront, the boundary roughly includes the northern City limits extending along the waterfront from 13th Street to 37th Street. From the riverfront west, the boundary runs south along Veterans Memorial Boulevard, and continues across an alley between 3rd and 4th Avenues as it reaches 13th Street. The boundary continues east along this alley until it reaches Hal Greer Boulevard. At Hal Greer Boulevard, the boundary extends north up to 3rd Avenue, and continues east along 3rd Avenue until it terminates at the railroad that extends north to south between 22nd Street and 24th Street. At this point, the boundary moves south down to 5th Avenue, extends east for half of a block and moves north to 4th Avenue. From here the boundary extends along 4th Avenue until it reaches 26th Street, where it cuts up to 3rd Avenue. Once the boundary reaches 27th Street from the east, it turns north along 27th Street until Emmons Avenue, where it turns east and proceeds north up Camp Street. Here it loops around McClelland Riverside Park and meets the riverfront, defining the eastern boundary.

Although the study area boundary includes eastern portions of downtown Huntington along the Ohio River, the emphasis of the planning effort is focused on the former industrial Catalyst Brownfield Sites primarily in the area of 20th Street to 27th Street and the immediately adjacent neighborhoods. The study area boundary was delineated to prioritize underutilized former industrial areas that have the potential to most directly benefit from their surrounding resources and redevelopment efforts. The designation of the Area-Wide study boundary ensures that site-specific reuse plans are developed through community-driven planning efforts that consider context and community desires and needs. It also evaluates and incorporates assets, amenities, and infrastructure to provide a holistic master planning “Area-Wide” vision for reinvestment and revitalization.



Figured 1.2 Study Area aerial

Figure 1.3| Study Area and Catalyst Brownfield Sites



Not to Scale

Community Character

THE HIGHLAWN NEIGHBORHOOD

Housing

- The majority of the housing stock within the neighborhood is more than 50 years old and exhibits signs of economic decline.
- The residential portions of the study area and the surrounding context consist primarily of traditional small-lot single-family homes that predominantly served the worker population of Huntington's historic industries.



Typical Highlawn housing
Photo Source: Edward Tucker Architects

- There are issues associated with rental properties, absentee landlords, vacant and boarded-up dwellings, and the challenges of maintaining older buildings, some of which are more than 75 years old.
- Neighborhood infrastructure improvement and housing quality is a focus of Plan 2025, and the City is actively exploring strategies and policies that will both improve the existing housing stock and work to develop more housing in this area.
- New development should consider ways to promote owner-occupancy and reinvestment in existing housing stock in the neighborhoods throughout the study area.

Institutions

- Marshall University and St. Mary's Hospital are important institutional anchors within the community. They support economic vibrancy and serve as major academic, social, cultural, and health resources for the study area, the City, and the region.
- Future plans of these institutions could significantly influence the redevelopment potential in the study area and the ability to improve the existing neighborhoods.
- Marshall University is potentially the most significant driver of redevelopment in the study area.

Industry

- Older industrial buildings, both active and vacant, are important defining elements of the neighborhood's character.
- Depending on their configuration, they can act as visual landmarks or as physical barriers.
- Opportunities to consider the reuse of existing structures should be considered as a part of any redevelopment scheme.
- The Liggett & Myers Tobacco Company Building complex is the only nationally registered historic site in the study area. The proximity of the historic structures to the former Ingram Barge Catalyst Site makes them an important contextual element that should be considered as a part of any redevelopment of that property.

Retail/Commercial

- A majority of the retail/commercial development that exists within the study area is suburban format and automobile-centric. This includes aspects such as large building setbacks, front parking areas, multiple curb-cuts, limited sidewalk amenities, etc.
- These mid-twentieth century or newer retail/commercial developments may not be the highest and best use, especially in terms of their development patterns, when considering the full future potential of



ACF Industries at the intersection of 3rd Avenue and 24th Street
Photo Source: SGA



Huntington Skyline as seen from across Ohio River
Photo Source: City of Huntington Website

the redevelopment area as a walkable zone and as an addition to the City, the Marshall University campus, and the Highlawn neighborhood.

Riverfront & Recreation

- The Ohio River forms the northern boundary of the City, and the riverfront provides an invaluable amenity to the Huntington community.
- McClelland Riverside Park and Harris Riverfront Park are on opposite ends of the study area affording a unique opportunity to connect these two parks, which would accommodate riverfront access and recreational opportunity along the entirety of the riverfront.
- Although the Highlawn neighborhood has the great benefit of the McClelland Riverside Park along its river frontage, parks and public space within the study area are lacking overall, especially when considering the density of the neighborhood.

PUBLIC HEALTH KEY FINDINGS

- Within the study area, there is a high risk of cancer and respiratory hazard due to poor air quality, according to data provided by the EPA Environmental Justice Screening Tool.
- The portion of the Ohio River that runs along the northern portion of the study area, and all of Forepole Creek, which flows through Huntington south of the study area, are both listed as impaired water bodies due to poor water quality.
- While the Guyandotte River, which borders the study area to the east, used to have poor water quality, the creation of a Total Maximum Daily Load (TMDL) plan has improved the water quality and taken the river off of the impaired water bodies list.
- Factors such as a high rate of premature deaths and a high rate of reported poor health indicate that Cabell County is worse off than other places across the United States, according to data provided by the Robert Wood Johnson Foundation.

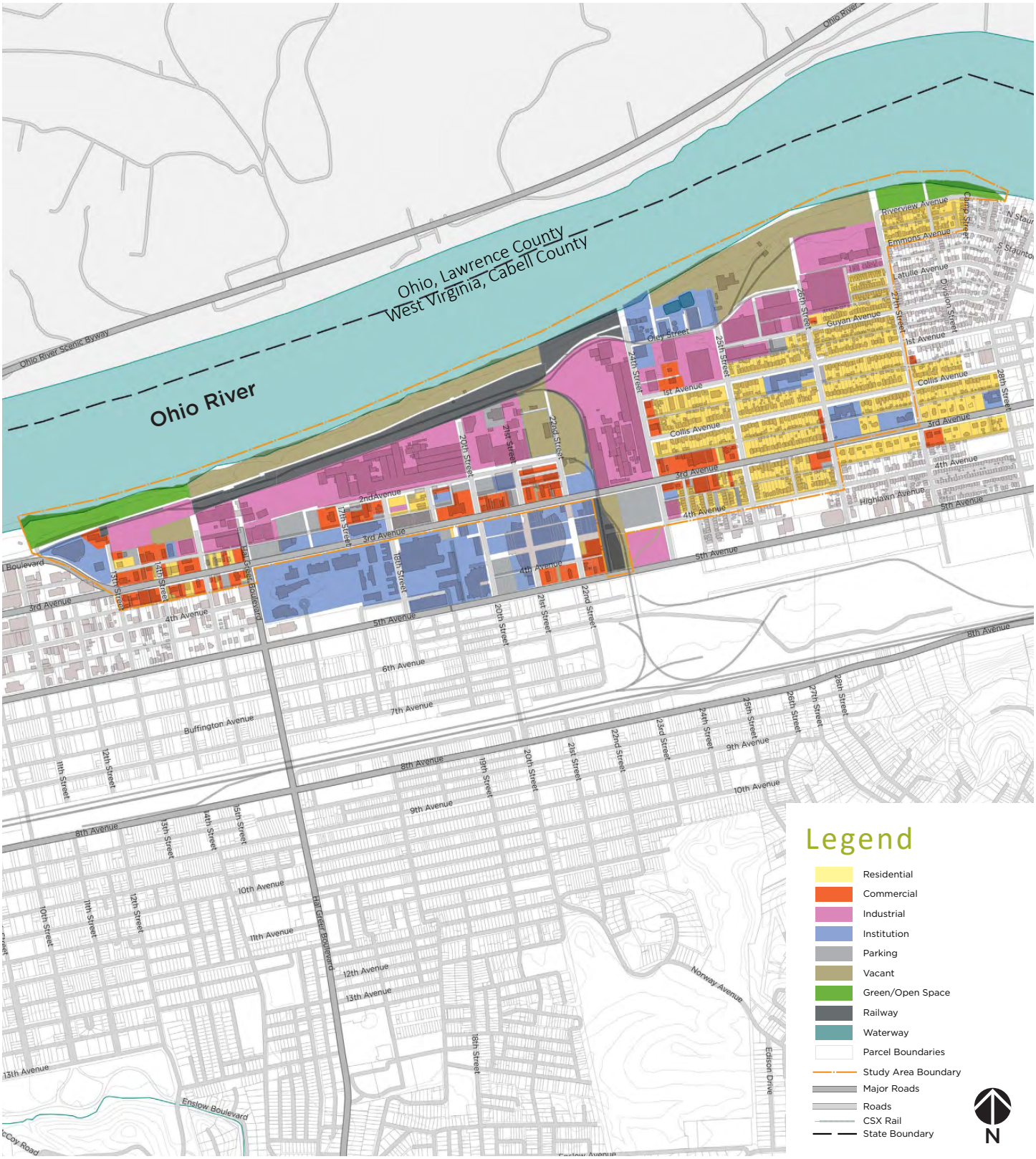


Retail/commercial uses along 3rd Avenue in the vicinity of 20th Street
Photo Source: SGA



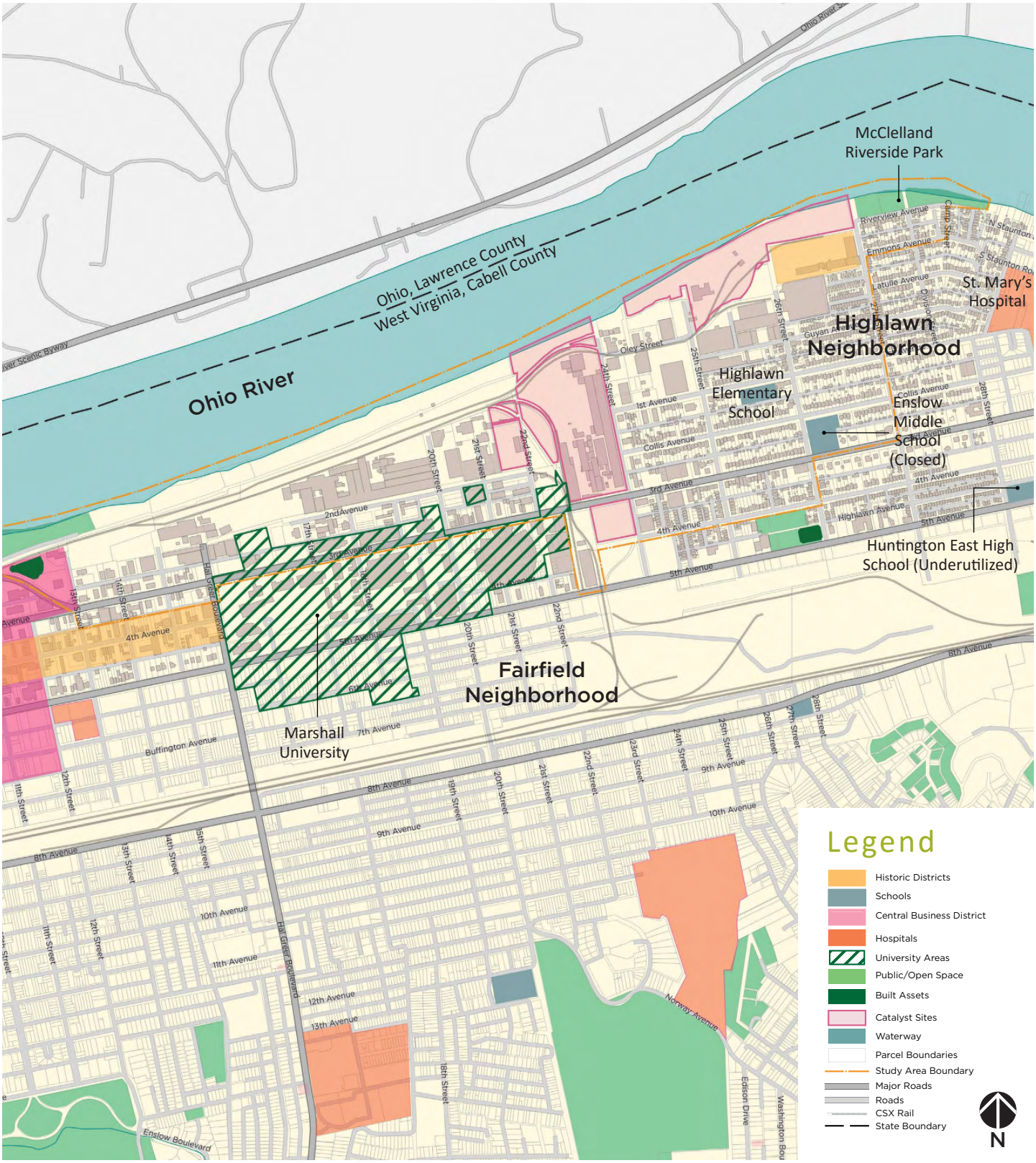
The playground at McClelland Riverside Park
Photo Source: SGA

Figure 1.4 | Existing Land Use



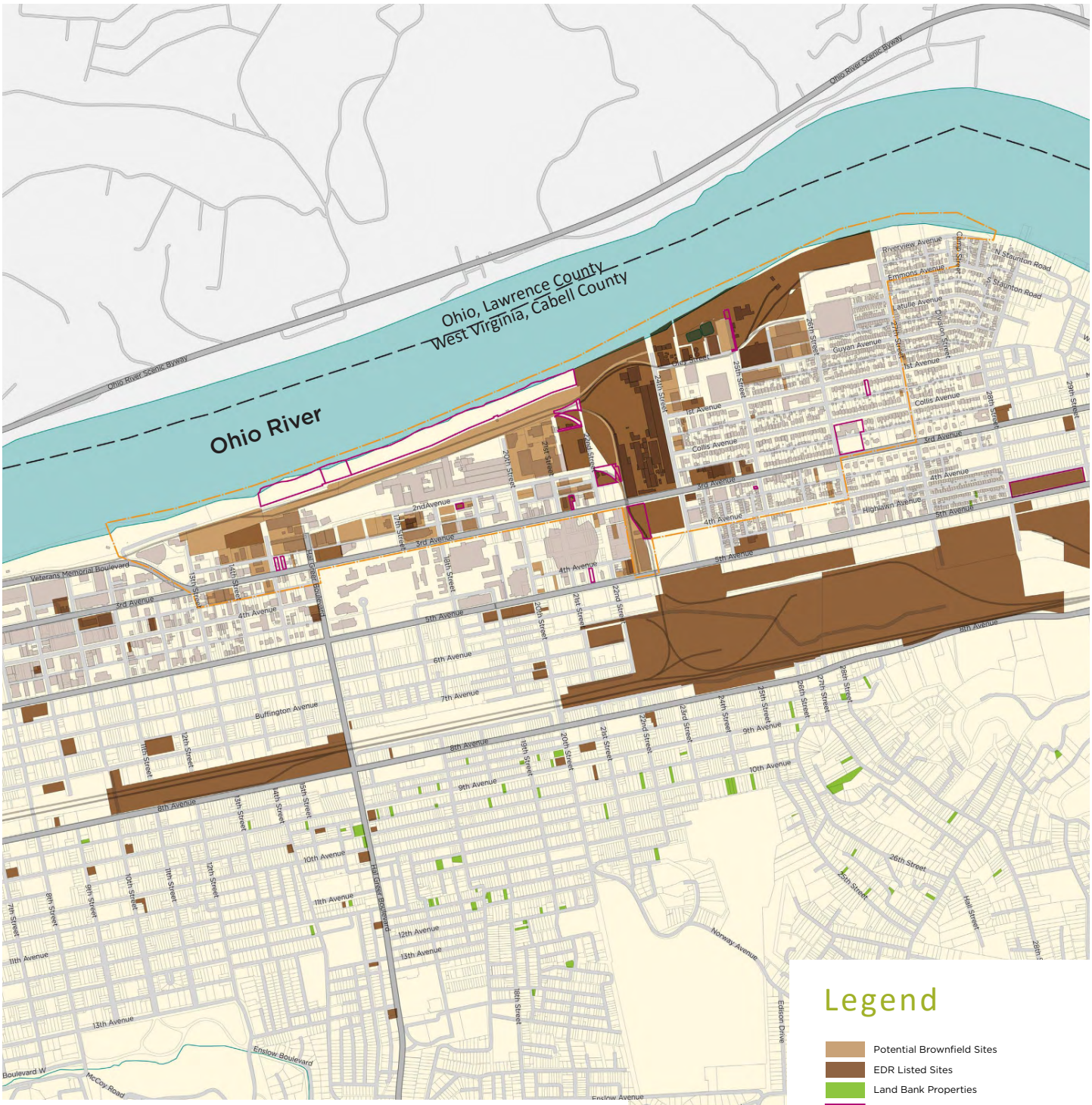
Not to Scale

Figure 1.5 | Civic Institutions, Historic, and Cultural Assets



Not to Scale

Figure 1.6 | Brownfields and Underutilized Land



Note: Sites shown on this map represent "active" EPA brownfield, sites that were identified as potential brownfield sites through Sandborn Fire Insurance map analysis, or are identified as vacant and their potential environmental status is currently unknown.

BROWNFIELDS & UNDERUTILIZED LAND

In addition to the three key Catalyst Brownfield Sites, there are other properties with the study area that are or appear to be potential brownfields. Some of these sites are also vacant or underutilized. Many properties are listed on the Environmental Data Resources Inc. (EDR) database, which is a database that documents properties that are associated with some form of agency registered or known environmental condition. The potential presence of additional brownfields with the study area is depicted on Figure 1.6 Potential Brownfields and Underutilized Land.

- There is a high perception of vacancy and underutilized land within and surrounding the study area. These properties include very large parcels such as the former Ingram Barge site and much smaller properties scattered throughout the study area.
- Many properties within the study area are identified as having some sort of known or perceived environmental risk associated with them. Many of these sites have also been identified as vacant or underutilized.
- Some of the identified potential brownfields consist of smaller parcels that are located adjacent to or near the larger Catalyst Brownfield Sites, making them potentially important to consider as a part of an area-wide approach to redevelopment planning.



Additional underutilized/vacant properties within the Study Area
Photo Source: SGA



McGinnis Catalyst Brownfield Site exhibits large swaths of underused and undeveloped land
Photo Source: SGA



Existing structures on the Ingram Barge Catalyst Brownfield Site
Photo Source: SGA



Underutilized businesses fronting on 3rd Avenue
Photo Source: SGA

DEMOGRAPHIC HIGHLIGHTS

Demographic trends were analyzed on local, regional and statewide levels. More specifically, to assess the demographics of the Area-Wide Plan study area, census tracts 3, 4, 5, and 6 were taken into consideration due to the fact that the study area consists of parts of all four of these census tracts. These census tracts were then compared to the relevant geographies of the City of Huntington, Cabell County, and West Virginia.

United States Census Bureau data was collected and used for analysis. This depth of analysis, both within the study area, and in relation to the City, the County, and the State, illustrates Huntington's demographic context within a broader area and identifies trends that may help direct community investment efforts and strategies. The following pages highlight some of the key demographic trends analyzed.

- The population in the study area, as well as in the City and Cabell County, has decreased slightly in the last decade. Population projections predict that the County will experience a modest population increase over the next decade.
- There is a high concentration of younger people ages 15–24 years old within the study area as depicted in Figure 1.7. This high concentration of younger population may be attributed to the presence of Marshall University. This population age group may represent an opportunity when considering potentially viable land use for the redevelopment of the Catalyst Brownfield Sites.
- Demographic trend analysis indicates that aging in place may be occurring as indicated by the 14 percent increase in the population of 55–64 year olds.
- The study area's higher-education attainment level varies widely, ranging from as low as 10 percent to as high as 31 percent within the study area (See Figure 1.9).
- The study area is slightly more racially diverse than the City as a whole, and the minority populations have been growing slightly in the last decade.
- Income levels in the study area are significantly lower than the City or County. Based on the U.S. Census, 59 percent of the population in 2010 had dipped below City or County income levels. Redevelopment planning in the study area should consider ways to increase the economic options for the neighborhood population such as creating employment opportunities for all education and skill levels. Figure 1.8 depicts household income by census tract.
- Rental housing is a major issue, with rental occupancy ranging from 39 percent in Highlawn to as high as 89 percent in Fairfield (See Figure 1.12). Given the high percentage of single-family residential units in the study area (See Figure 1.10), this means there is likely a high percentage of absentee landlord ownership, potentially resulting in issues associated with property maintenance.

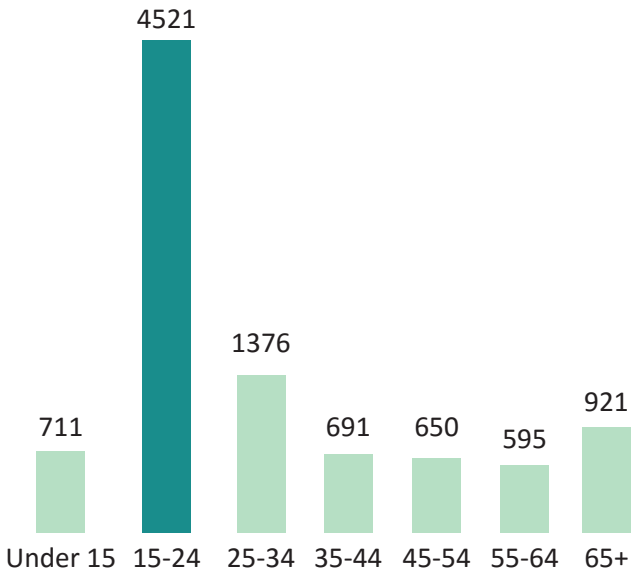


Figure 1.7 Age distribution within the Study Area
Data Source: U.S. Census Bureau 2010 Census Data

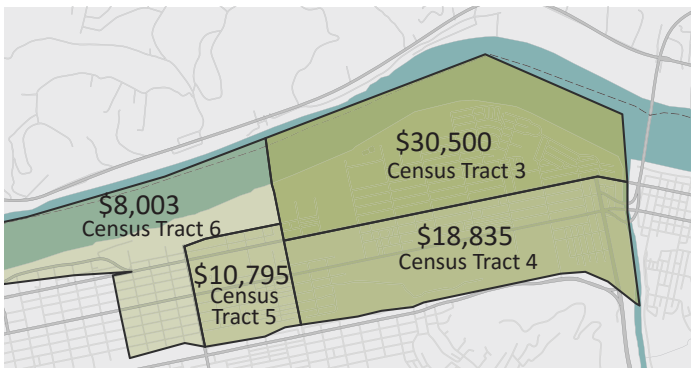


Figure 1.8 Median household income by census tract
Data Source: U.S. Census Bureau 2014 American Community Survey

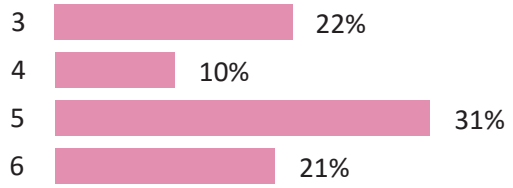


Figure 1.9 Bachelors degree or higher by census tract

Data Source: U.S. Census Bureau 2010 Census Data

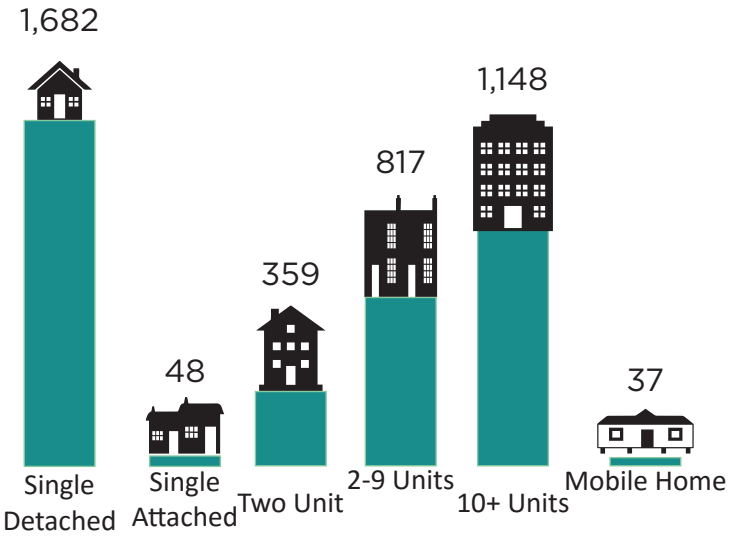


Figure 1.10 Study Area housing buildings/units

Data Source: U.S. Census Bureau 2014 American Community Survey

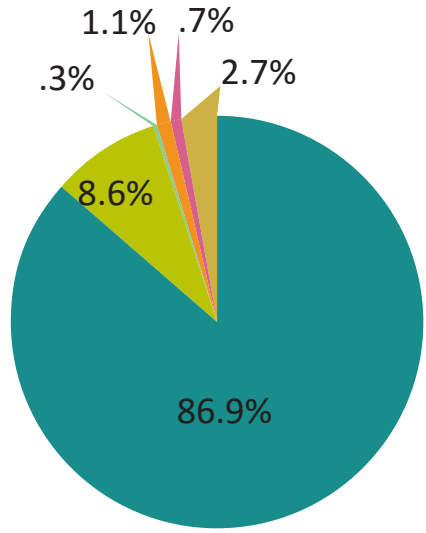
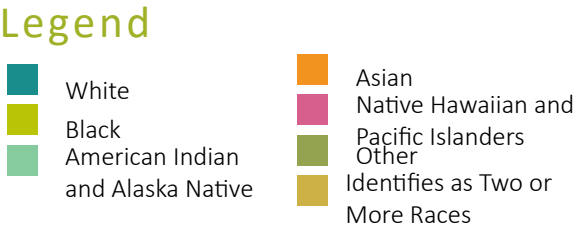


Figure 1.11 Racial profile of the City of Huntington

Data Source: U.S. Census Bureau 2010 Census Data



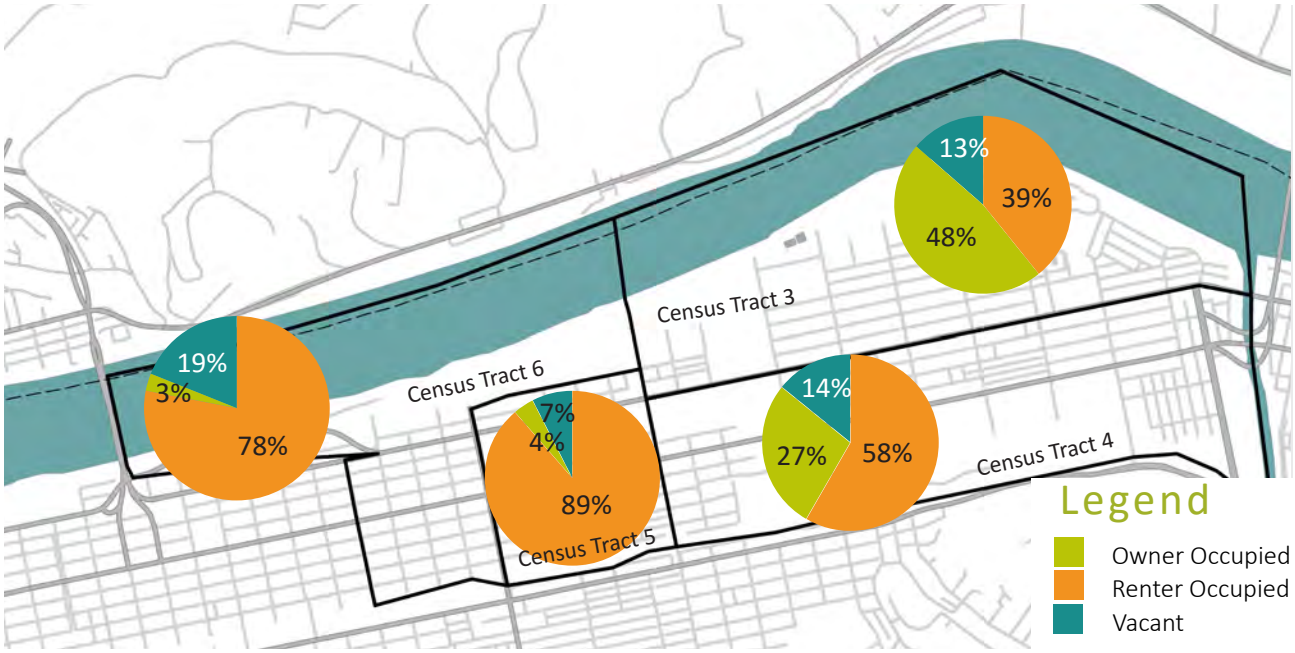


Figure 1.12 Renter, owner and vacancy Rates

Data Source: U.S. Census Bureau 2010 Census Data

Study Area Analysis

INTRODUCTION

The following is a summary of the key attributes and findings as a result of the analysis, especially as they relate to, or impact the ability to undertake redevelopment activities. The analysis is organized around a ground-up approach. It looks first at the broadest geographically based factors such as geographic context, geology, hydrology, and soils. It then considers factors formed by the existing built environment, including land use patterns, transportation and utility infrastructure. An in-depth description of the physical attributes of the study area, including mapping, is provided in Appendix A, of this document.

GEOLOGY

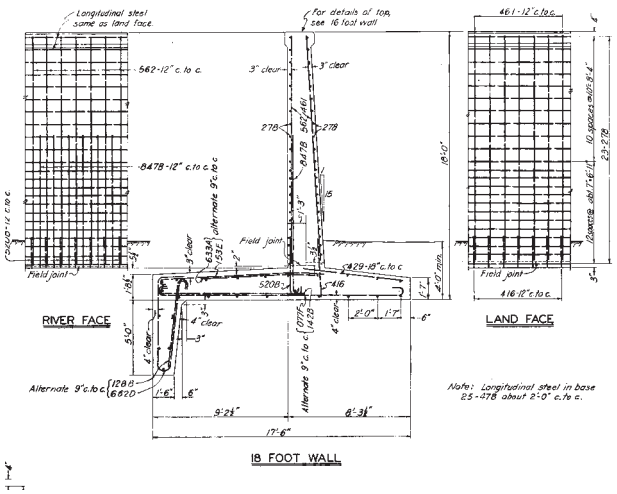
- Due to geological relief of underlying sedimentary rock of varying origins, topographic relieve can occur, which is evident in much of Highlawn. As a result, the change in topography is more dramatic due to factors such as the underlying geology's resistance to erosion when compared to Alluvium. Although subtle, the topographic relieve is significant enough to elevate most of the Highlawn neighborhood above the floodplain, removing the need for a floodwall. As a result, Highlawn is one of the few riverfront neighborhoods that has un-impeded physical and visual access to the Ohio River.

SOILS

- The City of Huntington is composed largely of urban soil types, which are typically characterized as being highly variable due to the nature of urban areas, where development has resulted in the disturbance of much of the natural soil profile.
- Since there is a significant chance that at least part of the soil in any given area is composed of fill that has come from off-site locations, it is difficult to generalize about these soil types.
- Within the study area, there are three different soil units which fall either partially or fully into the urban category. These units, which have been designated as such by the Natural Resources Conservation Service (NRCS), are Urban Land (UR), Urban Land Ashton-Lindside Complex (US), and Urban Land Wheeling (UwB).

HYDROLOGY & FLOODING

- Huntington has historically suffered from significant flooding events, not surprisingly impacting neighborhoods closest to the Ohio River. The most notable flood event, that occurred in January 1937, crested at 69 feet. The next year, in response to the prior flood event, a concrete and earthen floodwall was constructed starting in 1938 and was completed in 1940. The wall roughly parallels the river's edge and terminates at the WV American Water Plant, east of 24th Street.
- The floodwall varies in height based on the particular conditions throughout the City. The portions of the floodwall that exists in the study area are generally the shortest portions of the overall wall. The operation and maintenance conditions of the wall requires a vehicular clear zone on each side of the wall for maintenance purposes. The KYOVA Interstate Planning Commission is currently working on a Street Flooding Mitigation Plan which evaluates multi-modal transportation and flood management issues and proposes a series of site-specific integrated transportation and green infrastructure projects to alleviate mobility conflicts created by flooding events.



Floodwall Section adjacent to WV American Water Plant
Image Source: Huntington Floodwall Operations and Maintenance Manual

- Although the floodwall has been effective in reducing the impacts of flooding events in Huntington, issues exist with water backing up behind the wall, even during more regular storm events. This is most apparent in the locations were the numbered streets throughout the City are depressed to cross under the CSX railroad mainline.



ACOE Floodwall construction 1938
Photo Source: City of Huntington

- Even minor topographic changes can result in significant concentrations of stormwater during flood management. A "bowl" condition exists within the study area in the approximate area between 3rd and 5th Avenue from 20th to 25th Streets. This bowl is a subtle depression where flooding concentrates with few options for drainage until a period after a storm event. Redevelopment projects and infrastructure improvements should consider ways to integrate stormwater management solutions which aid in alleviating flooding in this area.
- The majority of stormwater in Huntington flows into the combined sanitary and stormwater conveyance system. The City is governed under a Clean Water Act Municipal Separate Storm Sewer Systems (MS4) Permit. The opportunity exists through the use of Best Management Practices (BMPs) to achieve stormwater reduction milestones as required in the City's MS4 Reduction Plan. These BMPs could include the integration of blue/green infrastructure in future transportation and park and civic space projects, especially associated with the brownfields redevelopment projects as they are implemented.
- Since the former industrial sites have high-impervious conditions, the pre-construction versus likely post-construction conditions of the brownfields provide lower required stormwater management storage demands on future development, when compared to a similarly sized greenfield site.

LAND USE & ZONING

- Industrial activity is the predominant land use within the study area, particularly north of 3rd Avenue. Although there are large active industrial facilities, much of the activity could be classified as light industrial located on smaller lots of a few acres or less.
- Much of the existing industrial infrastructure sits vacant or is underutilized. This provides the opportunity for redevelopment and reuse.
- Marshall University's campus is a defining element for much of the study area, especially since it is located between 3rd and 5th Avenues, which are



Marshall University campus - adjacent to Study Area
Photo Source: Edward Tucker Architects



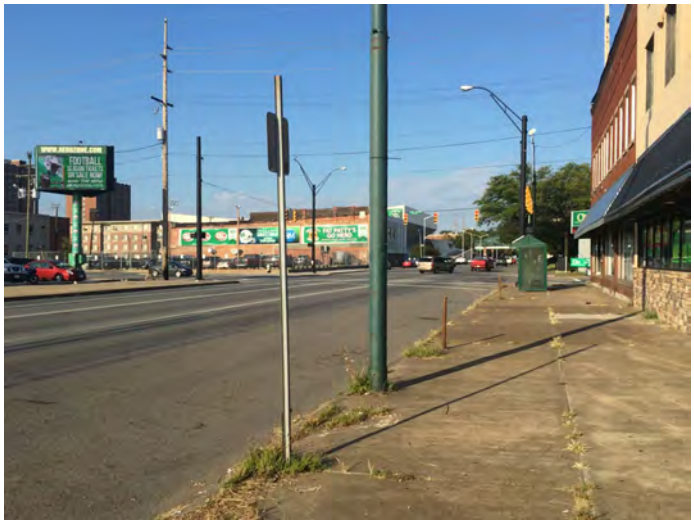
The Floodwall and vehicular clear zone - land side
Photo Source: SGA

the primary thoroughfares through the City and the neighborhood. Its tree-covered campus qualities make it a very attractive place and provide a strong visual juxtaposition to the adjacent vacant or under-utilized industrial properties.

- Commercial land use is primarily concentrated along 3rd Avenue and 5th Avenue. The high-volume traffic-centric design of these transportation corridors has attracted suburban-format retail/commercial developments.
- Traditional residential neighborhoods are concentrated in the eastern part of the study area. There are areas of older and new multi-family housing that borders the industrial properties, especially along 1st Avenue between 20th and 24th Streets. The relationship of the mix of housing densities to form cohesive neighborhoods is an important consideration should any new housing be proposed in the study area.
- The Future Land Use Map proposed by Plan 2025 does not suggest a significant change in the land uses within the study area. The market analysis and physical conditions analysis of the Area-Wide planning process, along with community input, will provide greater data to inform the most preferred future land use(s) for the study area. This includes considering any potential limitations as a result of the environmental legacies on former industrial properties.
- The City is in the process of initiating a zoning ordinance update for several areas of the City, including downtown Huntington, Fairfield, and West Huntington. Aspects of these zoning updates, especially for the downtown and Fairfield, could serve as a model to shape future redevelopment strategies and build character within the study area.

TRANSPORTATION & CIRCULATION

- Transportation, community planning plans and policy documents prepared within the last five years are establishing a new paradigm and approach to the upgrading of primary roadways throughout the City. Current policies are focusing on the goal of achieving a truly balanced transportation system that serves all modes of travel and considers facilities for pedestrian, bicyclists, and transit as well as the linkages between land use, development patterns, walkability, and placemaking.
- The City has established community-specific street design standards for primary roadways and a Street Design Priority Matrix to aid in determining the best mix of facilities and amenities for all streets in the City.



Right-of-way width and speed of traffic on 3rd Avenue creates an unsafe environment for pedestrians
Photo Source: SGA

These standards will inform the planning and design of proposed transportation improvements within and serving the study area.

- Both the City and KYOVA have identified the need to significantly rethink the transportation and urban design character of 3rd and 5th Avenues throughout the City. The various planning efforts propose differing approaches to what is essentially a “road diet” for these primary transportation corridors. The redevelopment planning efforts of this study will need to respond to the general consensus of the goals to redesign these streets, yet provide flexibility to allow for future, more detailed designs for both 3rd and 5th Avenues. From the perspective of the study area, the “through-put” design of 3rd Avenue is important; however, the ability for pedestrians to safely cross is especially critical. In order to capitalize on the economic development anchors, such as Marshall University’s campus complex, development will need to feel connected. This means that safe crossings and the urban design character of the street must be considered as a part of the redevelopment planning effort.

PARKS, RECREATION & TRAILS

- McClelland Riverside Park in Highlawn and the Harris Riverfront Park in downtown, both located along the Ohio River, represent important park and recreation anchors to consider when crafting redevelopment plans for the study area.



McClelland Riverside Park playground
Photo Source: SGA

- The Paul Ambrose Trail for Health (PATH) is a major trail network initiative of the City that focuses on creating a comprehensive interconnected bicycle and pedestrian trail system, providing free, healthy recreational and alternative transportation opportunities for the City of Huntington and surrounding areas. The trail potentially includes interconnections parallel to the Ohio River that connect Harris Riverfront Park to McClelland Riverside Park and beyond to the Guyandotte River Trail. Opportunities to enhance public access to and along the Ohio River should be explored as a component of any redevelopment project and civic improvements. Connections to Marshall University's facilities and to other parks in the City should also be explored. Currently a master plan for expanding the current PATH system is being developed.
- Based on the population density and the current inability to easily walk or bike to other larger parks in the The Greater Huntington Park and Recreation District (GHPRD) system, the study area is under served with parks, recreation facilities, and public open spaces. Opportunities to expand public parks and recreational facilities should be considered.
- Upgrades to transportation facilities should always be evaluated to determine the maximum extent to which pedestrian and bicycle facilities can be incorporated to increase transportation and recreation mobility within the study area and the City.

UTILITIES

- Due to demands of the former and existing large industrial users in the area, there is ample supply of utility infrastructure. Wet utilities and dry utility systems will likely need to be upgraded or relocated in and around the former industrial sites to coincide with the new land development patterns and specific needs, block-by-block.
- Overhead utilities should be located in underground duct banks in new streetscapes and new street construction projects as much as possible, within existing or newly constructed public rights-of-way.
- Combined sewers exist throughout the study area and opportunities to separate and integrate blue/green infrastructure throughout private land developments and public infrastructure should be pursued as much as possible.



PATH Trail head at McClelland Riverside Park
Photo Source: SGA



Overhead utilities at Steel of West Virginia plant
Photo Source: SGA



Pullman Square Summer Concert Series
Photo Source: City of Huntington

02
Establishing the Redevelopment Vision



Planning Process and Public Engagement

INTRODUCTION

At the commencement of this project, city leaders and stakeholders agreed that this project must be focused on action. By obtaining U.S. EPA brownfields funding, as well as other grant funds for the Catalyst Brownfield Sites within the Highlawn neighborhood, the City has an opportunity to make dramatic positive and transformative changes to the neighborhood and the City as a whole. Considering the City is still recovering from significant changes in it's overall economic climate over the last few decades, it is clear that any plan focused on the redevelopment and revitalization of the Highlawn neighborhood must be far-looking, yet firmly based in the realities of today. The Huntington Brownfields Innovation Zone – Highlawn Brownfields Area-Wide Redevelopment Plan strives to achieve a visionary future, firmly reinforcing the community as diverse and vibrant, while addressing fundamental issues of available resources to achieve real results.

Developing a successful brownfields redevelopment plan requires an understanding of physical characteristics, market factors, and buy-in from the community, including residents, business owners, and property owners. From the outset of this effort, the City decided that public involvement, at all levels, should form the basis of the recommendations of the plan. Considering the potential magnitude of reinvestment and transformation that may occur, city officials want to ensure that the formation of a strategy that has specific "tangible" outcomes is based on broad community desires for the future of the Highlawn neighborhood, the surrounding context including Marshall University, and the redevelopment of specific Catalyst Brownfield Sites.

The planning process employed a strategy of inclusiveness, transparency, education, careful design, and commitment to identifying real and implementable actions. Over the course of the planning process, started in May 2016, the project brought together public, private, and civic interests to give form to a vision and to prioritize the numerous elements needed to ultimately achieve the vision (See Figure 2.1). The over-arching intent is to create a comprehensive redevelopment strategy for the Highlawn neighborhood that focuses on the three Catalyst Brownfield Sites and the Ohio Riverfront. Redevelopment strategies should be done in a manner that is fully inter-connected with the surrounding context, complimentary between the redevelopment sites (so they are not in essence competing with each other for funding and/or market share), and complementary to the overall economy of the City. The visioning process took several keys steps to gather input, explore opportunities, and solidify recommendations to achieve these results.

BROWNFIELDS TASK FORCE

The Brownfields Task Force included elected and staff members from the City as well as representatives from key agencies, institutions, property owners, residents, and local business leaders. Many of the members of the Task Force are also active in other local or regional planning efforts and provided valuable insight and direction throughout the planning, review, and recommendation development process. The Brownfields Task Force meetings were held on a regular basis, either separately or in conjunction with public workshops, to discuss the vision, goals, and objectives for the project as well as to develop specific redevelopment and infrastructure improvement concepts and evaluate alternatives as they were developed.

COMMUNITY VISIONING WORKSHOP

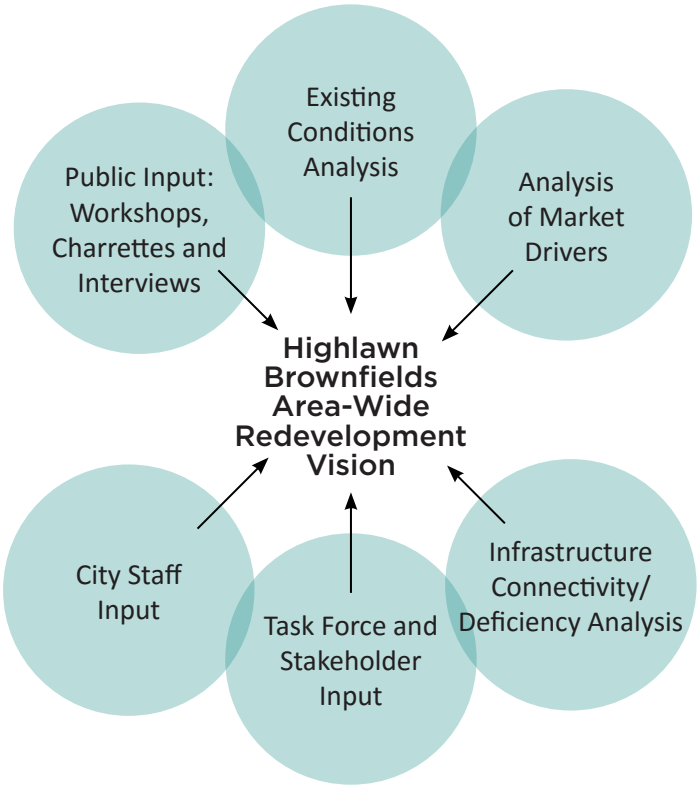


Figure 2.1 The Planning Process

A week-long community visioning workshop was held during the last week of September 2016. This intense, time-compressed series of on-site work sessions, coordinated around community and key stakeholder engagement, provided the opportunity to engage the community on multiple topics and to quickly shape the parameters of a desired redevelopment strategy. This event included a series of sessions focused on specific topics, such as parks, economic development, environment, historic/cultural resources, etc., while others were intended to gather and provide general information.

The intent of the community visioning workshop was to gather interested stakeholders together to efficiently inform the planning process and lead to expedited and well informed decisions. Through effective on-site interaction with the place and the people of Huntington, planners were able to best learn how to craft and apply the ideas, tools, and techniques needed. Listening to the voices that have the most direct relationships to Huntington and the Highlawn neighborhood and having the ability to directly see concepts as they are developed allows planners and designers to thoroughly understand the complex issues that exist in Huntington's urban environment and create effective solutions with clarity. Furthermore, the intense planning process allowed for "ground-proofing" of ideas, in real time, forming consensus quickly and building on the momentum and enthusiasm for the project. In this case, the intense interaction also fostered a creative design environment of discovery for City staff and planners, together with community participants.

PROJECT THEMES

Using all of the feedback received through the various community engagement activities, the following key project themes were identified. These themes were used to guide decision making and to shape the development of the plan's recommendations

- **Build upon recent successes to move to the next level of economic vibrancy** – Huntington has made great strides in the past few years in improving the overall functionality and aesthetic value of its downtown. Now is the time to build upon those investments to support public-private partnerships that are able to leverage significant investments in property improvement and redevelopment activities in the neighborhoods surrounding the downtown, such as Highlawn. This planning effort represents a way in which City leaders are focusing on neighborhoods as the basis for overall economic revitalization.
- **The Ohio River is an "untapped asset** – With the improvements made to the Harris Riverfront Park portion of the Ohio Riverfront, the community can see the future potential of creating a true community greenway of parks, trails, and public amenities along the entire stretch of Ohio River through the City.
- **The Catalyst Brownfields Sites provide a "once in a lifetime" role in stimulating community revitalization** – The brownfields parcels within the Highlawn neighborhood are very large and strategically located to serve as major drivers to support larger community revitalization. If their reuse is well thought-out



The Community participated in various activities that defined issues and opportunities and shaped redevelopment recommendations
Photo Source: Huntington Communications Office

and connected to their context, especially to the neighborhood, Marshall University, and the Ohio River, that reuse can become a major drivers for economic reinvestment.

- **Mixed-use means all types of land uses, including industrial** – Traditionally communities were established with a close link between the economic generators and employment centers and the surrounding residential neighborhoods that supported them. In the second half of the twentieth century, attitudes changed and industrial uses were separated from neighborhoods by vast distances. Opportunities exist, with careful planning and design, to bring the two uses closer together to create stronger community bonds and expand economic opportunities. Revitalization in Huntington can only occur if there are greater employment opportunities, especially with well-paying jobs and the supporting infrastructure needed to attract employers.
- **"Connectivity" across a variety of community elements is essential** – Connectivity as a theme applies to a broad set of actions, from the obvious need to provide a setting that allows for a multitude of multi-modal transportation choices to any opportunity to "layer" multiple functions into a single project. Examples of this strategy might include a parking area that also serves as an environmental remediation "cap" or a park area that also provides flood management storage.
- **The industrial legacy of the community is an important community and economic asset** – The cultural significance of industrial sites such as the ACF Industries site should not be discounted and is not an abstract notion. It is a real and tangible element that can be engaged through a variety of means to further enhance the uniqueness of Huntington and the Highlawn neighborhood. Adaptively reused buildings and structures can help to establish a tangible sense of place by creating places that are truly unique and are not just cookie-cutter new development. Employing a strategy of linking the new with the old can serve as one component of a larger robust economic development strategy for the entire City and establish its community "brand" as an exciting and vibrant place.



The industrial legacy of the Highlawn neighborhood should be preserved and integrated with future new developments
Photo Source: SGA

- **The plan needs to determine the economic next steps to proceed with greater catalytic development in the Highlawn neighborhood in general and in the Catalyst Brownfield Sites especially –** The plan defines specific uses and supporting parameters that fit within the desire to create a unique and vibrant neighborhood, yet all recommendations are complementary with the broader economic realities within the overall City and region.

THE VISION

A successful plan acknowledges the unique and complex inter-related components needed to achieve its vision. A clear Vision Statement defines an approach that aids in shaping each aspect of a project, which in this case is fundamentally about "placemaking." There are three core components that form the placemaking framework: Land, Buildings, and Physical Form; Infrastructure Systems; and Expanding Economic Vibrancy – each with their own set of guiding principles.

Through extensive dialogue and collaboration with the project partners, civic leaders, institutions, business owners, and residents throughout the planning process, a vision for "how," as much as "what," to achieve was

A VISION FOR HUNTINGTON'S HIGHLAWN NEIGHBORHOOD REDEVELOPMENT:

"Improving the quality of life, economic and employment opportunities, and the sense of community for the citizens within the Highlawn neighborhood in a manner that is consistent with the City's Comprehensive Plan and specifically directs new investment in a way that results in the creation of fundamental building blocks of a vibrant, urban, and walkable place with a diverse mix of uses."

formed. Importantly, the vision considers the future of the Catalyst Brownfield Sites, the Highlawn neighborhood, and their role in the context of Huntington as a whole.

HUNTINGTON'S COMMUNITY-WIDE REDEVELOPMENT VISION AND GOALS (FROM HUNTINGTON'S 2013 COMPREHENSIVE PLAN 2025 – THE FUTURE OF HUNTINGTON)

- Chart a course to Huntington's economic future by examining ways to promote entrepreneurship and job creation.
- Redefine Huntington as a destination for arts, culture, and a rich quality of life.
- Promote residential growth within City boundaries and grow responsibly without compromising the City's identity.

HOW PLACEMAKING CAN SERVE AS THE BASIS OF THE DEVELOPMENT FRAMEWORK FOR DECISION MAKING

This Area-Wide Plan's fundamental approach emphasizes the notion of creating "places" versus "developments." The outcome of both public and private activities should be the creation of highly desirable places for people. As redevelopment on the former industrial sites occurs, the new sites should mesh seamlessly with the surrounding context, including the Highlawn neighborhood, Marshall University, and the numerous businesses and industries currently present throughout the study area. This "meshing" of old and new is a function of thoughtfully considering a mix of uses, their location, and design at all scales, and ensuring that supporting infrastructure systems are working together to form economically vibrant and sustainable building blocks of an overall town- this is placemaking!

Great places are not easily formed. They are certainly not created by policy alone, but rely on strong partnerships between many public-sector partners, at all levels of government, combined with private land owners and the development and business communities. This plan considers all aspects of the placemaking equation; focusing especially on those aspects that can be most defined and shaped by the public sector. These components of the framework can serve as the skeleton to which each individual private sector action – the "bones"– can connect. In some cases, the division between public and private sector activities is well defined. But in many other cases, the two are interrelated and, when combined, add up to something greater than the individual pieces. This synergy is what develops truly great places that can elevate Huntington's reputation as an attractive and desirable community to live, work, learn, and play.

KEY PLACEMAKING PRINCIPLES

Key Principles guide decision making. The specific goals and actions defined in this plan were informed by the following principles. As decision makers face questions that were not answered through this planning process, keeping these key principles in mind can keep Huntington moving on track toward the Redevelopment Vision.

Local character builds regional economies. Unique assets and local character make a place distinctive. Keeping investments circulating at home and attracting new resources grows the local economy and firmly reinforces it's larger role as a regional economic hub.

Strong core communities make strong foundations. While the Area-Wide Plan assures choices for living, working, shopping, learning, and playing in a variety of contexts, it also recognizes that city neighborhoods ultimately drive the community's vitality. Economic



Huntington boasts numerous unique assets and a growing local downtown economy
Photo Source: SGA



Architecture and public spaces should be designed with a strong relationship to each other
Public Space in Downtown Kalamazoo MI
Photo Source: SGA

and civic life thrive where a critical mass of citizens can comfortably walk and bike to a variety of destinations. Infrastructure investment enjoys the highest returns where design encourages compactness. So, policies should privilege safe, attractive, and accessible work places, living, and investment.

A place for everything, and everything in its place. There are time-tested models for appropriate development approaches in a range of environments, from the most rural lands through suburban neighborhoods to the center of a City. Planning strategies should acknowledge those separate environments and maximize choices compatible with the broader goals of connectivity and sustainability. In the case of the Highlawn neighborhood, uses for which there may be a demand, such as auto-oriented building formats with drive-thru windows, may not be appropriate in physical form to establish an overall urban environment. These uses should therefore be discouraged for the sake of the overall character of the redevelopment and to capitalize on the ultimate revitalization potential of Highlawn as a walkable place.

Affordable living includes housing, transportation, energy, recreation, and shopping. True community affordability depends on leveraging value across the full array of housing, transportation, energy, recreation, and retail sectors. Infrastructure investments and development policies should balance a range of affordable options for a variety of family sizes, incomes, and life cycle stages. Huntington has the density, scale, and framework to fully function as an urban environment not heavily reliant on the automobile. This is especially true when considering the high percentage of students living in and near the Highlawn neighborhood.

Green infrastructure supports sustainable communities. Natural systems deliver hard-to-measure but crucial services for neighborhoods, the economy, and the broader environment. Canopy trees provide stormwater management, shade, and animal habitat. Well-designed stormwater management networks retain concentrated rainwater during storm events, aid in flooding management, provide for maximum local replenishment of aquifers, and can provide valuable open



Huntington demonstrates integrating small green infrastructure projects into new developments
Raingarden retention system at Fairfield Inn Hotel at Kinetic Park
Photo Source: SGA

spaces. Infrastructure investments and development policies should protect, reinforce, and build on natural systems and use the most sustainable practices.

Neighborhoods are the building blocks. Walkable, mixed-use neighborhoods are the fundamental building blocks of communities. Most people should be able to walk to at least some of their daily needs in safe, appealing environments. "Mega" developments that create barriers in scale and form to the traditional city block structure of Huntington should be strongly discouraged.

Private buildings and public infrastructure work together to shape public space and build quality "civic" community character. People walk more when the walk is safe, comfortable, and interesting. Small blocks create a resilient, interconnected street system. Private buildings shape the look, feel, and function of public space through the way they relate to streets, sidewalks, parks, and other buildings. High-quality parks and public spaces create the social centers of neighborhoods and provide the venues for community gathering, further enhancing the sense of community identity. All of these aspects form the basics of good urban design. At each step of implementation of this Area-Wide Plan, the details of the configuration and design of each project should be carefully scrutinized to ensure that these civic aspects are included.

Working together creates bigger opportunities. All of the neighborhoods in Huntington are connected economically, environmentally, and historically with the larger community. They form the core of the broader regional area and, at their best, offer models for desirable, sustainable development for West Virginia and beyond. With coordinated planning, linked transportation, shared services, and economic development, the City can further enhance its role in the region as major economic hub and bolster the economic vibrancy of the Highlawn



Marshall University football games are indicative of the tight-knit community that exists in Huntington
Photo Source: City of Huntington Website



The City has a track record of integrating well designed public space with commercial redevelopment - Pullman Square
Photo Source: SGA



View of the McGinnis Site - One of the three Catalyst Brownfields Sites
Photo Source: SGA

03
Site Reuse Planning



Redevelopment Framework

INTRODUCTION

As a part of an overall effort to further improve and revitalize the Highlawn neighborhood, the AWP initiative evaluated the reuse potential of the three Catalyst Brownfield Sites. Reuse strategies for the three sites are based on the individual issues and opportunities of each, as well their surrounding context and potential connection to downtown, allowing for the identification of site-specific actions to best advance environmental clean-up and reuse efforts. Site-specific activities were developed in concert with the area-wide infrastructure recommendations as discussed in Chapter 4 of this AWP report and vice versa, in order to ensure that all inter-related aspects of brownfields redevelopment are considered. This included determining what infrastructure improvements are most needed to support the proposed reuse strategies as well as ensuring that existing negative community conditions, as well as potential impacts as a result of former industrial activities, are mitigated.

The overall goal of this effort is to reinvigorate and revitalize a core neighborhood of Huntington and to reintegrate each of the Catalyst Brownfield Sites into the overall urban fabric of the City. Potential redevelopment scenarios were identified through a physical analysis combined with the recent market study performed by CBER, as well as working with the community, initially through the intensive week-long community workshop held in September 2016. This work was supplemented by additional AWP public involvement Focus and Task Force meetings to ensure that viable and neighborhood-appropriate reuse opportunities were identified. Draft reuse concepts were discussed throughout the progressive stages of the AWP process. Comments and suggestions were incorporated into the final recommendations for each site and the surrounding area's reuse strategy as an advancement or refinement to what was originally developed through the week-long community workshop.

No two brownfields sites are the same, whether due to physical attributes of a site, its context, or the environmental barriers to reuse; these unique qualities are reflected in the type of uses and pattern of development proposed for each site. Only through more detailed environmental assessment, performed in tandem with the interest of the private development community, can the truly viable projects be determined. Key infrastructure recommendations that support future redevelopment goals, based on the reuse plans identified to-date, are an important first step in setting the stage to attract and support the private development community's efforts to maximize each site's real estate market and community vision potential.

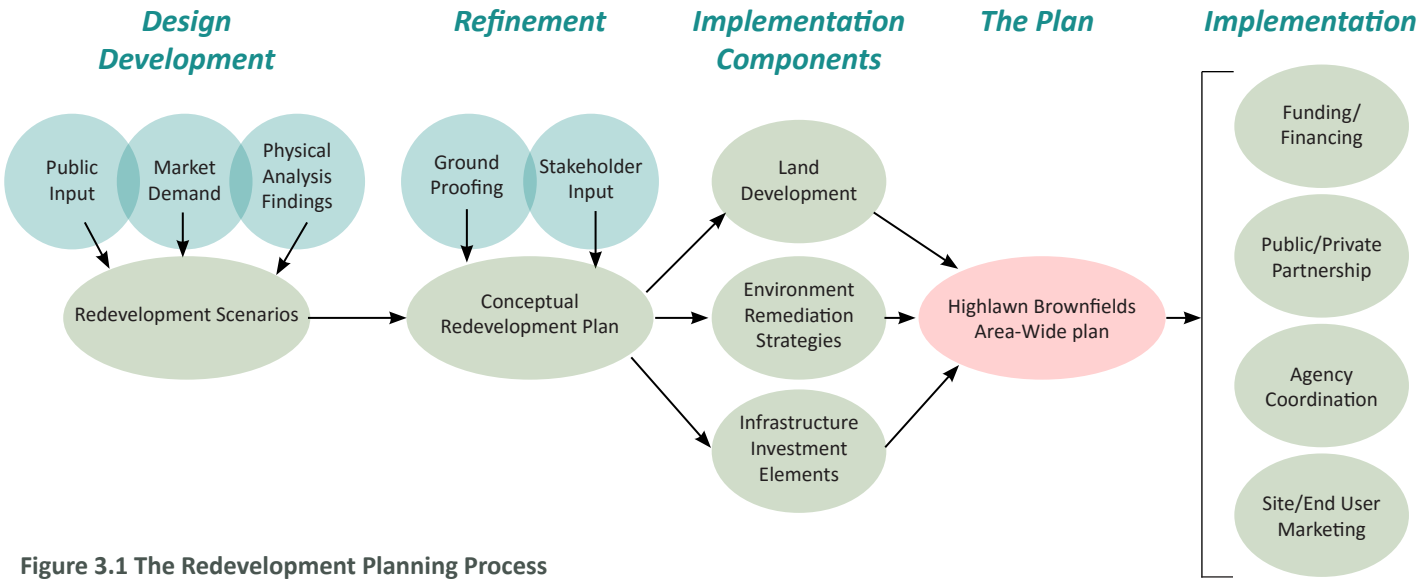


Figure 3.1 The Redevelopment Planning Process

Market Drivers

The City of Huntington is at a critical juncture as the local economic base shifts away from its heavy industrial heritage to a more diversified role as both an employment center and education and research hub in a broader region that is increasingly tied to health care and education. Its location along the Interstate-64 corridor has also positioned Huntington to become a major regional hub for these services, serving a multi state area. As the local and regional economy continues to evolve, there is an opportunity to incrementally capture growth and development to benefit not only the Highlawn neighborhood but also other neighborhoods throughout Huntington, notably downtown and Fairfield. Specific local and regional assets that have and will continue to support the area's economic vitality include:

Institutional Anchors – The greatest asset supporting the potential redevelopment of the area is Marshall University and its various academic, research, and service facilities. The close proximity of the campus as well as the various other facilities, such as the medical center complex along Hall Greer Boulevard, represent unparalleled economic drivers within the City and the region. The Marshall University student and faculty population, as well as the St. Mary's Hospital faculty and staff, provide a vital generator of demand for retail residential uses within the study area.



Joan C. Edwards Stadium - Home to Marshall University's Thundering Herd
Note: McGinnis Catalyst Brownfield Site in background
Photo Source: Herdzone.com

Emerging Industries – New business and industries built on cutting-edge technology, such as Rubberlite, present an opportunity to foster new businesses and employment generators to stimulate growth and demand for property, products, and services. Furthermore, these emerging industries have the potential benefit of linking with the established institutional knowledge base, to further expand technological innovation and incubate further economic expansion. The health care industry is also growing as Huntington becomes a major regional medical services hub. Medical staff especially support a need for housing of all types, particularly options beyond the detached single-family house.



Rubberlite Inc.
Photo Source: SGA

Transportation – Access to major transportation networks is one of Huntington's greatest strengths. The City is immediately served by three exits off of I-64, a major east-west corridor providing direct access to major population centers in Ohio and beyond. The City also benefits from heavy rail service from the CSX mainline, which provides efficient siding service into the study area.

The Ohio Riverfront – Huntington is a riverfront community. Although flood control has superseded the recreational, social, and economic benefits of the riverfront, the City has begun to make strides to improve connections to and along the Ohio River to better capitalize on its unique attributes for recreation and commerce.

Availability of Urban Amenities – Huntington is a small city, but provides many benefits of an urban place. This is especially true in terms of the social and economic benefits of living in a community with convenient services. Huntington has also made significant investments, especially in the downtown, to reinforce a "sense of place" which supports its brand as a desirable place to live, work, and play. As further investments are made, both public and private, they should strongly emphasize urban character, especially the walkability and bikeability of the City, over suburban-oriented development that does not support urban life.

In light of asset-rich potential, and realizing it has truly unique opportunities to transform these underutilized areas into a vibrant new center for commerce and neighborhood activity, the City of Huntington has undertaken an extensive planning and revitalization effort funded through the U.S. EPA Brownfields grant program, which builds upon the recently adopted city-wide Comprehensive Plan. The City effort includes focusing on redevelopment by leading with investments in infrastructure and the public realm, including efforts to improve transportation and flood management, creating a city-wide trail system with the Paul Ambrose Trail for Health, attracting new investment downtown, and expanding the destination potential of Harris Riverfront Park. Denser development within the City core will respond to these investments. Focusing a denser urban format on the three Catalyst Brownfield Sites within the Highlawn neighborhood could strengthen the local economy by attracting new workers, residents, visitors, and jobs. Increased density also enhances the local tax base and lifts the brand of the entire Highlawn neighborhood to stimulate increased owner investment in residential properties.

As a part of the planning effort, a real estate market assessment of the residential and commercial development potential of the Highlawn neighborhood and the Catalyst Brownfield Sites was performed. These analyses informed economically viable reuse strategies that take into consideration local economic and real estate market conditions, as well as specific site characteristics that will influence catalytic redevelopment potential.

Based on the market analysis, the recommendations for development in the short term relate specifically to the opportunity to expand on active industrial uses adjacent to the Ingram Barge site, with a focus on opening up the area with a new riverfront roadway to serve multiple development sites that could be created from the large former barge transfer facility.

The other major market opportunity focuses on creating a new mixed-use neighborhood associated with the Marshall University campus–in essence creating a public-private development zone that serves the future academic needs of the University as well as providing greater retail and civic uses to support both the campus and neighborhood communities.

There is no question that development of this scale and type has not been previously realized in Huntington, with the closest model being Pullman Square downtown. It is important to note that the private sector has already expressed interest in developing many of the same types of uses on or near the study area.

Market Demand Analysis Findings

HOTEL & CONFERENCE CENTER

The University especially has a need for a slightly higher-end hotel/extended-stay suites facility with a supporting conference center and ballroom for private and academic events.

Development Types/Attributes:

- 110+ room hotel.
- The hotel should include a connected conference/meeting space (estimated 3,500 SF ballroom plus ancillary rooms, support services totaling 13,000 SF to 15,000 SF).
- Located within walking distance of campus and especially focused on football stadium.
- Oriented toward a signature public space with views into Joan C. Edwards Stadium to leverage its impact as an economic anchor to support surrounding commercial/retail activities.

COMMERCIAL/RETAIL (DINING/FOOD)

With the proximity of the University campus and surrounding neighborhood population, and if supplemented with additional housing, the study area could support three to five new eating establishments. A particular trend is focused on the demand for healthy foods.

Development Types/Attributes:

- One sit-down higher-end restaurant associated with the hotel/conference center.
- Several mid-level lunch and evening eating/drinking establishments.
- Focus on public spaces indoor/outdoor eating opportunities, ideally oriented towards high-quality public spaces (café streetscape environment).
- Opportunity to locate a signature eating establishment with a view of the river.
- Rooftop dining and views into Joan C. Edwards Stadium will provide added destination value.
- Corner convenience food store.

COMMERCIAL/RETAIL

The University campus and surrounding neighborhood population could support some limited specialty and service-oriented retail. These include smaller inline ground floor retail establishments ranging in size from 1,000 SF to 5,000 SF depending on the use. These uses might include barber shops, nail salons, phone stores, etc. In addition, the opportunity exists to support a limited amount of special retailers, particularly focused on clothing, apparel, and outdoor outfitters.

Development Types/Attributes:

- 10,000 SF to 15,000 SF of ground floor smaller inline storefront retail located in several mixed-use buildings focused on pedestrian sidewalk environment.
- 10,000 SF to 15,000 SF in one or two specialty retail (anchor) stores. Could be single use or tenants in mixed-use buildings. Retail frontage should focus on the pedestrian sidewalk environment.

LIGHT INDUSTRIAL AND OFFICE

The growth of local and emerging industries, especially focused on polymer-related technologies, represents the opportunity to support new industrial development. Beyond a pioneer polymer technology facility, what is most needed are shovel-ready sites in close proximity to existing industrial businesses in the study area. In addition, research office space to support industrial users and University-related research activities is needed.

Development Types/Attributes:

- Polymer Technology Center (PTECH) with 50,000 SF of laboratory space and office space and 20,000 SF of shared/common areas.
- Light industrial space consisting of an initial 150,000 SF facility for production.
- Pad-ready sites to support a range of future light industrial buildings in a range of sizes from 20,000 SF to 100,000 SF with a total potential build-out of a "cluster" of 200,000 to 225,000 SF.

ACADEMIC OFFICE, TEACHING, LABORATORY, AND RESEARCH

Academic office space to support University-related teaching, research, and laboratory activities as well as additional facilities for potential private-institutional research partnerships.

Development Types/Attributes:

- Modern academic flex and swing space up to 100,000 SF in several mixed-use (ground floor commercial buildings) to accommodate long-term growth needs close to campus over the next five years.
- Incubator and "creative" workspace in various adaptive building reuse and new construction up to 100,000 SF over the next 10 years. Creative space should promote the "unique and funky" branding of the former ACF buildings and structures to create a brand for the center. Public spaces and convenient service amenities are important to attract tenants.
- Incubator and "creative" workspace in Historic Tobacco Complex up to 40,000 SF of creative space should promote the "distinctive and potentially gritty" aspects of the adaptive reuse of the historic industrial building. The site needs ample off-street parking and a low price per SF lease rate to support greenhousing of new and fledgling small businesses.

RESIDENTIAL

Rental and Special-Use (University-Driven) Housing

The unique aspects of the University's staff population, especially related to the growing researcher population, present an opportunity to create new high-quality, market-rate, urban-style housing. Units would serve a staff rental market looking for a short to mid-term occupancy (1 to 5 years). This would not be student housing.

Development Types/Attributes:

- Units could range from large one-bedroom studios 700 SF units and include a mix of two or three-bedroom units ranging in size from 1,000 SF to 1,200 SF.
- Housing should be grouped into a residential block that establishes a neighborhood feel. With access to University and City recreational facilities, on-site facilities are not required.
- Organized public space and pedestrian orientation are very important. Development should be walkable from the core of the campus.
- Development should have on-site (ideally covered) parking.

Residential – Senior Housing

The aging aspects of Huntington's population represents the opportunity for market and subsidized (tax credit) senior (55+) housing.

Development Types/Attributes:

- A viable project could consist of up to 50 units with a mix of one and two bedroom units.
- Development should be similar in design to University-driven housing in a walkable format.
- Limited on-site parking is important (one space per unit for 80% of units).

CONCLUSION

Based on the existing conditions assessment (See Appendix A) and the market analysis research conducted by the Center for Business and Economic Research (See Appendix B for full report), this potential development program was used to develop the proposed redevelopment plan. Recommendations/Development parameters have been prepared for lodging, office, institutional, commercial, retail, dining, residential, and light industrial uses, paying particular attention to their relationship to one another, their development attributes, and the character of the general locations in which they would be most suitable. Opportunities for walkable mixed-use, transit oriented development were particularly highlighted.

CASE STUDY: Globe Dye Works, PA

The Globe Dye Works was established in 1865 along the Little Tacony Creek (now Torresdale Avenue) in Frankford. Over the years, the facility increased in number and size of buildings as each subsequent new section was built and integrated into the whole. The company that used the facility has been producing products for 140 years until 2005. Two years later, Globe Development Group acquired the facility and converted it into working spaces for Philadelphia's creative community. Today Globe Dye Works is on its way to becoming one of the best creative compounds in the City. The complex is now home to over 30 tenants and includes live/work spaces for rent.



Example marketing of creative work space - Globe Dye Works, Philadelphia, PA
Photo Source: globedyeworks.com



There is a market in Huntington for creative workspace that highlights an industrial aesthetic, like this example redevelopment in Philadelphia, PA.
Photo Source: Kate Devlin

Guiding Urban Design and Site Planning Principles

THE REDEVELOPMENT MASTER PLAN

These urban design principles provide a framework for decision making not only in the establishment of the proposed redevelopment plan but also for the future. The specific goals and actions defined in this plan were informed by the principles below. These guiding principles can ensure that Huntington keeps moving on track toward becoming one of America's Best Communities, particularly when decision makers face questions not answered through this planning process.

Mixed-use development is fundamental to creating vibrant 24-hour places. A mix of uses should be promoted (whether vertically within single buildings or horizontally through the close proximity of different uses) to ensure that vibrant and pedestrian-oriented streetscapes are created throughout the study area. Complete neighborhoods require a mix of land uses (residential, retail, office, civic uses, etc.) and a mix of housing types and prices (single-family detached, townhouses, duplexes, apartments, etc.) arranged to provide a variety of living and working options within walking distance of each other. Industrial can be a part of a successful mix of uses and should not be isolated from surrounding context, but rather treated in a manner that serves its needs but does not unnecessarily wall itself off from the overall community.

Complete neighborhoods depend on having a consistently good pedestrian experience. The prime determinant of the pedestrian experience is the quality of the streetscape; walkable streets are safe and visually stimulating, while environments that are hostile or uninteresting immediately turn pedestrians away. Specifically, the most important element of a good streetscape is quality frontage – the manner in which the public realm of the street and sidewalk meet the private line of the building face. Streets and other thoroughfares are public spaces balanced for function and character. Streets shape blocks. Larger voids in the block structure should generally only exist as public spaces such as plazas, playgrounds, and parks. Off-street parking should always be visually buffered from streets and the pedestrian realm.

The concept of pedestrian sheds and public open spaces provide an approximate guide for the location of a neighborhood and its center. The center of the pedestrian shed forms the neighborhood center and should have a civic space suitable for community gathering. Each residential neighborhood should have a variety of public spaces and recreation opportunities, ranging from playgrounds, seating plazas, and trails to passive/naturalized open spaces. Civic spaces and their relationship to buildings define and deserve important places in the neighborhood. They provide character, wayfinding, and visibility. They may terminate streets, be located on a natural high point, or form a prominent square or meeting space at the heart of the community.



Huntington was the winner of the America's Best Communities Competition for its proactive planning processes focused on community revitalization.
Photo Source: City of Huntington Website

Districts and corridors are unique land use areas that are not necessarily intended or desirable to become neighborhoods. Example districts include special event spaces (such as stadiums and complexes), that play an important role in the City's economy but do not fit into the traditional defining characters of a neighborhood structure. Special care should be given to integrate and buffer such districts into adjacent neighborhoods and to link transportation and economic activities. Corridors are linear areas that cross several neighborhoods or districts and connect the various places within the city (such as 3rd and 5th Avenue, Hal Greer Boulevard, the floodwall, and riverfront). Instead of being relegated to just being the "backs" of houses along busy roads, strong corridors play an important role in buffering neighborhoods from traffic by fronting the street with buildings and uses that benefit the neighborhood but are not necessarily compatible with being inside the neighborhood. The character of the street or thoroughfare is inherently linked to the character of the development along it, and therefore the design of both should be considered concurrently.

Promoting development density is important to ensure community vibrancy, yet the scale of new buildings should be consistent with the overall character of Huntington. Concentrating activities, both commercial and residential, promotes economic vibrancy and viability and is a key aspect, along with mixing uses, in creating 24-hour places.

The architecture and design of new buildings and public spaces should be contemporary in design while sensitive to the existing, traditional building fabric of the City. Huntington is rich in history in terms of industry and commerce. As new areas are developed, the architectural designs for structures should not evoke "faux" history or be artificially themed. It is important that as buildings are developed, they follow fundamental urban design guidelines focused on building orientation, massing, and scale and not on pure style. Buildings should be human-scaled and focused on reinforcing street-life and the public realm. As with the downtown, the newer developments should convey a diversity of approaches, mixing more modern architectural statements with contextual structures, including former industrial facilities, that may evoke historical elements without being re-creations.



3rd Avenue in the vicinity of 24th Street lacks consistent building frontage creating an unfriendly pedestrian environment
Photo Source: SGA

Primary Development Zones

THE FOUR DEVELOPMENT ZONES

Based on the influence of physical site factors such as the location of major transportation elements including the established street grid and railroad rights-of-way, combined with contextual factors such as the University campus, and the floodwall, four primary redevelopment zones were established as depicted in Figure 3.2.

University Park – A mixed-use zone consisting of lodging, academic, and sports/entertainment in a campus-like setting organized around a series of public open spaces and courtyards.

Foundry Center – A distinctively mixed-use zone inspired by the adaptive reuse and industrial legacy of the site organized into a series of large bocks, each with a specific theme from 3rd Avenue to the Ohio River's edge.

Sport Complex Expansion – The smaller area located south of 3rd Avenue would function as a logical expansion of the existing Marshall University Sport Super Block, with the creative integration of large scale stormwater management facilities in this highly flood-prone area.

Polymer Tech Center – Separated from the other zones by several established neighborhood blocks, this primary riverfront industrial zone provides an opportunity for industrial expansion of vital adjacent uses while providing increased public access and trails along the Ohio Riverfront.

The definition of these distinct but related redevelopment zones formed the basis for the placement and organizing structure and character of the development within each zone. The character-defining aspects of each zone followed a set of guiding principles to ensure that, no matter the future use, the resulting development would yield an urban form of development.

OVERALL MASTER PLAN

Figure 3.4 (page 3.11) depicts the four aforementioned zones as they relate to one another. While the development zones are described as distinct projects in the following pages, it is important to note how all four of the zones are connected through a similar infrastructure framework.



Figure 3.2 Study Area aerial indicating Development Zones

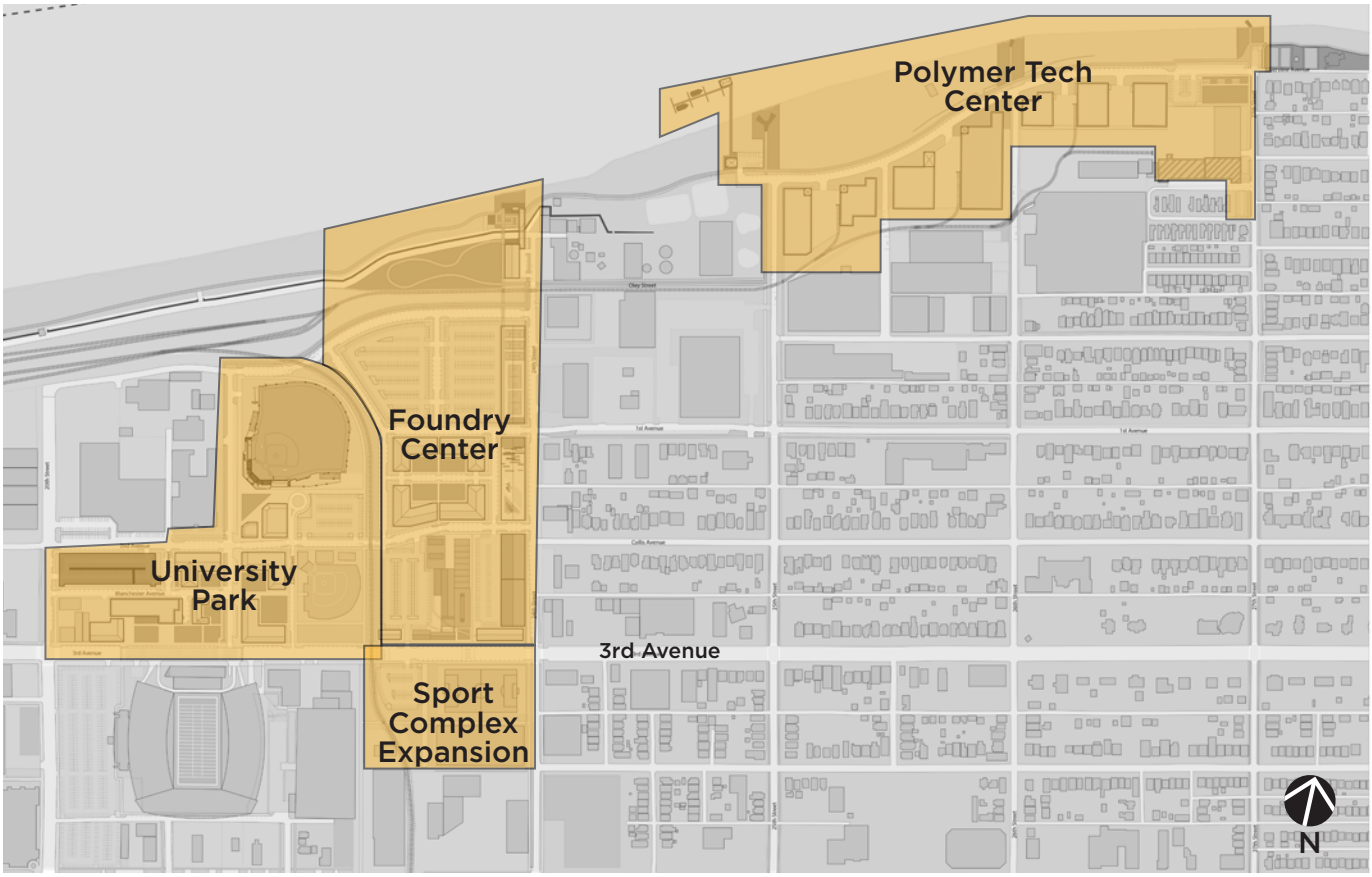
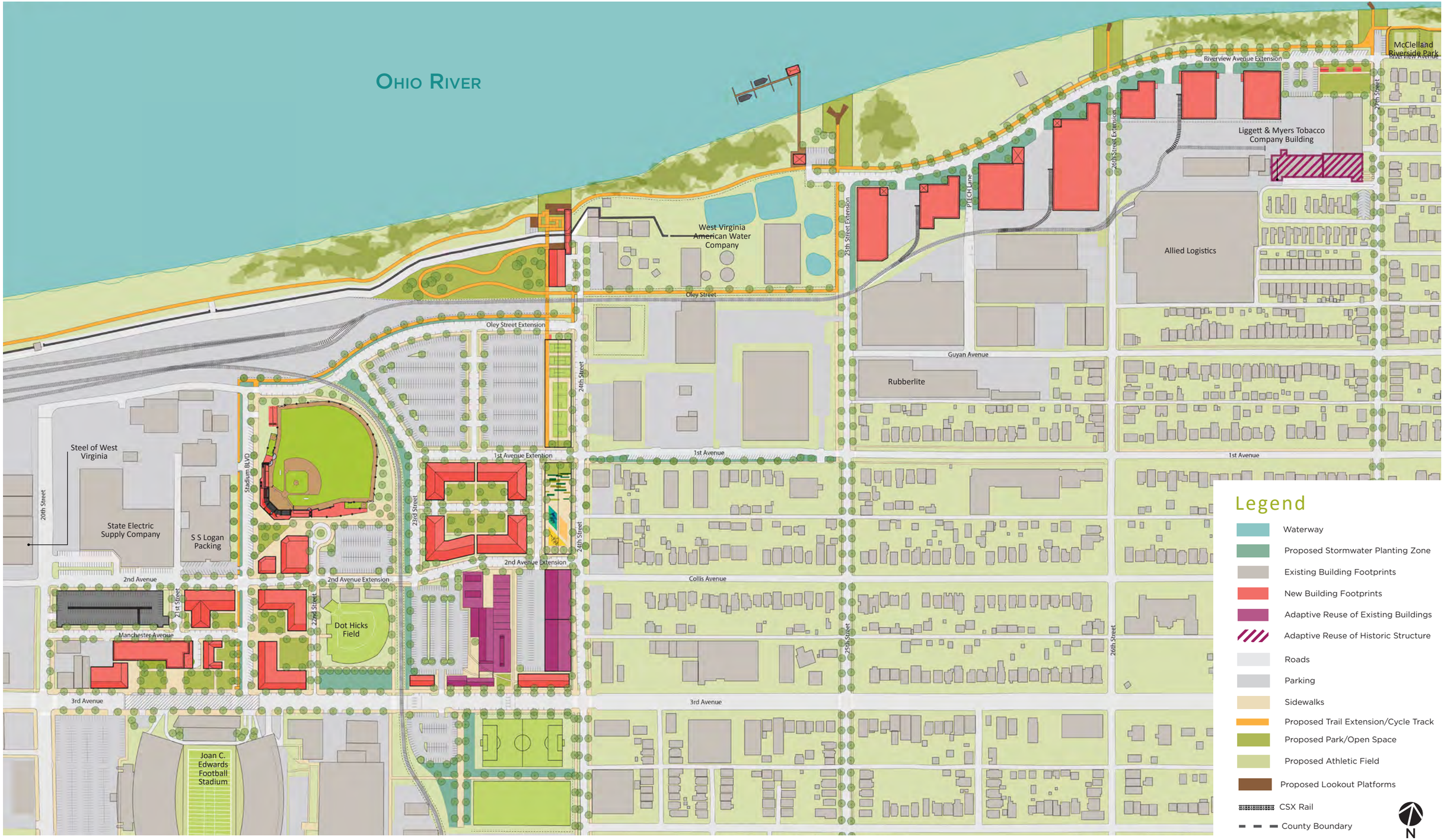


Figure 3.3 Study Area Masterplan indicating Development Zones

Figure 3.4| Overall Redevelopment Master Plan



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Figure 3.5 Existing Conditions - University Park, Foundry Center and Sports Complex Expansion Development Zones

University Park Development Zone

OVERALL DEVELOPMENT STRATEGY

31.6 **Acres of new development proposed**

The proposed development for the University Park development zone is primarily centered on creating a separate but closely related extension of the Marshall Campus. The development's primary anchors would be a hotel and conference center and a minor league/ NCAA-level baseball stadium. These anchors would be supported by a series of mixed-use buildings that include institutional and private academic, office, laboratory, and research facilities on upper floors, over ground-level commercial/retail uses. The character of the zone is driven by the concept of creating a new type of private development with an academic-oriented feel, organized around interconnected public spaces and walk-ability. A major aspect of its layout is to capitalize on the high visibility frontage along 3rd Avenue and the prominence of the Joan C. Edwards Stadium as signature focal points around which a signature public square or plaza is focused.

FORMER USE AND CURRENT ZONE STATUS

This development zone consists of former light and heavy industrial uses and commercial enterprises. The largest site within this development zone, the McGinnis site, is a vacant brownfields and one of the three Catalyst Brownfield Sites the AWP plan is focused on redeveloping. Portions of the ACF Industries site are also within this development zone. There are several active and vacant commercial, mostly auto-related, uses located between 3rd and 2nd Avenue, some of which are currently for sale. Marshall University recently constructed Dot Hicks Field at 22nd Street, and the University's Art Warehouse is located on 2nd Avenue and 21st Street.

URBAN DESIGN ELEMENTS

- The overall approach focuses on extending the street grid from 3rd Avenue north and infilling with additional east-west numbered streets to replicate a block structure common to the City (See Figure 3.6). All new streets and key existing streets would be constructed as complete streets with sidewalks, integrated blue/green technologies for stormwater management, street trees, on-street parking, lighting, etc.

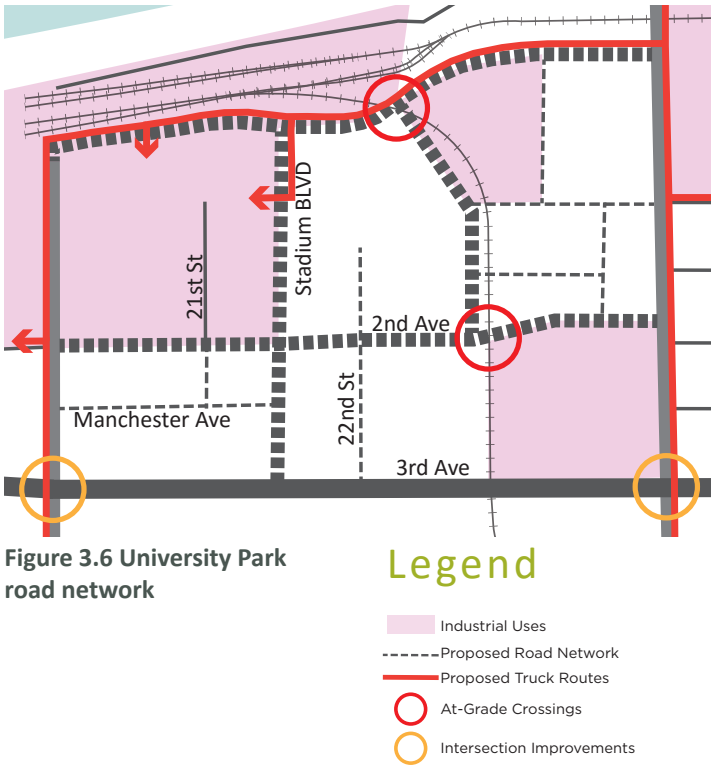


Figure 3.6 University Park road network

- The primary spine street would be Stadium Boulevard, a new pedestrian oriented mini "main street" connecting 3rd Avenue and the Joan C. Edwards Stadium to a new collegiate/minor league ballpark located on portions of the former McGinnis and ACF brownfield sites. This street would include broad sidewalks lined with mixed-use buildings with ground floor commercial uses and public spaces. In addition, it would have a cycle track integrated into the western portion of its cross section to connect from 3rd Avenue to a proposed multi-use trail along the northern portion of the development zone.
- On-street parking, including parallel and reverse diagonal parking, is proposed throughout the new and upgraded streets to emphasize the traditional urban development of the zone.
- 3rd Avenue would be upgraded as a complete street based on the ultimate design developed by the City for the entire 3rd and 5th Avenue upgrade initiative. It is important that improvements along 3rd Avenue in this development zone include complete street components to promote pedestrian activity and safety.
- A signature public plaza is proposed along the 3rd Avenue frontage across from the Joan C. Edwards Stadium. This dominant public space (placement shown in Figure 3.7) would serve as the focal point for the main lobby entrance of a hotel and conference

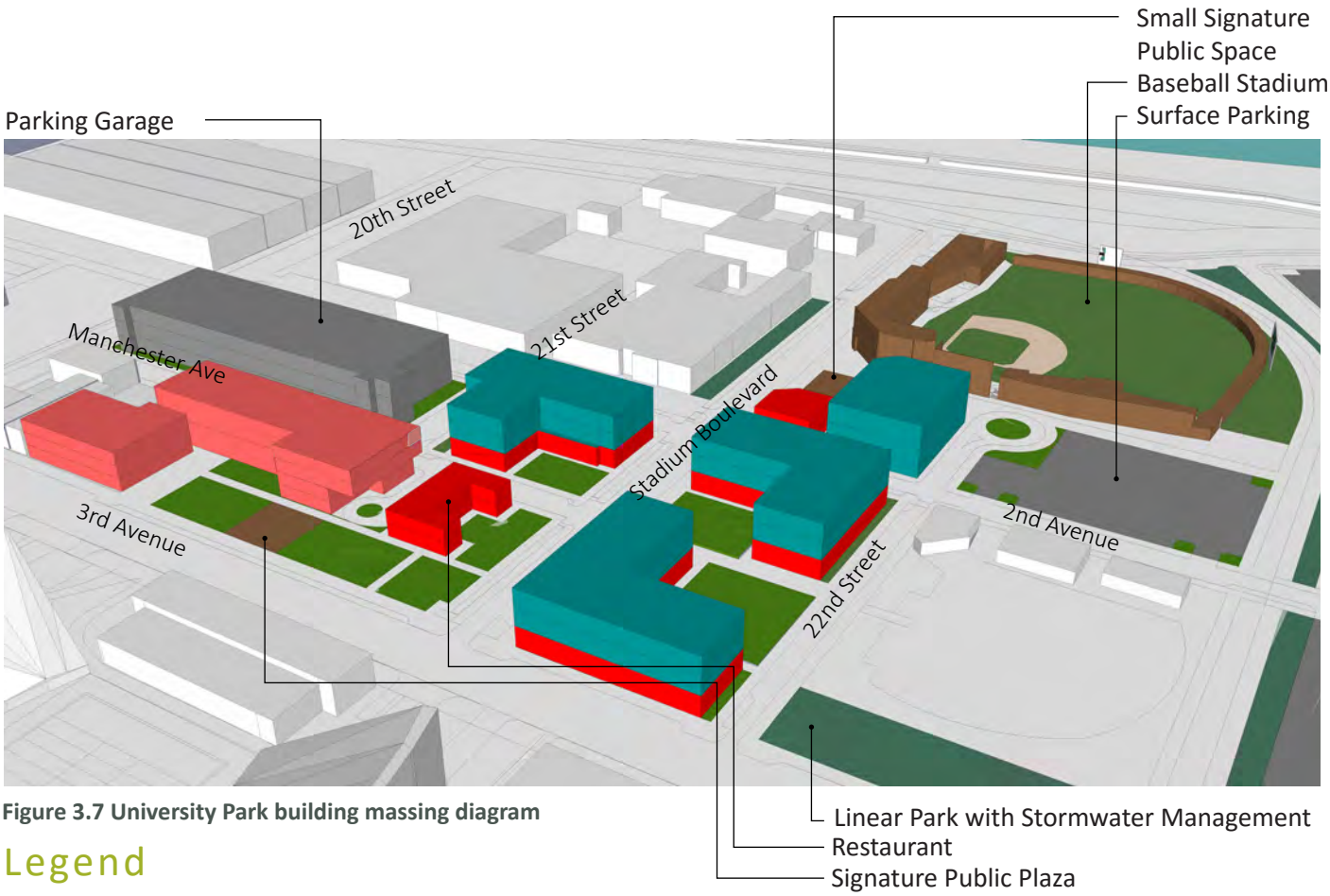


Figure 3.7 University Park building massing diagram

center. It would provide opportunities for hosting large gatherings during football game weekends, as well as serving other academic and social events. It could be named to serve as the overall brand for the University Park area, similar to Pullman Square in the downtown.

- A large textured, accent-paved traffic calming table is proposed on 3rd Avenue from the eastern approach to Stadium Boulevard to the western edge of the signature plaza. The design of this facility could support traffic calming during regular traffic times, and could be periodically closed during game days to serve as a large pedestrian crossing for visitors that park or tailgate on the north side of 3rd Avenue within the University Park development zone and then enter or leave the stadium.
- Additional interconnected public spaces and courtyards are proposed throughout the development zone to serve as the connective tissue that defines the character of the area as "campus like" and provides a unique setting to attract tenants. This public space approach can also provide a mechanism to provide temporary uses for development pads until future building phases can occur, allowing the area to feel complete during

Hotel & Conference Center: 100k+ Square Feet, 110+ Rooms
Retail: 67,300 Square Feet
Office/Institutional: 127k Square Feet
Open Space: 70k Square Feet
Blue/Green Infrastructure: .8 Acres
Parking: 808 Spaces

interim development phases.

- A smaller signature public space is proposed at the entrance to the ballpark to provide for gatherings before and after games and also to maintain a vista to the ballpark from the signature plaza on 3rd Avenue.
- A large-structure parking garage is proposed along 20th Street and 2nd Avenue. Structured parking will allow for greater development density in the area, especially to support the hotel and conference center and also provide for the ability to create quality green public spaces between buildings. The general approach to parking is to locate at the peripheral edges as is typically done on college campuses to support a primary pedestrian quadrangle. On-street parking provides some amount of short-term and convenience parking to support retail activities without the need to park in a garage or remote surface lot.
- Integrated stormwater management is proposed within streetscaping, especially along Stadium Boulevard, which would have a long, linear integrated raingarden between the cycle track and the travel lane.
- A dedicated stormwater green is proposed along 3rd Avenue at 22nd Street in front of Dot Hicks Field. The existing surface parking is proposed to be relocated behind the field along 2nd Avenue. The proposed location would provide more surface parking in a location that could serve both Dot Hicks Field and the proposed baseball stadium.
- The existing Marshall University Art Warehouse would need to be relocated to a new building within either this development zone or possibly into the proposed reuse of the ACF Industries site.

BROWNFIELDS CONSIDERATIONS

Due to the environmental legacy of the McGinnis site, the most cost-effective reuse of the property is likely limited to non-residential uses. The proposed baseball stadium and surrounding hardscape is anticipated to be a reuse that would facilitate a cost-effective remedial approach to the site. Numerous smaller properties between 2nd and 3rd Avenues are likely brownfields sites and would require environmental assessment to determine their status. Based on current and known historical uses within the area, it is not anticipated that significant environmental conditions will exist that will preclude the cost-effective reuse of these sites as depicted in the proposed redevelopment plan.

CASE STUDY: STATE COLLEGE SPIKE/PSU BASEBALL STADIUM, STATE COLLEGE, PA

Located on the campus of Penn State University, this stadium is the first Leadership in Energy and Environmental Design (LEED) certified baseball stadium in the world. State College and PSU created a unique mutually beneficial partnership in order to construct the state-of-the-art stadium and it is now home to both the Spikes and PSU varsity baseball team. The complex includes a picnic pavilion (Left Field), concession stands, clubhouse space, office space, and a seating capacity of 5,570. Total cost of construction was $31.1 million.



PSU Stadium, State College PA
Photo Source: Minor League Baseball

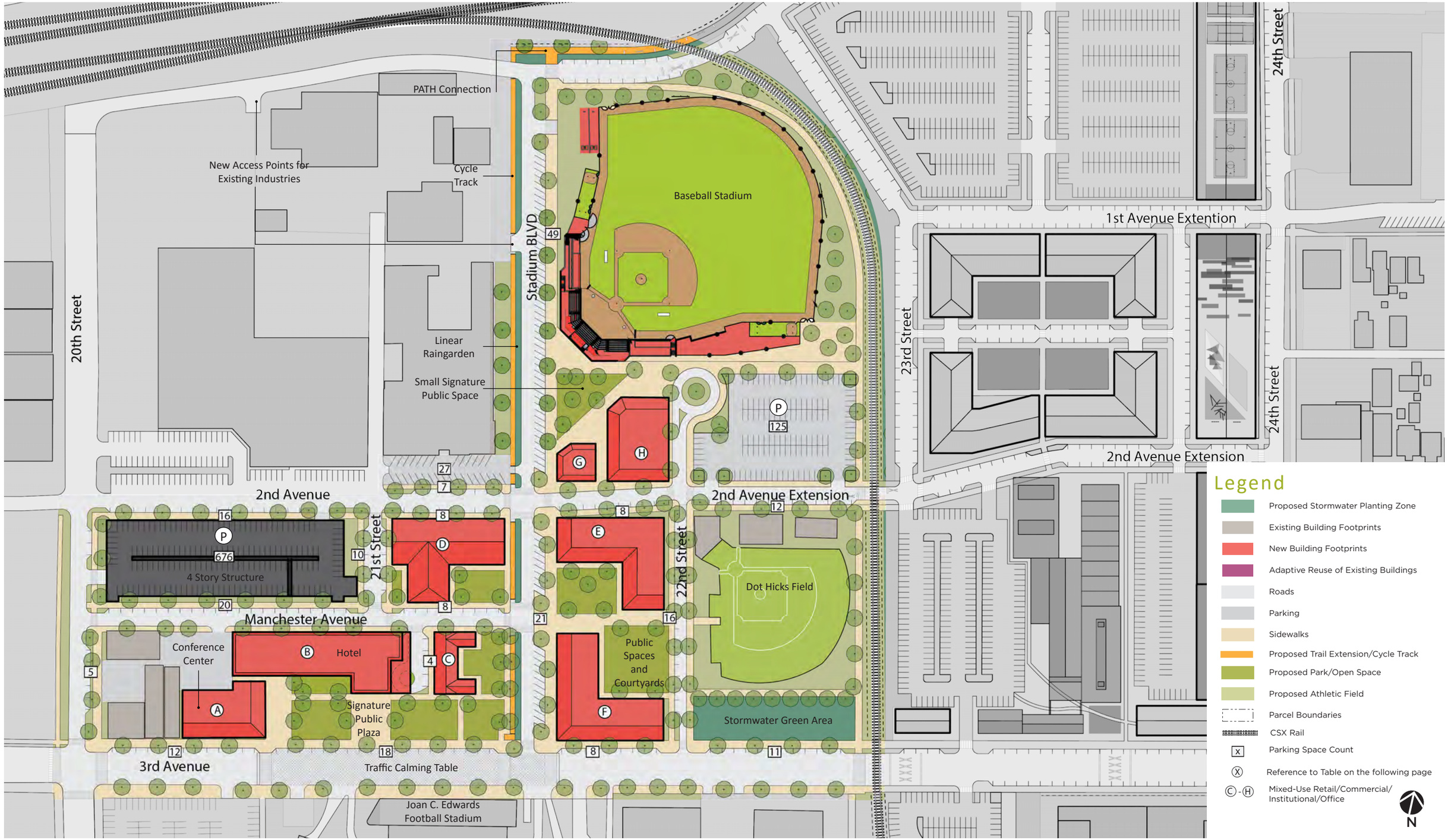
CASE STUDY: HOTEL AT OBERLIN COLLEGE, OBERLIN, OH

This LEED platinum hotel includes an upscale restaurant (called 1833 Restaurant) as well as 6,500 SF of meeting and event space boasting a 1,300 SF terrace space overlooking Tappan Square, which is a public park and National Historic Landmark at the center of Oberlin. The hotel also offers a flexible floor plan in order to accommodate groups from 2-350 people. Additional amenities include a fitness center, indoor pool and a bar.



Hotel at Oberlin College
Photo Source: Solomon, Cordwell, Buenz

Figure 3.8| University Park Development Zone



Legend

- Proposed Stormwater Planting Zone
- Existing Building Footprints
- New Building Footprints
- Adaptive Reuse of Existing Buildings
- Roads
- Parking
- Sidewalks
- Proposed Trail Extension/Cycle Track
- Proposed Park/Open Space
- Proposed Athletic Field
- Parcel Boundaries
- CSX Rail
- [x] Parking Space Count
- (X) Reference to Table on the following page
- Ⓒ-Ⓗ Mixed-Use Retail/Commercial/ Institutional/Office

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REDEVELOPMENT YIELD

A Proposed Redevelopment Yield Table is provided for each development zone. These tables are keyed to the proposed redevelopment buildings and parking improvements listed on each development zone plan, providing additional detail that cannot be conveyed solely by a site plan drawing. The table below (Figure 3.9) provides a description of the proposed uses for each building, whether an adaptive reuse of an existing structure or new construction, within the University Park Development Zone. In addition, estimated building footprint sizes, number of stories, the amount of non-residential square feet, the number of residential units as well as the calculation of required and overflow parking is provided. The notes column provides other relevant information, as necessary, to clarify the plan recommendations.

UNIVERSITY PARK - PROPOSED REDEVELOPMENT YIELD TABLE

MAP KEY	Uses	Building Footprint SF	Stories/ Levels	Total SF	Retail	Multi-Family Residential Dwelling Units	Min. Parking Spaces Required	Parking Spaces Supplied	Notes
A	Retail/ Commercial/ Conference Center	12,000	2	24,000	6,000	0	120	120+	Interconnected with Hotel
B	Hotel (110-150 rooms)	25,000	4	100,000	0	142	142	160+	
C	Restaurant	6,200	1	6,200	0	0	93	93	
D	Retail/ Academic/ Office	20,000	3	60,000	20,000	0	120	120	
E	Retail/ Academic/ Office	19,000	3	57,000	19,000	0	114	114	
F	Retail/ Commercial/ Office	19,000	3	57,000	19,000	0	114	114	
G	Retail/ Commercial	3,300	2	6,600	3,300	0	25	25	Potential University Fan Gear/Sport Apparel Store at Ballpark Entrance
H	Academic/ Office	15,000	3	45,000	0	0	112	112+	
Totals		119,500		282,800	67,300	142	858	851	

Figure 3.9 Development Yield Table for University Park Development Zone

Foundry Center Development Zone

OVERALL DEVELOPMENT STRATEGY

32.9 Acres of new development proposed

The Foundry Center is the area that could ultimately become the focal point of the overall redevelopment plan by capitalizing on the unique adaptive building reuse opportunities on the ACF Industries site (see Figure 3.13). There is a national trend in both the creation of and desire for unique working spaces that are not cookie-cutter newly constructed buildings. This is especially true in the trend of creative business models that covers a broad range of business types, from innovative manufacturing to service-oriented and tech industries. Several of the ACF structures lend themselves to adaptive reuse that would create a highly distinctive place, like no other place in Huntington and the region. The complex of buildings would create a center with a distinctive brand built on Huntington's industrial and manufacturing history while promoting entrepreneurship and job creation. It could also help in promoting the City as a destination for arts, culture, and recreation.

This development zone would consists of a series of formal city blocks extending from 3rd Avenue to the Ohio Riverfront referenced here as Blocks, A through D and depicted in Figure 3.10 below.

- Block A would consist of an intermixing of creative worker/maker spaces, arts-oriented businesses, potentially the relocated Marshall Arts Warehouse, and commercial/retail uses. A series of buildings fronting on 3rd Avenue would have more of a retail/commercial focus to capitalize on the high traffic exposure of the frontage. The remainder of the block would consist of a "funky" mix of uses based on end users' needs and the ability to best utilize spaces within existing structures. A large amount of surface parking is intermingled within the existing building to provide convenient parking. There are many existing ACF buildings that could be redesigned and upgraded to accommodate modern light industrial and institutional uses as well as office space and incubator space for the University, businesses, and start-ups.
- Block B would be a dedicated market-rate residential block. A series of multi-family housing buildings is proposed oriented toward the street with an interior courtyard in a similar academic quadrangle format as proposed in the University Park development zone. These residential units should be geared toward the needs of young professionals, researchers, visiting professors, and employees of the University and surrounding businesses. Parking would be accommodated underneath the units in a partially depressed, open-air parking bay, approximately half-depth below finished grade.

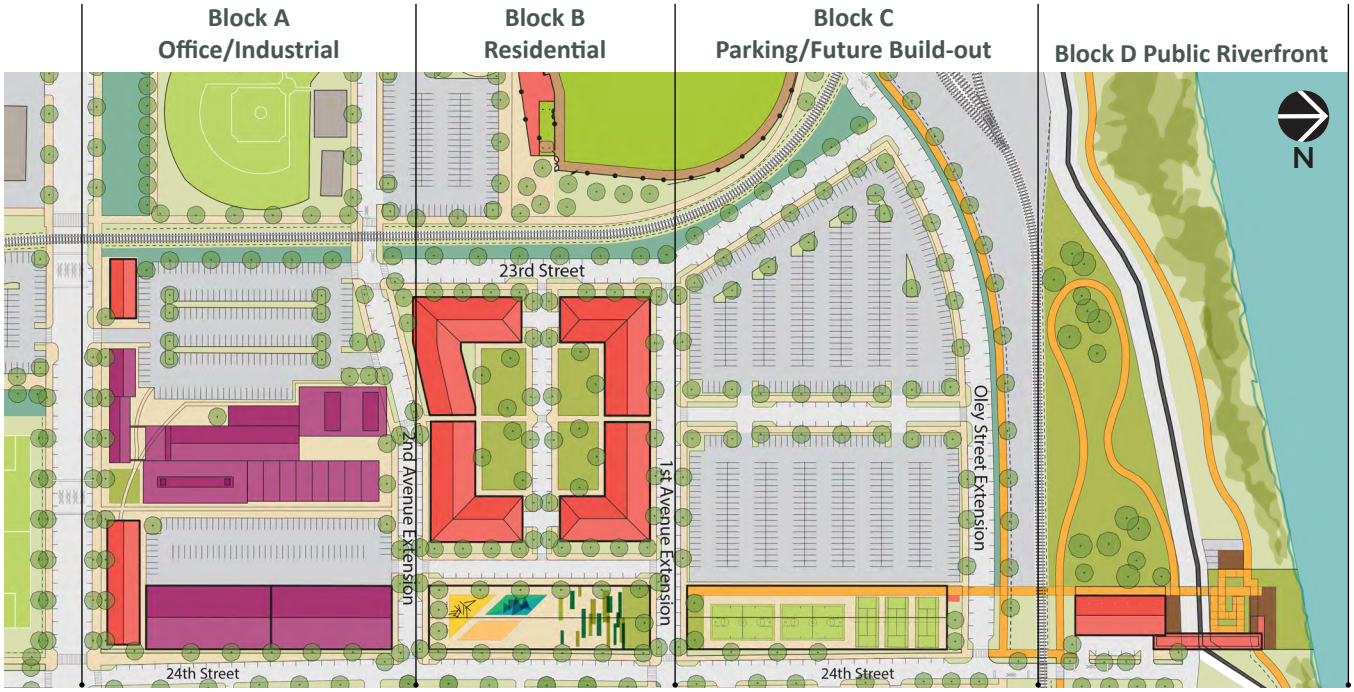


Figure 3.10 Foundry Center Development Zone block key

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- Block C would be surface parking to support the stadium and adjacent development, including the riverfront. This block could serve as future build-out with additional structure parking, if demand exists.
- Block D is focused on public park and recreation amenities and riverfront entertainment (river-view dining).

A major aspect of this entire development zone is the concept of reusing as much of the multi-block long industrial building along 24th Street as possible. This element of the overall redevelopment plan could become the signature aspect for the entire neighborhood as well as a major regional destination within the City. The concept is to create a large "head house" with various programming block by block. The portion in Block A would focus on creating incubator and flexible/multi-purpose event spaces, including a potential farmers market. The portion in Block B would support the adjacent residential units with community-oriented recreation facilities such as children's play areas, a spray pad, landscape gardens, etc. The portion in Block C would have active recreational courts, such as basketball, volleyball, skate park, etc. In Block D, a park would be created on both sides of the floodwall to provide various passive recreational opportunities, including connection to the PATH and a river-view overlook near the river's edge. Block D would also include a ramp and elevated walkway over the floodwall to provide pedestrian and bicycle access to the river's edge. The platform would provide vistas of the river as well as offer spectacular views of new development, such as the baseball stadium. The platform would also connect residents and visitors to an elevated restaurant that would accommodate outdoor seating overlooking the river.

FORMER USE AND CURRENT ZONE STATUS

With the exception of the portion of land located north of the floodwall, this entire development zone is currently part of the active ACF property.

CASE STUDY: Parco Dora, Turin, IT

This park is characterized by its industrial past and spatially defined by the river Dora, by main traffic arteries and relatively new residential quarters. Corresponding to the former property lines, the park has five separate areas whose functional differences and aesthetic impact are based on the quality of the industrial remains. Bridges, stairs and ramps connect the different parts of the part with each other and with the surrounding quarters. For more information visit Latz+Partner Website



Parco Dora, Turin, Italy
Photo Source: Latz+Partner



Parco Dora, Turin, Italy
Photo Source: Latz+Partner

Multi Family Residential **135** Units

Residential Parking **173** Spaces

Commercial **20k** Square Feet

Office/Institutional **60k** Square Feet

Open Space **194k** Square Feet

Blue/Green Infrastructure **.7** Acres

Off Street Parking **540** Spaces

URBAN DESIGN ELEMENTS

- The overall approach focuses on extending the street grid of 1st and 2nd Streets as well as Oley Street through the site to connect to their adjacent alignments (see figure 3.11). To the west, these connections will require creating a new at-grade crossing of the rail line that connects the rail yard to the north to CSX's mainline located south of 5th Avenue. The Oley Street extension would serve as a truck route connector to 20th Street. All new streets would be constructed as complete streets sidewalks, integrated blue/green technologies for stormwater management, street trees, on-street parking, street trees, lighting, etc.
- 3rd Avenue would be upgraded as a complete street based on the ultimate design developed by the City for the entire 3rd and 5th Avenue upgrade initiative. It is important that improvements along 3rd Avenue in this development zone include complete street components to promote pedestrian activity.
- 24th Street would be upgraded as a complete street.
- A multi-block linear stormwater management facility would be created parallel to the railroad right-of-way from 3rd Avenue to the proposed Oley Street extension.

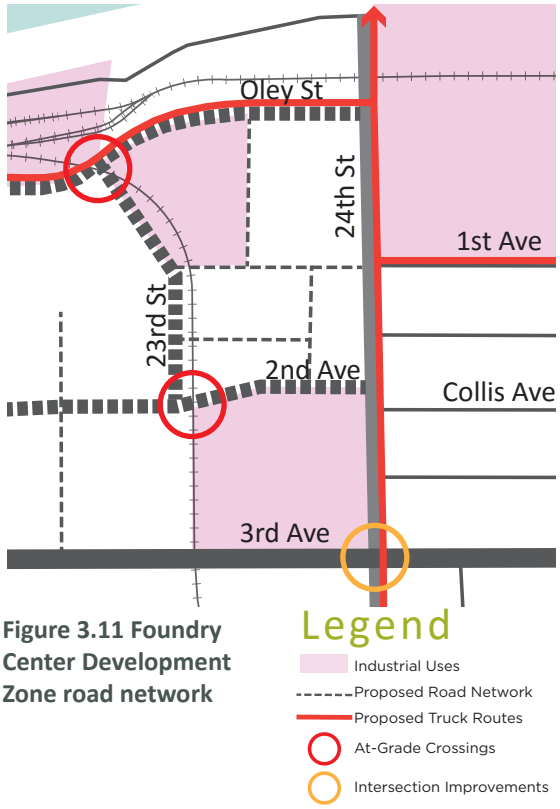


Figure 3.11 Foundry Center Development Zone road network

BROWNFIELDS CONSIDERATIONS

Due to the complex environmental legacy of the ACF Industries site, the ability to obtain regulatory compliance to a level of residential use is not known. The redevelopment plan does respond to the areas that are more likely to be most cost prohibitive to obtain a residential standard. In these cases, "capped" uses, such as parking, are proposed. The residential block is in an area believed to be less likely to be restricted, but this can only be determined based on site environmental assessment characterization and evaluation.



Figure 3.12 ACF buildings for targeted adaptive reuse within the Foundry Center Development Zone

Figure 3.13| Foundry Center Development Block A & B

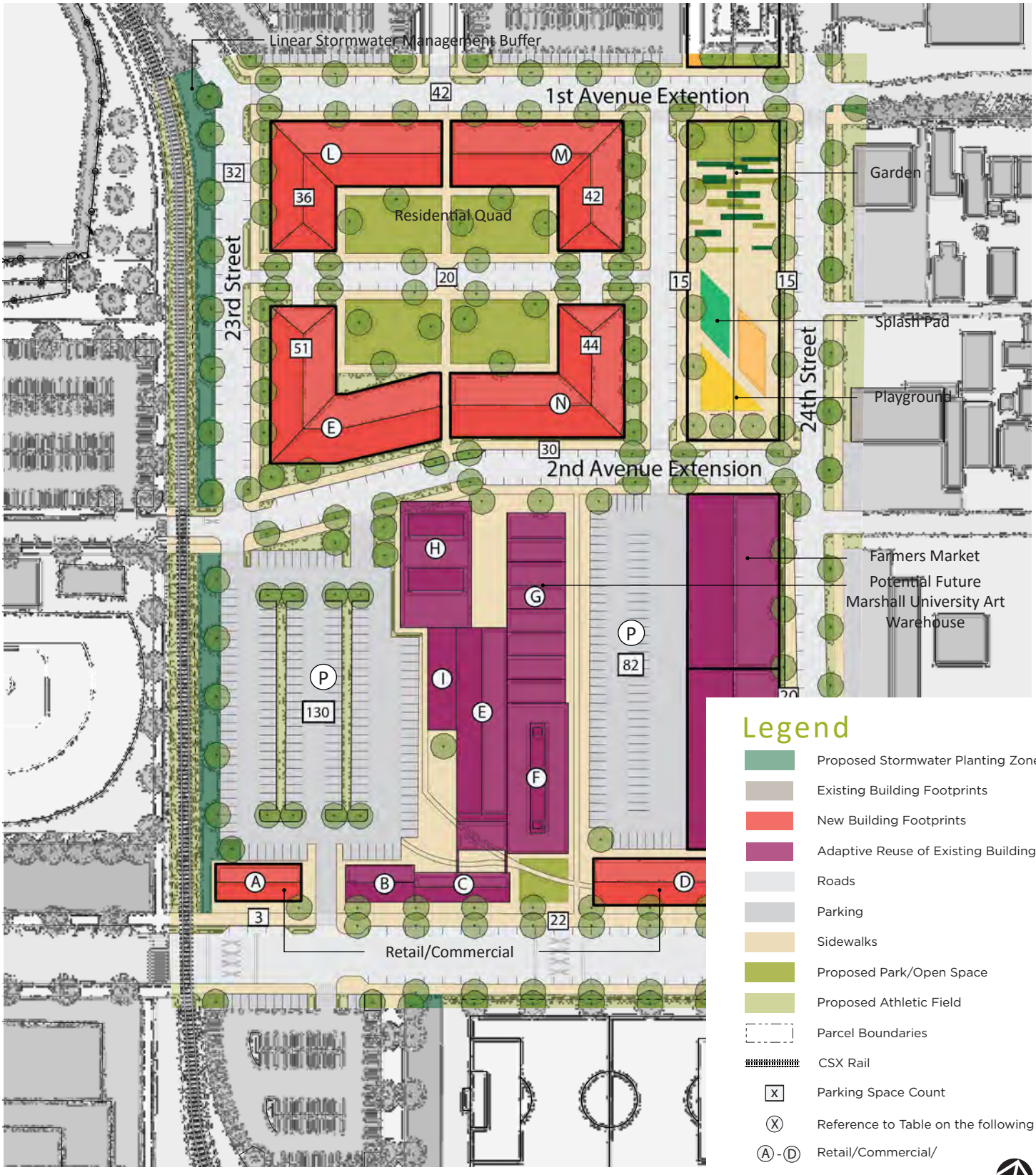
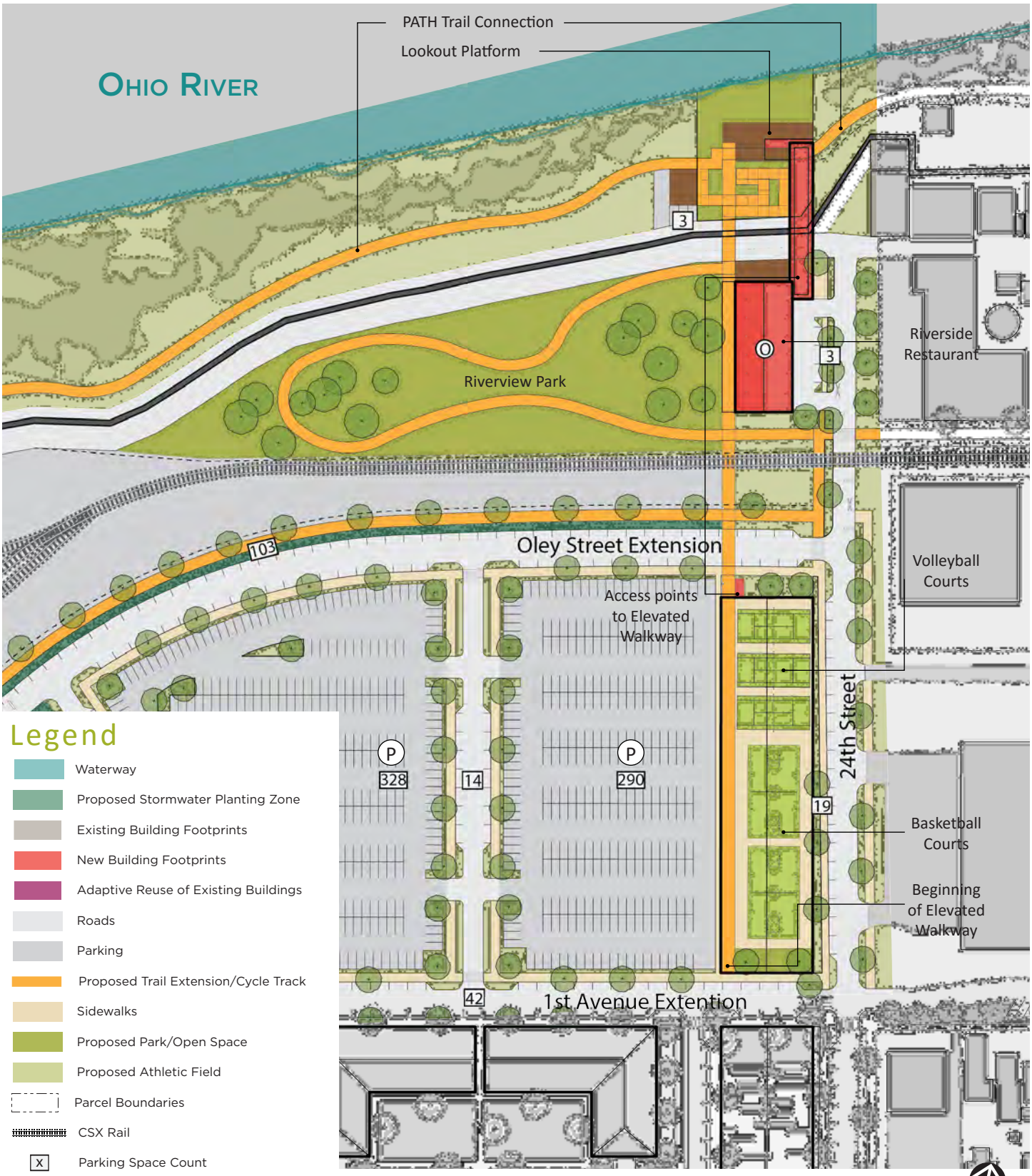


Figure 3.14| Foundry Center Development Block C & D



REDEVELOPMENT YIELD

A Proposed Redevelopment Yield Table is provided for each development zone. These tables are keyed to the proposed redevelopment buildings and parking improvements listed on each development zone plan, providing additional detail that cannot be conveyed solely by a site plan drawing. The table below (Figure 3.15) provides a description of the proposed uses for each building, whether an adaptive reuse of an existing structure or new construction, within the Foundry Center Development Zone. In addition, estimated building footprint sizes, number of stories, the amount of non-residential square feet, the number of residential units as well as the calculation of required and overflow parking is provided. The notes column provides other relevant information, as necessary, to clarify the plan recommendations.

FOUNDRY CENTER - PROPOSED REDEVELOPMENT YIELD TABLE

MAP KEY	Uses	Building Footprint SF	Stories/ Levels	Total SF	Retail	Multi-Family Residential Dwelling Units	Min. Parking Spaces Required	Parking Spaces Supplied	Notes
A	Retail/ Commercial	3,700	1	3,700	3,700	0	14	14+	
B	Retail/ Commercial	3,000	1	3,000	3,000	0	12	12+	
C	Retail/ Commercial	3,200	1	3,200	3,200	0	12	12+	
D	Retail/ Commercial	10,000	1	10,000	10,000	0	38	38+	
E	Academic/ Office	18,000	1	18,000	0	0	54	54+	
F	Academic/ Office	11,000	1	11,000	0	0	33	33+	
G	Light Industrial/ Manufacturing	13,000	1	13,000	0	0	39	39+	
H	Academic/ Office	10,500	1	10,500	0	0	32	32+	
I	Academic/ Office	3,200	1	3,200	0	0	10	10+	
J	Academic/ Office	18,000	1	18,000	0	0	54	54+	
K	Multi-Family Residential	20,215	3	60,645	0	39	49	51	
L	Multi-Family Residential	17,910	3	53,730	0	30	38	36	
M	Multi-Family Residential	17,956	3	40,401	0	33	42	42	
N	Multi-Family Residential	18,330	3	41,243	0	33	42	44	
O	Restaurant	12,840	1	12,840	0	0	190	190+	
Totals		180,851		302,459		135	659	659+	

Figure 3.15 Development Yield Table for Foundry Center Development Zone

Figure 3.16 shows the massing relationship of existing ACF structures that could be adaptively reused in addition to new infill development. The diagram also shows the potential land use relationships within the mixed complex.

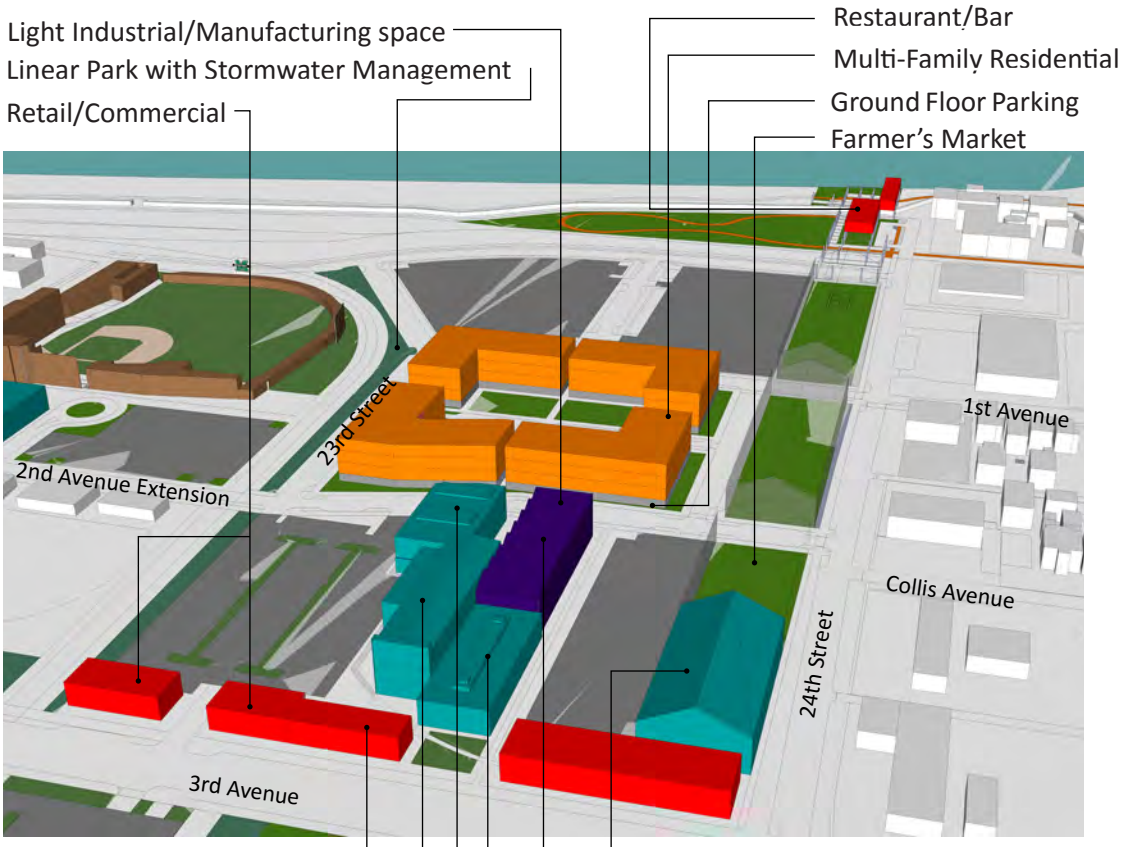


Figure 3.16 Foundry Center Development Zone building massing diagram

Legend

- Commercial/Retail
- Office/Institutional
- Industrial/Light Industrial
- Multi-Family Residential
- Plazas/Open Space
- Stormwater Management Zones
- Parking



Figure 3.17 Existing Conditions - Foundry Center Development Zone

Athletic Complex Expansion Development Zone

OVERALL DEVELOPMENT STRATEGY

10.2 Acres of new development proposed

The Sport Complex Expansion Zone is focused on accommodating an area for the logical expansion of Marshall University's growing sport complex and facilities between 3rd and 5th Avenues. The University has expressed a need for at least one additional multi-use field. This zone is located within an area referred to as the "bowl", which is a slight depression within the overall area that tends to be at the epicenter of localized flooding. The redevelopment plan shows two field facilities. One field would be artificial turf and located at a slightly higher elevation than existing grade. The second would be natural turf and depressed slightly below existing grade and serve as a stormwater management area for major flood events. The fields would be surrounded with permanently functioning stormwater raingarden facilities. Additional underground stormwater retention could be constructed below the artificial turf field and surface parking lot.

FORMER USE AND CURRENT ZONE STATUS

This land is a surface parking lot which has been its historical use to serve the ACF complex located across 3rd Avenue.

URBAN DESIGN ELEMENTS

- The site is primarily open space for public and University use. The perimeter of the site would include upgraded streetscaping and double rows of large canopy trees to create a campus-like effect.
- Surface parking is provided to support the uses on site and to supplement parking for the football stadium.

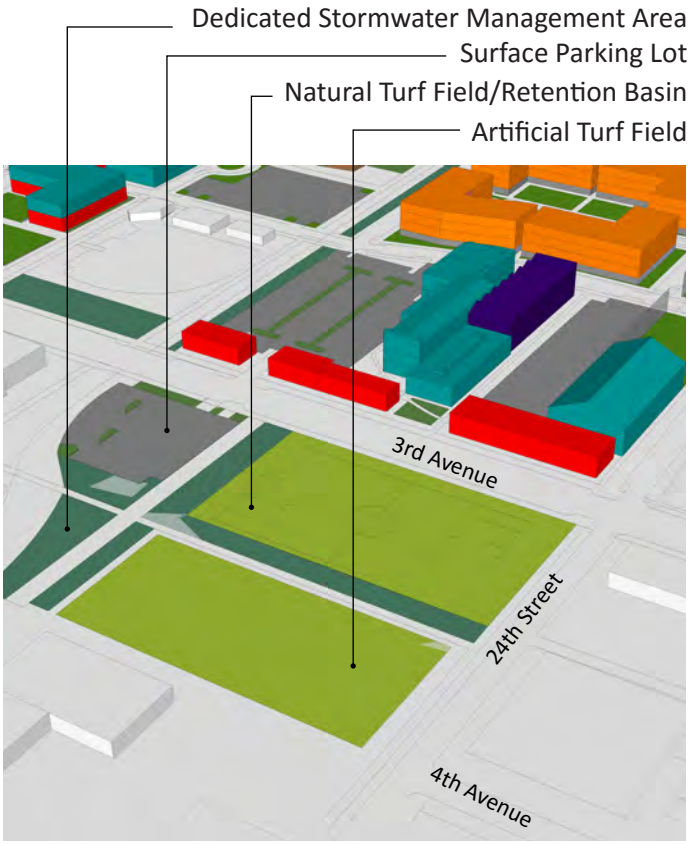


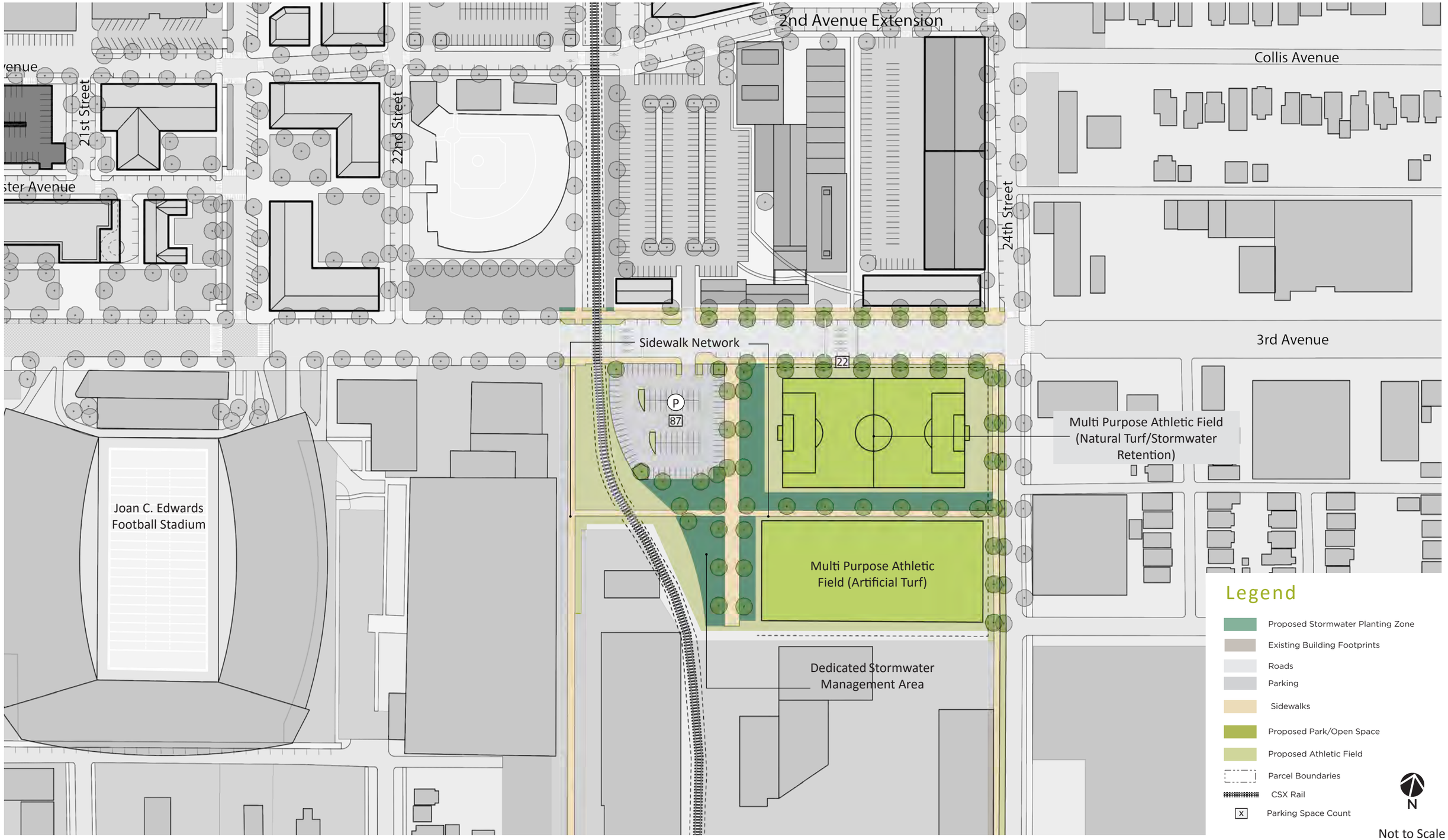
Figure 3.18 Athletic Complex Expansion Development Zone building massing diagram

BROWNFIELDS CONSIDERATIONS

There are no known or anticipated environmental constraints on the parcels within this development zone, making it well suited for field recreational facilities.

Blue/Green Infrastructure	Athletic Facilities	Open Space	On-Street Parking	Off Street Parking
2.75 Acres	2 Fields	140k Square Feet	22 Spaces	87 Spaces

Figure 3.19| Sports Complex Expansion Development Zone



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Figure 3.20 Existing Conditions - Sports Complex Expansion Development Zone

Polymer Tech (PTECH) Center Development Zone

OVERALL DEVELOPMENT STRATEGY

37.9 **Acres of new development proposed**

The PTECH Center Industrial Zone is planned to support the adjacent, mostly occupied industrial area. Active adjacent businesses, especially Rubberlite, have expressed an interest in expanding facilities in the area and also marketing development-ready land to potential downstream users of their products. The redevelopment plan proposes to create a series of pad-ready industrial sites situated along a new street that parallels the river. Rail siding service could be accommodated on multiple development pads.

FORMER USE AND CURRENT ZONE STATUS

The bulk of this zone was a former rail-to-barge bulk transfer facility. The site primarily consisted of series of railroad sidings supported by transfer conveyance systems and storage. There is a small building from the former facility remaining on the site. The remainder of the site has been cleared with the exception of moorings along the river.

URBAN DESIGN ELEMENTS

- The site is fairly isolated today. The creation of proposed Riverview Avenue which would extend from 25th Street to 27th Street, would open up the entire site and create a series of development parcels (see Figure 3.17). Riverview Avenue is proposed to include a multi-use path along the river edge side of the roadway, with street trees and lighting.
- The multi-use trail along proposed Riverview Avenue would serve as a critical extension of the PATH to McClelland Riverside Park at 27th Street and the riverfront.

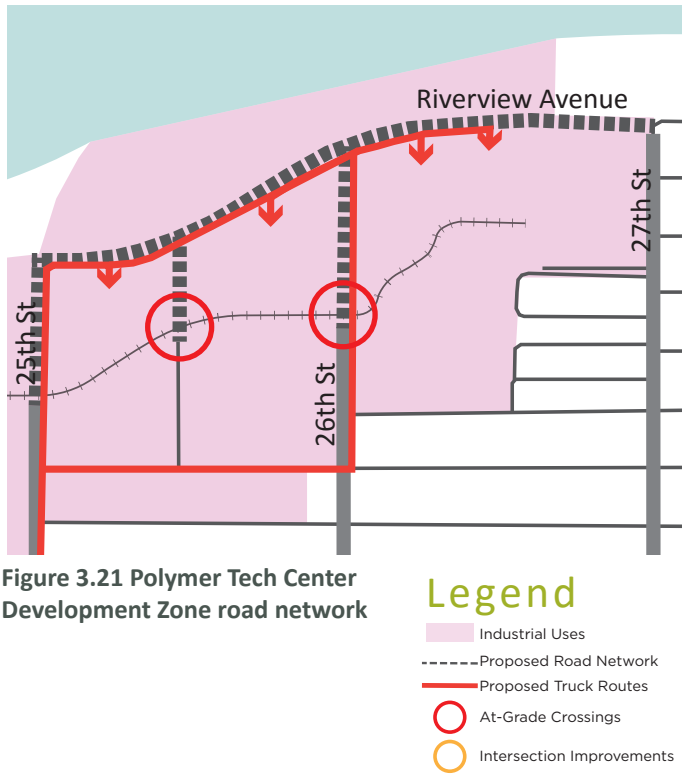


Figure 3.21 Polymer Tech Center Development Zone road network

- Numbered streets would be extended with sidewalks to the proposed Riverview Avenue, creating a typical block structure for the area and increasing accessibility from the adjacent neighborhood to the riverfront.
- Street end parks are proposed at the riverfront termini of 25th, 26th, and 27th Streets to create desired public riverfront access points, yet allowing for potential private uses on portions of the riverfront lands within the former Ingram Barge site.
- A small portion of the eastern end of the former Ingram Barge site is proposed as a flat field area to increase the overall recreation potential of McClelland Park. A supporting surface parking lot is proposed to serve industrial users during the daytime and to support park users in the evenings and on weekends.
- A marina and boathouse is proposed near the terminus of 25th Street with access via former Ingram Barge property located north of the West Virginia American Water plant.

Industrial **~200k** Square Feet

Office/Institutional **30-50k** Square Feet

Incubator and "Creative" workspace **40k** Square Feet

Blue/Green Infrastructure **1.5** Acres

On-Street Parking **109** Spaces

Figure 3.22| Polymer Tech Center Development Zone



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Figure 3.23 Existing Conditions - Polymer Tech Center Development Zone

- Site infrastructure needed to support a higher utilization (upper floors) of the Historic Liggett & Meyers Tobacco Company Building is proposed, including surface parking on an adjacent vacant lot on 27th Street as well as sidewalk improvements to a small surface parking lot to be shared with McClelland Riverside Park.

BROWNFIELD CONSIDERATIONS

The former Ingram Barge site is currently undergoing environmental remediation by its current owner. Since the proposed end use is consistent with industrial reuse, with the exception of the small recreational field use and the extreme northern edge of the site, the property owner's activities should bring the site into regulatory compliance with the proposed end use. A small parcel for the proposed recreation use could be created, and depending on the environmental status of this area (which can only be determined based on environmental assessment and site characterization within the proposed parcel), any constraining conditions identified could be addressed through site-specific engineering controls and/or a site-specific risk assessment standard.

REDEVELOPMENT YIELD

A Proposed Redevelopment Yield Table is provided for each development zone. These tables are keyed to the proposed redevelopment buildings and parking improvements listed on each development zone plan, providing additional detail that cannot be conveyed solely by a site plan drawing. The table below (Figure 3.24) provides a description of the proposed uses for each building, whether an adaptive reuse of an existing structure or new construction, within the Polymer Tech Center Development Zone. In addition, estimated building footprint sizes, number of stories, the amount of non-residential square feet, the number of residential units as well as the calculation of required and overflow parking is provided. The notes column provides other relevant information, as necessary, to clarify the plan recommendations.

POLYMER TECH CENTER - PROPOSED REDEVELOPMENT YIELD TABLE

MAP KEY	Uses	Building Footprint	Stories/ Levels	Total SF	Industrial	Multi-Family Residential Dwelling Units	Min. Parking Spaces Required	Parking Spaces Supplied	Notes
A	Office	32,000	1	32,000	0	0	144	144+	
B	Industrial	23,000	1	23,000	23,000	0	39	39+	
C	Industrial	33,000	1	33,000	33,000	0	55	55+	
D	Industrial	63,000	1	63,000	63,000	0	105	105+	
E	Industrial	14,000	1	14,000	14,000	0	23	23+	
F	Industrial	23,000	1	23,000	23,000	0	39	39+	
G	Industrial	25,000	1	25,000	25,000	0	42	42+	
Totals		213,000		213,000	181,000		447	447+	

Figure 3.24 Development Yield Table for Polymer Tech Center Development Zone

Figure 3.25 shows the massing relationship of one potential industrial buildout scenario for the Polymer Tech Center. The key aspect of the site layout is the relationship of future buildings to the proposed Riverview Avenue Extension. In the end parcels and building could be expanded or reduced based on end user needs.

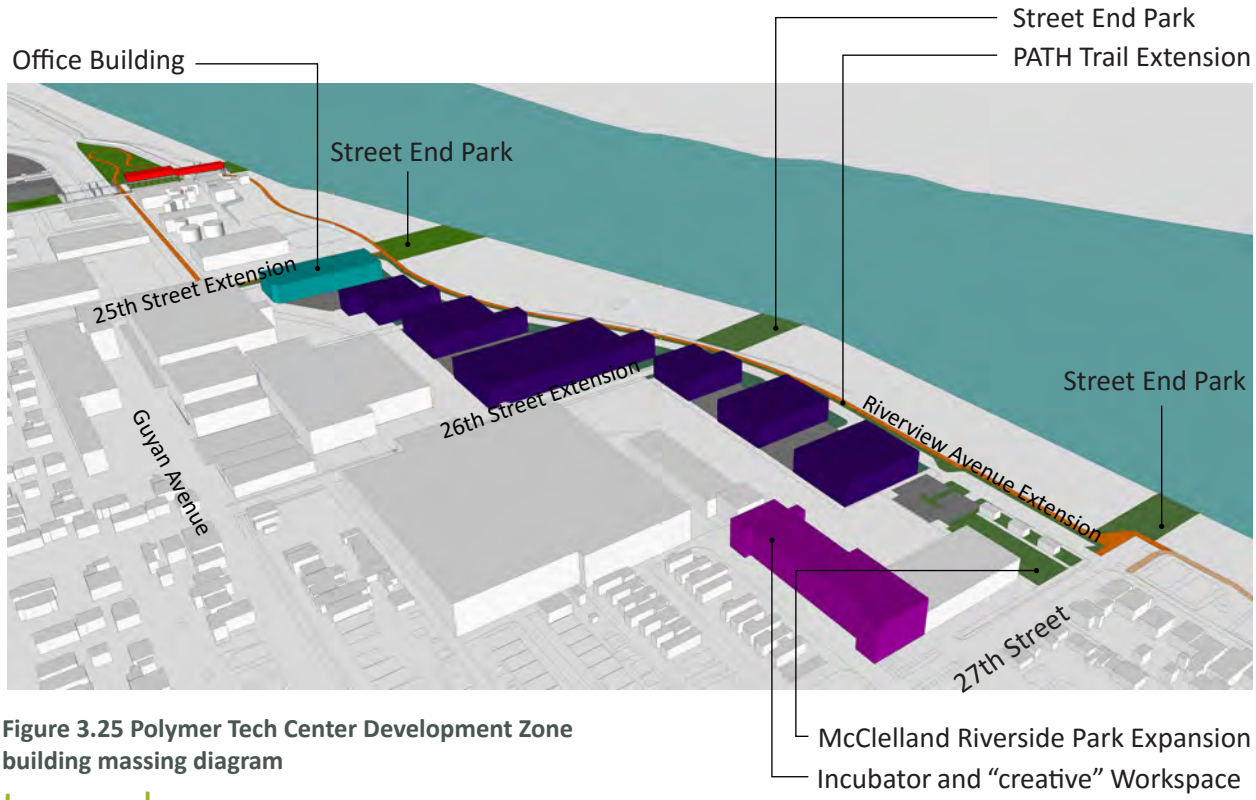


Figure 3.25 Polymer Tech Center Development Zone building massing diagram

Legend

- Office/Institutional
- Industrial/Light Industrial
- Plazas/Open Space
- Stormwater Management Zones
- Parking



3rd Avenue
Photo Source: SGA

04
Infrastructure and Civic Improvements



Multi-Modal Transportation Linkages

INTRODUCTION

In addition to the site reuse plans described in the prior chapter, a major focus of the overall AWP planning effort will be placed on the broader infrastructure needed to support the site reuse recommendations.

The focus of the Area-Wide Plan transportation framework is to improve mobility for people and goods moving throughout the study area, especially in relation to the Catalyst Brownfield Sites. Through the establishment of new connections, increased consideration for all modes of transportation, and the upgrading of existing roads and intersections, it is possible to improve upon current transportation conditions and provide for increased traffic handling capacity and/or routing to support the proposed reuses of the Catalyst Brownfield Sites. An element of special concern is the ability to support truck traffic through designated truck routes which consist of designated streets for efficient movement with the least amount of community impact. In addition, designating specific truck routes aids in determining which streets should be constructed to support the additional structural demands of roadways to accommodate the higher intensity of use.

Through the specific redevelopment plan with each development zone and Catalyst Brownfield Site, fundamental transportation infrastructure principles were established. Most importantly, the establishment of complete neighborhoods, including those that are truly "mixed use", depends upon a consistently good pedestrian experience. Complete neighborhoods require a mix of land uses (residential, retail, office, civic uses, etc.) and a mix of housing types and household income (single-family detached, townhouses, duplexes, apartments, etc.) arranged to provide a variety of living and working options all within walking distance of each other. The prime determinant of the pedestrian experience is the quality of the streetscape: "complete" walkable streets are visually stimulating, while environments that are hostile or uninteresting immediately turn pedestrians away. Specifically, the most important element of a good streetscape is the quality of street frontage – the manner in which the public realm of the street and sidewalk meet the private line of building facades. Streets and other thoroughfares are public spaces balanced for function and character. Streets shape blocks. Larger voids in the block structure should generally only exist as public spaces such as plazas, playgrounds, and parks, not as pedestrian "dead zones." Promoting a safe and quality pedestrian experience, however, does not mean that efficient vehicular traffic circulation must suffer. Instead, it advocates the desire of a high-quality pedestrian environment not be immediately sacrificed for the sake of the automobile. Transportation design decision-making is made using a balanced approach between all modes, considering that a minimum base-line of pedestrian services be achieved that are above the typical norm. This multi modal approach is the fundamental basis for all transportation recommendations in the Area Wide Plan initiative and can be used to inform future schematic designs and engineered plans.

Through the AWP planning effort, specific transportation improvements were explored for critical connector streets and intersections within the study area. Specifically, 2nd and 3rd Avenues between 20th and 24th Streets and, a new connection along the river from 25th Street to 27th Street.

These street segments were identified as most critical in supporting the needs of the initial phases of private-sector development on the key Brownfield Catalyst Sites. They provide desirable inter neighborhood re-connections that were severed by the former industrial facilities.

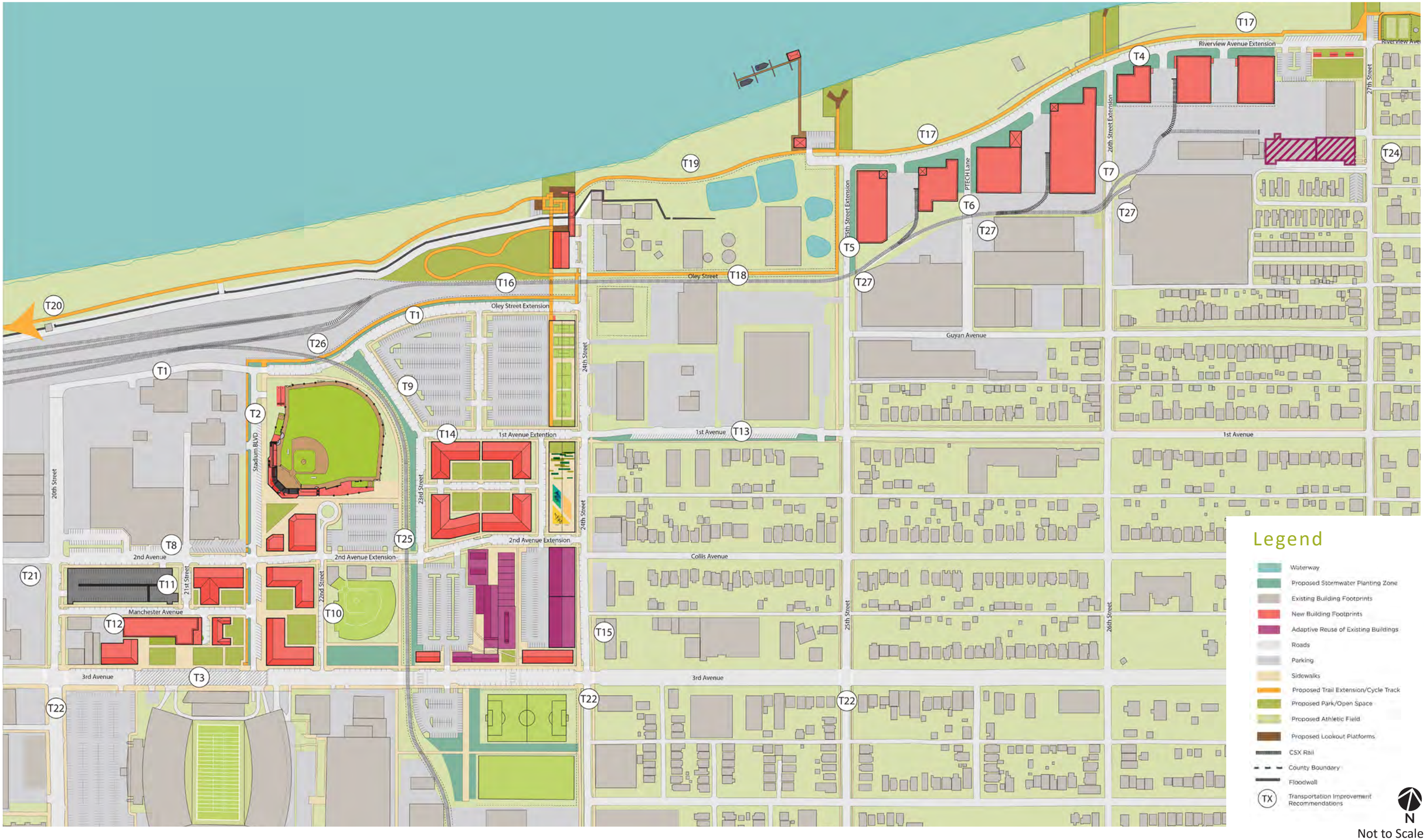
THE IMPORTANCE OF THE "GRID" FOR CIRCULATION AND URBAN INFILL DEVELOPMENT PATTERNS

The proposed redevelopments at the ACF and McGinnis Sites provide opportunities to reestablish a full street grid. As currently configured, many of the roads within the study area are cut off by these industrial sites. For example, both 22nd Street and 2nd Avenue terminate at the McGinnis Site. At the larger ACF Industries site, 23rd Street was never established and 1st Avenue and Collis Avenue terminate at the eastern edge of the site.

The plan proposes to (re)establish all of these broken or missing connections, via an extension of Oley Street and the proposed Riverview Avenue.

Making these (re)connections will improve connectivity for the community as a whole and make the Highlawn neighborhood, negatively impacted and disjointed by the industrial activities, more inter-connected.

Figure 4.1| Transportation Improvement Recommendations



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THE CONCEPT OF COMPLETE STREETS

The value of high-quality multi-modal streets in supporting the redevelopment efforts of this plan cannot be understated. The AWP recommendations uses the goals and standards for complete streets as described in the Plan 2025 and the Downtown Access Study as the basis for its recommendations. Specifically, the recommendations for the various street improvements follows the Street Design Priority Matrix from the Downtown Access Study and shown in Figure 1.10 in the report. In most cases the new proposes streets and the retrofit of existing streets follow the Urban Connector or Green Streets classifications. Idealized typical cross sections for two key public streets in the AWP as shown in Figure 4.3 – Proposed Stadium Boulevard and Figure 4.4 Proposed Review Avenue. In both cases vehicular traffic needs are met along with the inclusion of ample pedestrian and bicycle facilities as well as green infrastructure, with no compromise to the functionality of multi-modal needs or safety.

Multiple modifications to the one-way pairs of 3rd and 5th Avenues are being explored by the City. With the exception of making site specific recommendations for 3rd Avenue between 20th and 24th Streets and targeted intersection improvements, the AWP's redevelopment strategies can accommodate any of the currently proposed scenarios for the reconfiguration of these inter-connection transportation facilities. It was understood that much more detailed traffic analysis would be required to determine the most effective and desirable multi-modal approach to these streets, therefore it was important that no recommendations in the AWP preclude any of the likely retro-fit scenarios, especially for 3rd Avenue.

THE IMPORTANCE OF PEDESTRIAN SAFETY AT INTERSECTIONS

A major basis of the redevelopment plan, specifically for the University Park and Foundry Center development zones is the importance of walkability and pedestrian traffic to serve as a driver of redevelopment and the market use by end-users, especially retail/commercial businesses. Based on the traffic volumes along 3rd and 5th Avenues and the incredible width of these streets, there are strategic intersections that should be the focus of major pedestrian crossing improvements. In many respects the sense that 3rd Avenue can be safely crossed is more important the pedestrian friendliness of the actually streetscape along most portions of the 3rd Avenue. The AWP identifies several strategic intersections for major pedestrian safety and aesthetic improvements, with the most important being located at 20th Street since this is the primary pedestrian connection between the core of Marshall University's campus and the primary redevelopment zones of the AWP. The intersection at 24th Street, especially once redevelopment activity occurs in the Foundry Center development zone occurs should also be improved. In these cases, intersection should retro-fitted with ADA compliant corner curb bump outs to reduce the pedestrian crossing distance of the vehicular cart-way, prominent "continental" style crosswalk striping, pedestrian signal heads, architectural lighting, landscaping, street trees, and other urban design streetscape design elements that denote the significance.

MULTI-USE TRAIL USES

The City is pursuing a major inter-connect multi-use/ bicycle trail network through the PATH initiative. The AWP advances the desire connection corridors identified in the 2016 PATH Master Plan. The AWP shows how a multi-use trail could be routed along the riverfront to connect McClelland Riverside Park with the redevelopment area and the downtown. In addition, specific feeder trail connections, including dedicated on-road bicycle facilities such as a cycle track along the proposed Stadium Boulevard could provide vital connections from major activity centers to the PATH. In the end, the promotion of complete streets throughout the AWP area and the City as a whole will serve as one of the greatest aspects of creating overall bicycle network and "biking culture" in Huntington. Every project, whether a transportation improvement or a land development project should be closely evaluated to ensure the bicycle support infrastructure is included. The goal should be to do the most in terms of bicycle and pedestrian infrastructure, not the minimum. The more bicycle infrastructure networks are created the greater the community demand will be to ensure that additional connections and facilities are implemented.

THE CHALLENGES ASSOCIATED WITH THE RAILROAD TRACKS

Huntington is not unique in the fact that is AWP area is served with a complex array of railroad facilities. Former industrial sites, especially those of the scale that exist in Highlawn, often were primarily served by rail, not by road. As a result active and inactive tracks often present redevelopment challenges, especially in terms of re-connecting traditional street grids through brownfield sites. In the case of the AWP, there several areas where the presence of active rail lines present potential barriers to multi-modal connectivity. As Figure 3.3 shows, the

interlocking rail line near what is proposed to be 23rd Street, between the rail yard adjacent to the floodwall and CSX's mainline south of 5th Avenue present a challenge. In order to achieve true connectivity between the University Park and the Foundry Center development zones, the Oley Street Extension and 2nd Avenue are proposed to cross this rail line, at-grade, to achieve inter-connectivity. The multi-use trail, in the form of side path to the Oley Street Extension would also cross the rail line. The ability to create at-grade crossings in these locations may be a regulatory challenge due the overall national safety initiative to reduce at-grade crossings. Should it be determined that these connections cannot be made, portions of the Oley Street Extension between the proposed Stadium Boulevard and the proposed 23rd Street may not be feasible. Accommodations of the access to the baseball stadium parking and the location of proposed 23rd Street would make the construction of 2nd Avenue to each side of the rail line, even it did not cross, a viable street to support redevelopment.

The plan also proposes to realign the rail spur that extends to approximately 26th Street, parallel to Oley Street, in the vicinity of 24th Street. This straighten of the rail corridor provides for a more efficient configuration, both for the operation of rail traffic as well as creating viable land between the rail line and floodwall at 24th Street.

PROJECT RECOMMENDATIONS - TRANSPORTATION

Map Key #	Priority	Project	Estimate of Probable Costs *	Description
T1	MID TERM	Oley Street Extension - New street from 24th Street to 20th Street	$45K - Survey $280K - Design/ Permitting $3.0M - Construction	This new street will provide an alternative route for trucks, directing traffic away from 3rd Avenue and the residential streets in the Highlawn neighborhood. The street should be designed and engineered as a complete street, with two travel lanes, parallel parking on both sides, a 10' sidewalk on the south side, a 12' multi-use trail on the north side, street trees and architectural lighting. The stormwater management component of T1 Transportation Improvement should be integrated with G1 Blue/Green Infrastructure Project.
T2	NEAR TERM	Stadium Boulevard - New street from 3rd Avenue to Oley Avenue Extension (T1) - Stadium Boulevard cycle track	$30K - Survey $225K - Design/ Permitting $2.8M - Construction	This street will serve as the key north-south connector from 3rd Avenue to Oley Street extension (T1). This roadway should be designed as a complete street with two travel lanes, reverse angle parking and a 12' pedestrian promenade on the east side and a designated cycle track on the west side of the street, connecting the multi-use trail (north of the Oley Street extension (T1)) to 3rd Avenue. Street trees, street furnishings, specialty promenade paving and street lights should be integrated (See Figure 4.3). The stormwater management component of T2 Transportation Improvement should be integrated with G2 Blue/Green Infrastructure Project.

Figure 4.2 Transportation Recommendations

NEAR TERM = 1-4 years
MID TERM = 5-9 years
LONG TERM = 10+ years

*These numbers do not include right-of-way and property acquisition, utility improvements and coordination, grant requirements (such as NEPA), railroad coordination for at-grade crossings, and environmental and Geo-technical unknowns. Some and/or portions of projects maybe included/integrated into private developments therefore not publicly led/funded efforts.

PROJECT RECOMMENDATIONS - TRANSPORTATION				
Map Key #	Priority	Project	Estimate of Probable Costs *	Description
T3	MID TERM	3rd Avenue Special Traffic Calming and Streetscaping from 20th Street to 24th Street.	$30K - Survey $425K - Design/ Permitting $4.5M - Construction	In addition to integrating proposed improvements as a part of the larger 3rd and 5th Avenue Transportation Improvements for the entire one-way pair system through the City, the blocks of 3rd Avenue from 20th to 24th Street should receive special multi-modal and urban design improvements. Improvements should focus on pedestrian and bicycle safety, especially the ability to cross 3rd Avenue at Stadium Blvd. during game days. Traffic calming is proposed for this roadway segment with a potential raised traffic calming "table" that would include the frontage of the Joan C. Edwards Stadium, the Signature Public Plaza and the intersection of Stadium Blvd. The raised table could have a texture surface and could serve as a way to slow traffic for safety and create a physical and visual connection between the stadium, the plaza, the hotel complex.
T4	NEAR TERM	Riverview Avenue Extension	$45K - Survey $225K - Design/ Permitting $2.25M - Construction	This segment of roadway will connect 25th Street to 27th Street and will primarily provide designated truck access to the new industrial buildings on the former Ingram Barge site (The Poly Tech Center) The street should be designed with two 12' travel lanes, parallel parking and a 12' multi-use trail to the north. This street will provide truck access to the individual industrial buildings to the south. (See Figure 4.4). The stormwater management component of T4 Transportation Improvement should be integrated with G3 Blue/Green Infrastructure Project.
T5	NEAR TERM	25th Street Extension and Improvements	$25K - Survey $175K - Design/ Permitting $1.75M - Construction	Extend 25th Street to Riverview Avenue (T4). The stormwater management component of T5 Transportation Improvement should be integrated with G4 Blue/Green Infrastructure Project. Upgrade 25th Street from 5th Avenue north to where it terminates at Riverview Avenue. Upgrades should include restoring brick paving, replacing curbs and gutters, upgrading and widening sidewalks, wherever possible, planting street trees, installing architectural lighting, and integrating stormwater management.
T6	MID TERM	PTECH Lane - New street extension from Guyan Avenue	$7K - Survey $25K - Design/ Permitting $225K - Construction	Extend the un-named private right-of-way perpendicular to Guyan Avenue to Riverview Avenue (T4). (Note: does not include RR crossing upgrades)
T7	MID TERM	26th Street Improvements and Extension	$25K - Survey $200K - Design/ Permitting $2M - Construction	Extend 26th Street to Riverview Avenue (T4). The street should include a minimum 5' sidewalk on the west side to connect to the multi-use trail (T17) along Riverview Avenue. Upgrade 26th street from 5th Avenue north to where it terminates at the River. Upgrades should include restoring brick paving, replacing curbs and gutters, upgrading and widening sidewalks, wherever possible, planting street trees, installing architectural lighting, and integrating stormwater management.
T8	MID TERM	2nd Avenue Improvements and Extension	$35K - Survey $420K - Design/ Permitting $4.2M - Construction	Extend 2nd Avenue from 21st Street to 24th Street to reconnect the street grid and provide access through the ACF Industries site. Improve the existing street segment to include parallel parking (wherever possible). This street should be designed as a complete street with two travel lanes, parallel parking and 10' sidewalks on both sides. Street trees, architectural lighting, and stormwater management techniques should be integrated.

Figure 4.2 Transportation Recommendations- Continued

NEAR TERM = 1-4 years
MID TERM = 5-9 years
LONG TERM = 10+ years

*These numbers do not include right-of-way and property acquisition, utility improvements and coordination, grant requirements (such as NEPA), railroad coordination for at-grade crossings, and environmental and Geo-technical unknowns. Some and/or portions of projects maybe included/integrated into private developments therefore not publicly led/funded efforts.

PROJECT RECOMMENDATIONS - TRANSPORTATION				
Map Key #	Priority	Project	Estimate of Probable Costs *	Description
T9	LONG TERM	23rd Street - New street from 2nd Avenue Extension (T8) to the Oley Street Extension (T1)	$15K - Survey $80K - Design/ Permitting $100K - Construction	This new street will provide access from 2nd Avenue to new development on the ACF Industries site. The street will run east of the railroad tracks and should terminate at the Oley Street Extension. This street should be designed as a complete street with two travel lanes, parallel parking on both sides, a 10' foot sidewalk on the east side and large stormwater management landscape buffer on the west side. The stormwater management component of T9 Transportation Improvement should be integrated with G5 Blue/Green Infrastructure Project.
T10	MID TERM	Narrow and terminate 22nd Street at the new Baseball Stadium	$15K - Survey $75K - Design/ Permitting $750K - Construction	This street should be narrowed to a one-way street traveling north, terminating with a circular turn-around at the plaza in front of the baseball stadium. The street will have parallel parking on the west side and a 12' pedestrian promenade on the east side. Street trees, architectural lighting, and stormwater management techniques should be integrated.
T11	MID TERM	21st Street Short Block at Manchester Avenue	$5K - Survey $30K - Design/ Permitting $300K - Construction	This street should be designed as a complete street, with two travel lanes, parallel parking and 10' wide sidewalks on both sides. Terminating the street at Manchester Avenue reduces the amount of curb cuts on 3rd Avenue.
T12	MID TERM	Manchester Avenue Realignment	$20K - Survey $110K - Design/ Permitting $1.1M - Construction	In order to accommodate a larger block size for the hotel and conference center, this street should be slightly realigned. This street should be designed with two travel lanes, parallel parking on the north side and 10' sidewalks on both sides.
T13	LONG TERM	1st Avenue Realignment and Improvements	$20K - Survey $110K - Design/ Permitting $1.1M - Construction	Add reverse angle parking, an 8' planting verge/stormwater management area and a 6' sidewalk on the south side of the Avenue. The stormwater management component of T13 Transportation Improvement should be integrated with G6 Blue/Green Infrastructure Project.
T14	LONG TERM	1st Avenue Extension - New street from 24th Street to 23rd Street	$25K - Survey $75K - Design/ Permitting $750K - Construction	This street will connect 1st Avenue to 23rd Street (T9). This street, along with the 2nd Avenue extension provides access to proposed development and creates a walkable block network within the former ACF Industries site and replicates traditional city blocks.
T15	MID TERM	24th Street Improvements	$44K - Survey $220K - Design/ Permitting $2.2M - Construction	Improve road conditions on 24th street, add parallel parking, a 10' planting verge and a 10' foot sidewalk to the west side of the street to 5th Avenue. Additional upgrades should include restoring brick paving, replacing curbs and gutters, upgrading and widening existing sidewalks, wherever possible, planting street trees, installing architectural lighting, and integrating stormwater management.
T16	MID TERM	Railroad Realignment and Safety Improvements	$10K - Survey $80K - Design/ Permitting $800K - Construction	Realign the railroad spur and fence off the siding at Oley Avenue and the Oley Avenue extension (T1). Safety improvements should also include at-grade crossing improvements at 24th Street.

Figure 4.2 Transportation Recommendations- Continued

NEAR TERM = 1-4 years
MID TERM = 5-9 years
LONG TERM = 10+ years

*These numbers do not include right-of-way and property acquisition, utility improvements and coordination, grant requirements (such as NEPA), railroad coordination for at-grade crossings, and environmental and Geo-technical unknowns. Some and/or portions of projects maybe included/integrated into private developments therefore not publicly led/funded efforts.

PROJECT RECOMMENDATIONS - TRANSPORTATION				
Map Key #	Priority	Project	Estimate of Probable Costs *	Description
T17	NEAR TERM	PATH Extension Segment 1	$40K - Design/ Permitting $400K - Construction (assuming survey is completed with T4)	Create a 12' multi-use trail along the north side of the Riverview Avenue extension (T4) from 27th Street to the 25th Street extension (T5).
T18	MID TERM	PATH Extension Segment 2	$20K - Survey $70K - Design/ Permitting $700K - Construction	The 12' multi-use trail should extend down the west side of 25th Street and along the north side of Oley Street, just south of the Water Treatment Plant and north of the railroad siding.
T19	LONG TERM	PATH Extension Segment 3	$20K - Survey $125K - Design/ Permitting $1.25M - Construction	Extend the 12' multi-use trail north of the Water Treatment Plant and bridge over the floodwall so as to connect the trail to 24th Street and the Riverview Park (P1).
T20	LONG TERM	PATH Extension Segment 4	$1-5M based on length of extension	Continue the multi-use trail to connect to the existing PATH trail and Harris Riverfront Park.
T21	NEAR TERM	Bike Sharrows	$10K - 100K	Create an alternate bike route along Commerce Avenue, up 19th Street and along 2nd Avenue to connect to the Stadium Boulevard Cycle track (T3).
T22	MID TERM	Intersection Improvements at 3rd/20th, 3rd/24th, 3rd/25th and 3rd/27th	$10K - Survey $120K - Design/ Permitting $1.2M - Construction	Improve intersections to accommodate safer pedestrian crossings. Upgrades should include narrowing the pedestrian crossing width with bump-outs, implementing piano key striping, utilizing pedestrian signals, and improving lighting.
T23	MID TERM	Intersection improvements at 5th/20th, 5th/24th, 5th/25th, and 5th/27th	$10K - Survey $120K - Design/ Permitting $1.2M - Construction	Improve intersections to accommodate safer pedestrian crossings. Upgrades should include narrowing the pedestrian crossing width with bump-outs, implementing continental-style striping, utilizing pedestrian signals, and improving lighting.
T24	MID TERM	27th Street Improvements	$60K - Survey $300K - Design/ Permitting $3M - Construction	Upgrade 27th street from 5th Avenue north to where it terminates at Riverview Avenue. Upgrades should include restoring brick paving, replacing curbs and gutters, upgrading and widening sidewalks, wherever possible, planting street trees, installing architectural lighting, and integrating stormwater management.
T25	LONG TERM	2nd Avenue at-grade railroad crossing	$1.4M	Create an at-grade railroad crossing on 2nd Avenue accommodating two travel lanes and ten (10) foot sidewalks on both sides.
T26	LONG TERM	Oley Street at-grade railroad crossing	$1.4M	Create an at-grade railroad crossing on Oley Street accommodating two travel lanes and ten (10) foot sidewalk on the left side of the street.
T27	MID TERM	Safety upgrades to existing railroad at-grade crossings	$2.1M	The existing and proposed at-grade railroad crossings at 25th Street, PTECH Lane, and the 26th Street should be upgraded with enhanced safety features.

Figure 4.2 Transportation Recommendations- Continued

NEAR TERM = 1-4 years
MID TERM = 5-9 years
LONG TERM = 10+ years

*These numbers do not include right-of-way and property acquisition, utility improvements and coordination, grant requirements (such as NEPA), railroad coordination for at-grade crossings, and environmental and Geo-technical unknowns. Some and/or portions of projects maybe included/integrated into private developments therefore not publicly led/funded efforts.

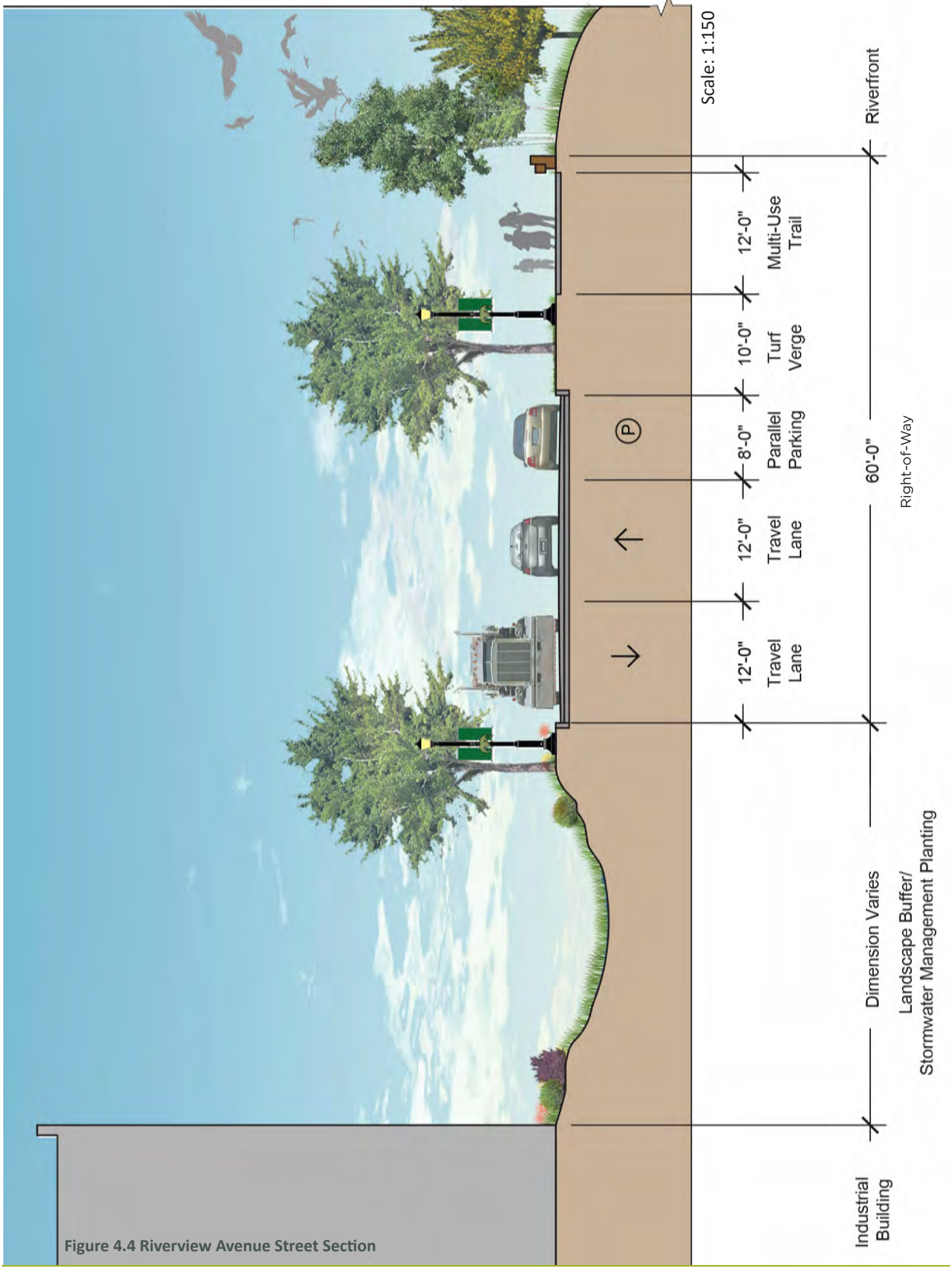


Figure 4.4 Riverview Avenue Street Section

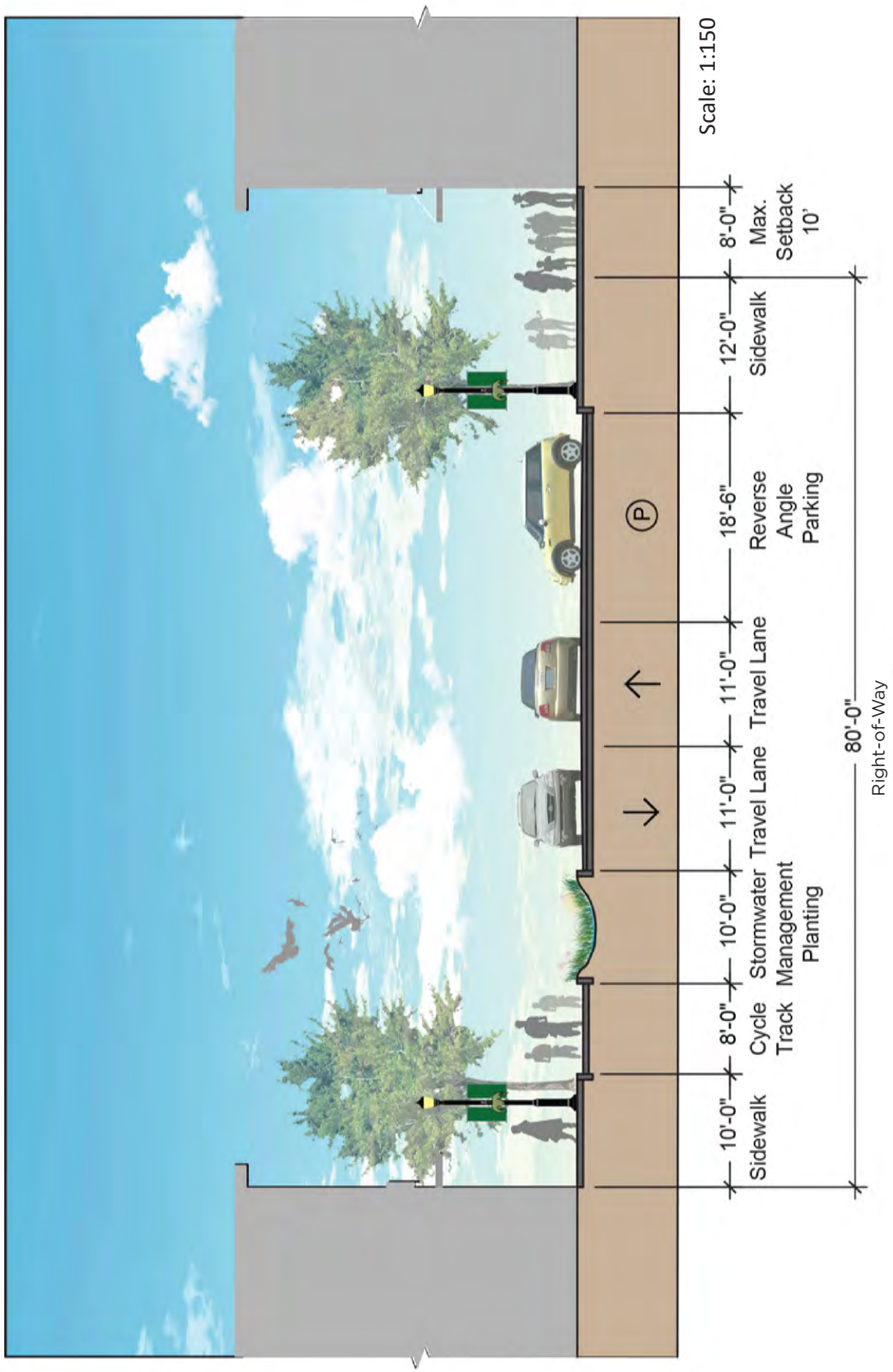


Figure 4.3 Stadium Boulevard Street Section

Public Open Space, Parks and Recreational Resources

INTRODUCTION

Proposed public open spaces represent a significant aspect of the overall reuse plans for the Catalyst Brownfield Sites. Open spaces and recreation opportunities provide the City and the Highlawn neighborhood with important benefits. Along the Ohio River, proposed open spaces, recreational resources, and trails will create new amenities and economic opportunity for the Highlawn neighborhood and Huntington as a whole.

While there are a number of potential private open spaces within the proposed development zone plans, there are three major public elements that form the Open Space framework. These include parks, plazas and the extension of the Paul Ambrose Trail for Health (PATH) along the Ohio River. This trail network will serve as an important connection between potential redevelopment generated from the reuse of the Brownfield Catalyst Sites, the surrounding Highlawn neighborhood, and regional greenway and trail connections.

The development plan for the three development zones includes proposed public open space and/or park projects. The redevelopment plans also propose numerous public green spaces and plazas throughout the University Park and the Foundry Center development zones. These will tie the reuse of these sites to the Highlawn neighborhood, Marshall University, and the City as a whole. It is important to note that not all of these public available spaces need be developed by the City. They can be incorporated into the private development with the stipulation that they must be accessible by the public.

A proposed major riverfront park project at the northern portion of the Foundry Center, Block D, will create a major access point to the Ohio River and serving as an anchor use with a support restaurant/dining destination use. This park will provide the most direct physical and visual access to the river by bridging over the floodwall and will simultaneously provide a development opportunity to capitalize on the economic value of the view of the river and the investment in public park space.

The proposed park within the Poly Tech development zone on the former Ingram Barge site will capitalize on the existing McClelland Riverside Park by providing additional parking and informal event space. The park will provide new space for the public to access the Ohio River, further enhancing the Highlawn neighborhood's accessibility to the river.

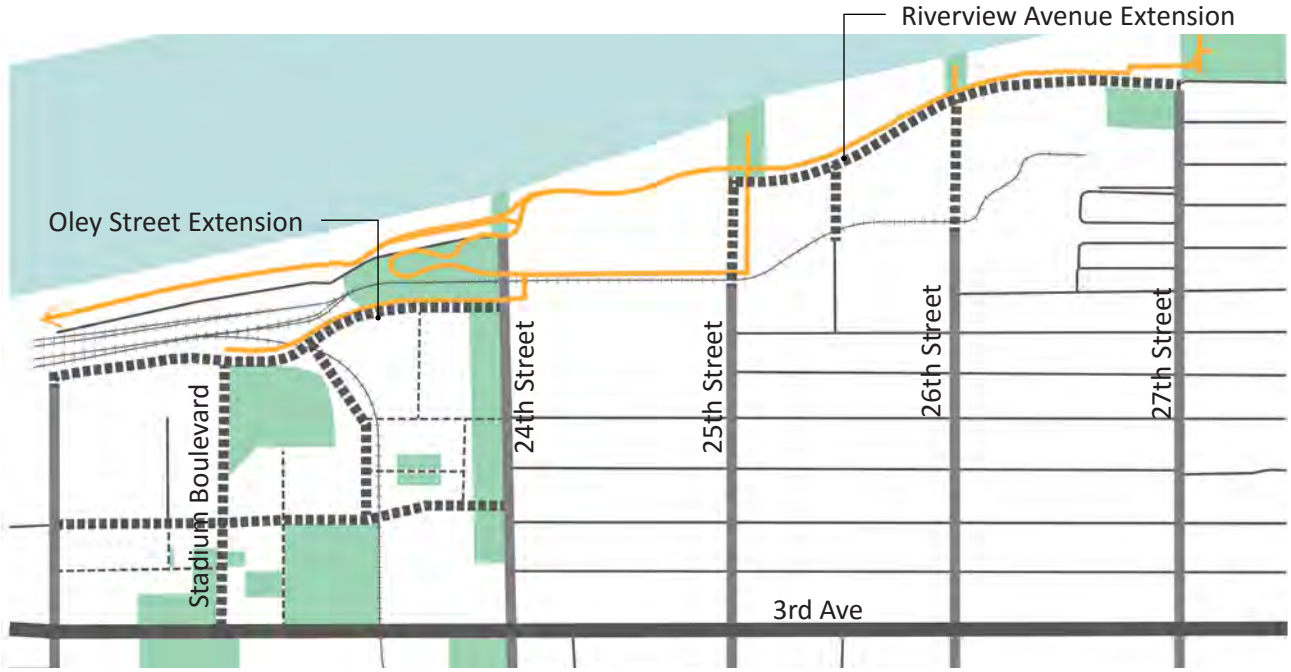
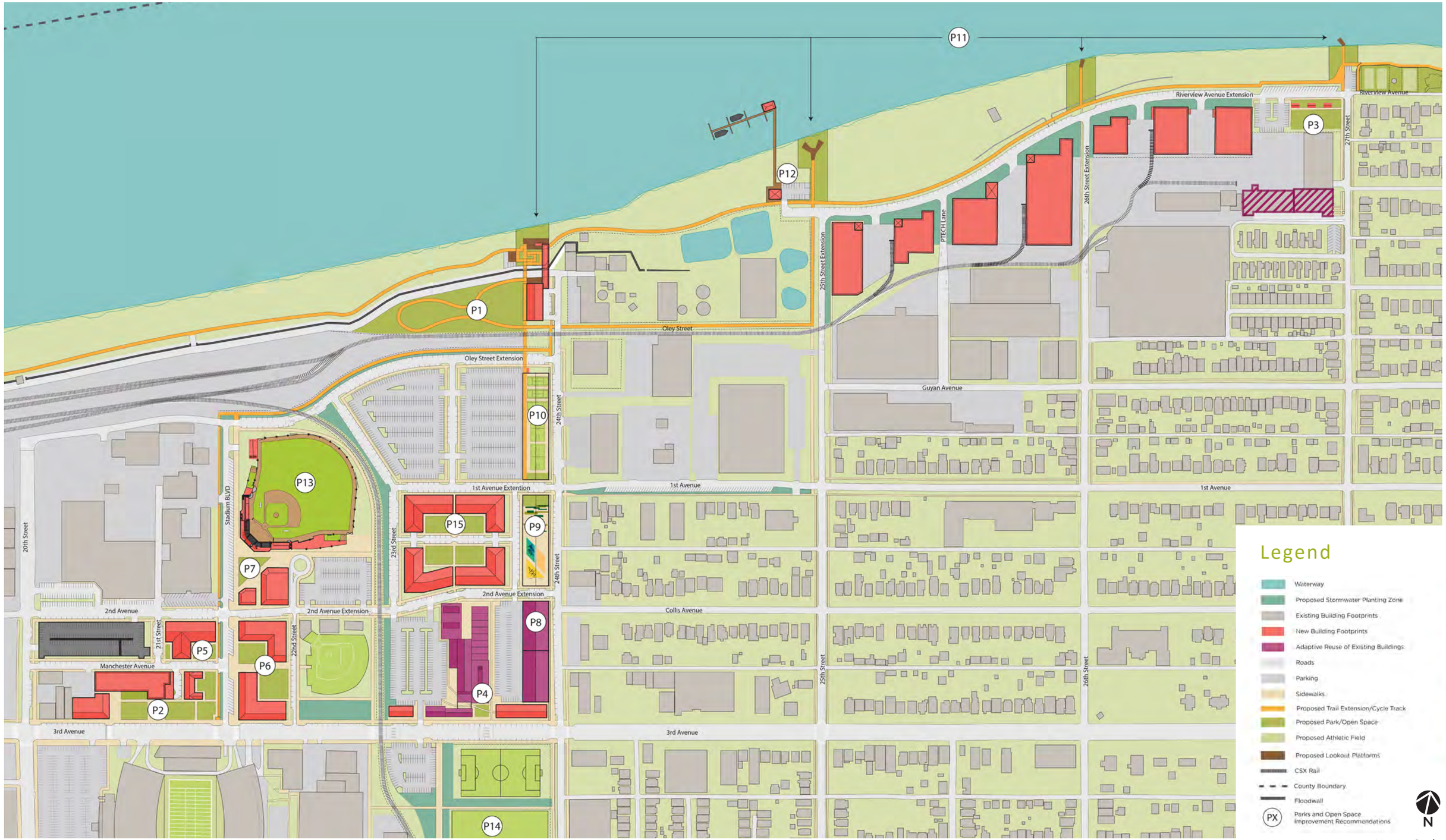


Figure 4.5 Public open space network diagram

Figure 4.6| Public Open Space Improvement Recommendations



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PROJECT RECOMMENDATIONS - OPEN SPACE, PARKS, AND RECREATION				
Map Key #	Priority	Project	Estimate of Probable Costs*	Description
P1	LONG TERM	Riverview Park/ Stormwater Mgmt. Area	$30K - Survey $110K - Design/Permitting $1.1M - Construction	Creation of a stormwater management area for pre-treatment and detention that is designed as a true public park space. This area should have park amenities such as a walking/fitness loop, open/green areas, shade trees, and landform activity areas.
P2	MID TERM	3rd Avenue Plaza	$12K - Survey $200K - Design/Permitting $2M - Construction	This plaza should be an iconic civic space for the neighborhood and be a strong focus of orientation for the new adjacent development.
P3	NEAR TERM	27th Street Park (McClelland Riverside Park Extension)	$15K - Survey $150K - Design/Permitting $1.5M - Construction	This park will serve as an extension of McClelland Riverside Park and will have adjacent parking provided. Area could be designed to include picnic benches, pavilions, and/or a stage for small events.
P4	LONG TERM	Foundry Square	$10K - Survey $60K - Design/Permitting $600K - Construction	This public space should be designed as a commercial public square. Adjacent development could be designed to allow for outdoor dining opportunities which flow between indoor and outdoor spaces.
P5	MID TERM	Manchester Avenue Plazas	$2K - Survey $50K - Design/Permitting $500K - Construction	These three plazas should be designed as commercial public spaces. Adjacent development could be designed to allow for outdoor dining opportunities which flow between indoor and outdoor spaces.
P6	LONG TERM	22nd Street Plaza	$10K - Survey $120K - Design/Permitting $1.2M - Construction	This civic space will act as a connector from Manchester Avenue to 22nd Street. These plazas should be designed as flexible common open space. Portions of the plazas could be used for outdoor seating for an adjacent restaurant.
P7	NEAR TERM	Stadium Plaza	$10K - Survey $100K - Design/Permitting $1M - Construction	This small plaza should be an iconic civic space for the University and a strong focus of orientation for the new baseball stadium.
P8	LONG TERM	Community Farmer's Market	$10K - Survey/Structural Analysis $2.5M - Construction	This public recreation area will involve adaptive reuse of the warehouse located along 24th Street. This portion of the warehouse would be an ideal place for a community farmers market. There is also ample room to accommodate food trucks and large tents for events.
P9	LONG TERM	Highlawn Park	Survey/Structural Analysis completed in P8. $5.25M - Construction	This park will be located within the second portion of the warehouse along 24th Street. The features of this park will include a splash pad, traditional playground, adult swings, and a garden at the northern end.
P10	LONG TERM	Athletic Courts	Survey/Structural Analysis completed in P8. $4.75M - Construction	The last portion of the 24th Street warehouse is a good location for additional athletic opportunities. The space provided could allow for a various range of athletic activities.
P11	MID/ LONG TERM	Lookout Platforms	$30K - Survey/Geo-technical Analysis $890K - Design/Permitting $8.9M - Construction	A series of elevated platforms should be constructed along the river's edge in order to enhance the neighborhood's ability to engage and interact with the river. These look out points should be accessible from the PATH and should be located at the visual terminus of the north-bound streets.
P12	LONG TERM	Highlawn Marina	TBD	This small marina, placed at the end of 25th Street, should include parking, a boat house and dock to support small to medium sized vessels.
P13	MID TERM	Baseball Stadium	$30K - Survey $150M - Construction	This collegiate sized stadium should be built and designed for Marshall University.
P14	NEAR TERM	Athletic Complex Fields	$10K - Survey $200K - Design/Permitting $10M - Construction	The Athletic Complex Development Zone includes two multi-purpose athletic fields that could be used by the University and residents of the Highlawn neighborhood. The field along 3rd Avenue can also double as a place to retain water during large storm events.
P15	LONG TERM	Residential Quad	$20M - Construction	These clusters of open space should be primarily used by the residents of the surrounding buildings.

Figure 4.7 Public Open Space Recommendations

NEAR TERM = 1-4 years
MID TERM = 5-9 years
LONG TERM = 10+ years

*These numbers do not include right-of-way and property acquisition, utility improvements and coordination, grant requirements (such as NEPA), railroad coordination for at-grade crossings, and environmental and Geo-technical unknowns. Some and/or portions of projects maybe included/integrated into private developments therefore not publicly led/funded efforts.

Stormwater Management Strategies

INTRODUCTION

Huntington has a long standing history of flooding challenges. Through other efforts and this AWP planning effort, the need to consider creative and cost effective ways to mitigate flooding and meet required stormwater management regulations is critical. The ability to meet stormwater management regulations as a part of a redevelopment plan site plan approval process can often be more complicated then addressing the underlying environmental contamination issues. Often the ability to promote direct infiltration of stormwater on brownfield sites is limited or precluded entirely as part of the engineering control design to achieve regulatory approval on remedial plan. As a result, a broad palette of alternative techniques need to be considered, included numerous small scaled facilities that are integrated into both the site design and the design of supporting infrastructure.

The AWP references the potential to integrate a broad palette of blue/green infrastructure elements into the ultimate design and execution of projects. The following is discussion of potential options that could be considered as proposed projects within the AWP redevelopment plan are advanced. These elements are also especially important to support funding strategies, since many state and federal agency place emphasis on projects which include such measures.

PRE TREATMENT TYPES

There are numerous different options within a palette of stormwater Best Management Practices (BMPs). In the public sector, smaller pretreatment facilities can be integrated into the streetscape projects and rights-of-way to handle stormwater without requiring tremendous amount of space. Features fitting this description include flow-through planters, rain gardens, street trees, structural soil cells, and other elements which can be flexibly sized to fit within a streetscape. Rain gardens and large scaled planted buffers are areas surrounded by a curb or wall which contain specially engineered soil and drainage components which allow for the quick infiltration of rain water that is diverted to them. The soil and the plants featured in these gardens help remove pollutants before the water ultimately infiltrates back into the groundwater supply or is returned to the municipality's stormwater conveyance system. Flow-through planters are a variation on rain gardens which are assembled with precast concrete wall segments and are designed to be bypassed by water in street gutters once they are at capacity. Street trees, while perhaps not explicitly a stormwater facility, help reduce runoff through intercepting rainwater before it hits the ground as well as removing groundwater through transpiration, particularly when coupled with a vaulted pavement, or soil cell, system to collect stormwater and foster root growth.

An important consideration when utilizing numerous smaller elements as part of a system-wide approach is the fact that stormwater and drainage are inherently part of networks. Water flows downhill into continually larger, more concentrated conveyance systems. If stormwater management systems are treated as an area-wide network of interconnected components, it ensures effectiveness while providing the benefit of overlaying other uses that also want to interconnect. This is especially true for parks, public spaces, trails and greenways that may connect from a public space function as well as serve as an inter-connected chain of stormwater management facilities if they are designed to function in that manner.

In the case of Huntington, the ability to management stormwater at the most local level, through expanded storage capacity, is especially important because of the dynamics created by the floodwall system during larger storm events.

CONNECTION TO OTHER GREEN TECHNOLOGIES

Stormwater is often considered a liability that must be "mitigated", but it can also be viewed as a vital asset. The creative storage and reuse of stormwater runoff from buildings and paved surfaces to irrigate civic landscapes, streetscape and urban beautification plantings, parks and community gardens can offer cost-savings and should be encouraged.

Beyond stormwater, there are other sustainable principles that the City and developers can implement during the redevelopment of these sites and corridors. Street trees utilized as a beneficial feature for stormwater management are also helpful for improving air quality and reducing heat island effect by providing shade. The City can also consider the use of technologies such as LED lighting to reduce energy consumption. On the private-sector side, developers should be encouraged to strive for LEED or Sustainable Sites accreditation or at least employ some principles of sustainable design to reduce energy usage and conserve resources.

Figure 4.8| Blue/Green Infrastructure Management Recommendations



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PROJECT RECOMMENDATIONS - BLUE/GREEN INFRASTRUCTURE				
Map Key #	Priority	Project	Estimate of Probably Costs*	Description
G1	MID TERM	Oley Avenue Extension Stormwater Mgmt. Area	$10K - Survey $80K - Design/ Permitting $800K - Construction	Along the north side of the Oley Avenue extension (T1) a ten (10) foot linear stormwater management area should be integrated to provide stormwater detention and pre-treatment. (Note: Survey, Design/Engineering cost could potentially be reduced in combined with T1.)
G2	NEAR TERM	Stadium Boulevard Stormwater Mgmt. Area	$30K - Survey $110K - Design/ Permitting $1.1M - Construction	Creation of a linear stormwater management for pretreatment and detention. Provides a safety buffer between traffic and the designated Stadium Boulevard cycle track (T3). (Note: Survey, Design/Engineering cost could potentially be reduced in combined with T2.)
G3	NEAR TERM	Riverview Avenue Stormwater Mgmt. Areas	$10-15K - Survey $175K - Design/ Permitting $1.75M - Construction	Creation of a series of stormwater management areas for pretreatment and detention along Riverview Avenue extension (T4), down the west side of 25th Street and eventually linking into the existing neighborhood sidewalk network (1st Avenue). Provides a safety buffer between traffic lanes and the multi-use trail, serves as primary pre-treatment, and detention. Areas along north side of industrial buildings should be designed to accommodate public use (Note: Survey, Design/Engineering cost could potentially be reduced in combined with T4.)
G4	NEAR TERM	25th Street Stormwater Mgmt. Area	$10K - Survey $75K - Design/ Permitting $750K - Construction	This linear stormwater management area will be integrated into the 25th Street improvements/extension project (T5). (Note: Survey, Design/Engineering cost could potentially be reduced in combined with T5.)
G5	LONG TERM	23rd Avenue Stormwater Mgmt. Area	$30K - Survey $90K - Design/ Permitting $900K - Construction	Creation of a stormwater management area along the west side of 23rd Avenue (T9) between the street and the railroad siding. This area will provide pretreatment and detention opportunities.
G6	MID TERM	1st Avenue Stormwater Mgmt. Area	$35K - Design/ Permitting $300K - Construction	Creation of a linear stormwater management area along the south side of 1st Avenue between 25th Street and 24th Street. Provides an essential safety and sound buffer between traffic lanes and the residential units south.
G7	LONG TERM	24th Avenue Stormwater Mgmt. Area	$65K - Design/ Permitting $650K - Construction	Creation of a linear stormwater management area along the west side of 24th Street. This area will provide pretreatment and detention opportunities.
G8	NEAR TERM	Softball Field Stormwater Mgmt. Area	$5K - Survey $20K - Design/ Permitting $200K - Construction	This area will replace the existing surface parking lot off 3rd Avenue in front of the softball field. The area could be designed to include a depressed lawn that could function as public recreation spaces and stormwater detention areas.
G9	NEAR TERM	MU Intramural Field Stormwater Mgmt. Area	$25K - Survey $130K - Design/ Permitting $1.3M - Construction	Creation of stormwater management area(s) for pretreatment and detention that are designed as true public park spaces and landscape buffers. The space will include a basin to retain water during storm events that can double as an intramural sport field during dry conditions.
G10	LONG TERM	Riverview Park Stormwater Management Area	$65K - Design/ Permitting $650K - Construction	Creation of a stormwater detention and management area within the Riverview Park (P1)

Figure 4.9 Stormwater Management Recommendations

NEAR TERM = 1-4 years
MID TERM = 5-9 years
LONG TERM = 10+ years

*These numbers do not include right-of-way and property acquisition, utility improvements and coordination, grant requirements (such as NEPA), railroad coordination for at-grade crossings, and environmental and Geo-technical unknowns. Some and/or portions of projects maybe included/integrated into private developments therefore not publicly led/funded efforts.

EXAMPLES OF BEST MANAGEMENT PRACTICES



Flow-Through Rain Garden Planters



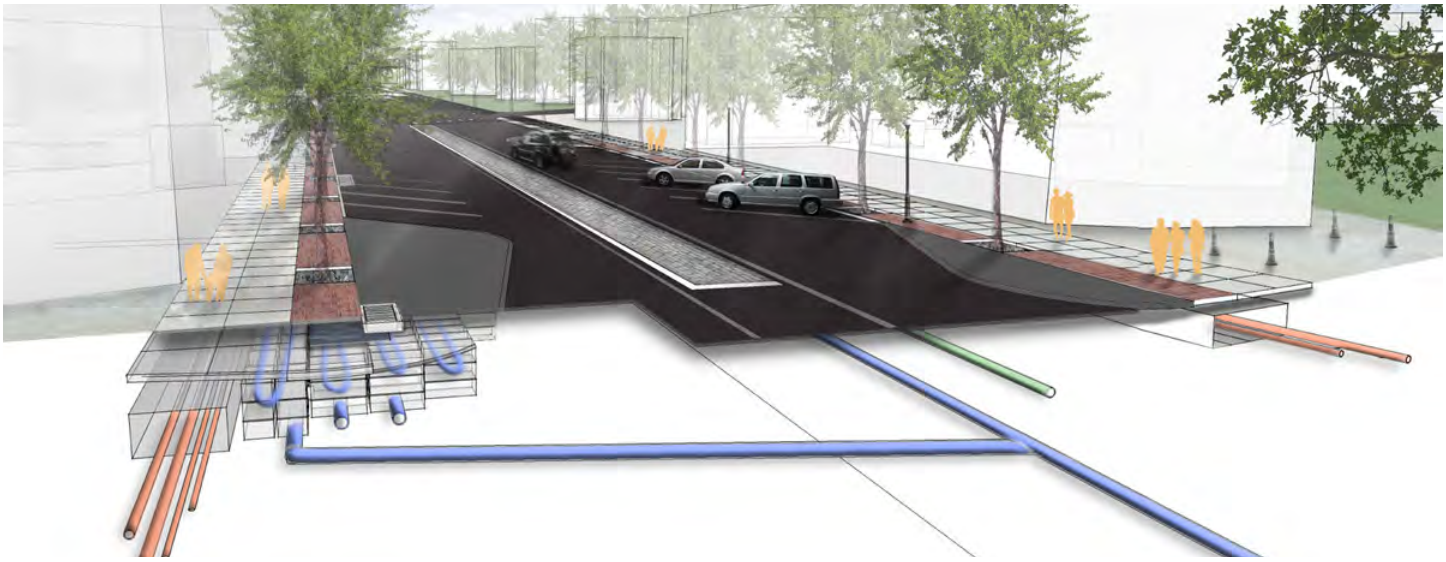
Permeable Paving and Gray Water Capture, Retention, and Plant Irrigation System



Canopy Interception



Bio-Filtration Stormwater Swales and Plazas



Streetscape Vaulted Paving Stormwater Capture and Irrigation System

Figure 4.9 shows the massing relationship of new mixed-use buildings and the ballpark within the University Park Development Zone. The key aspect from an urban design perspective is the integration of varying sized public spaces to create a campus-like feeling within the zone.

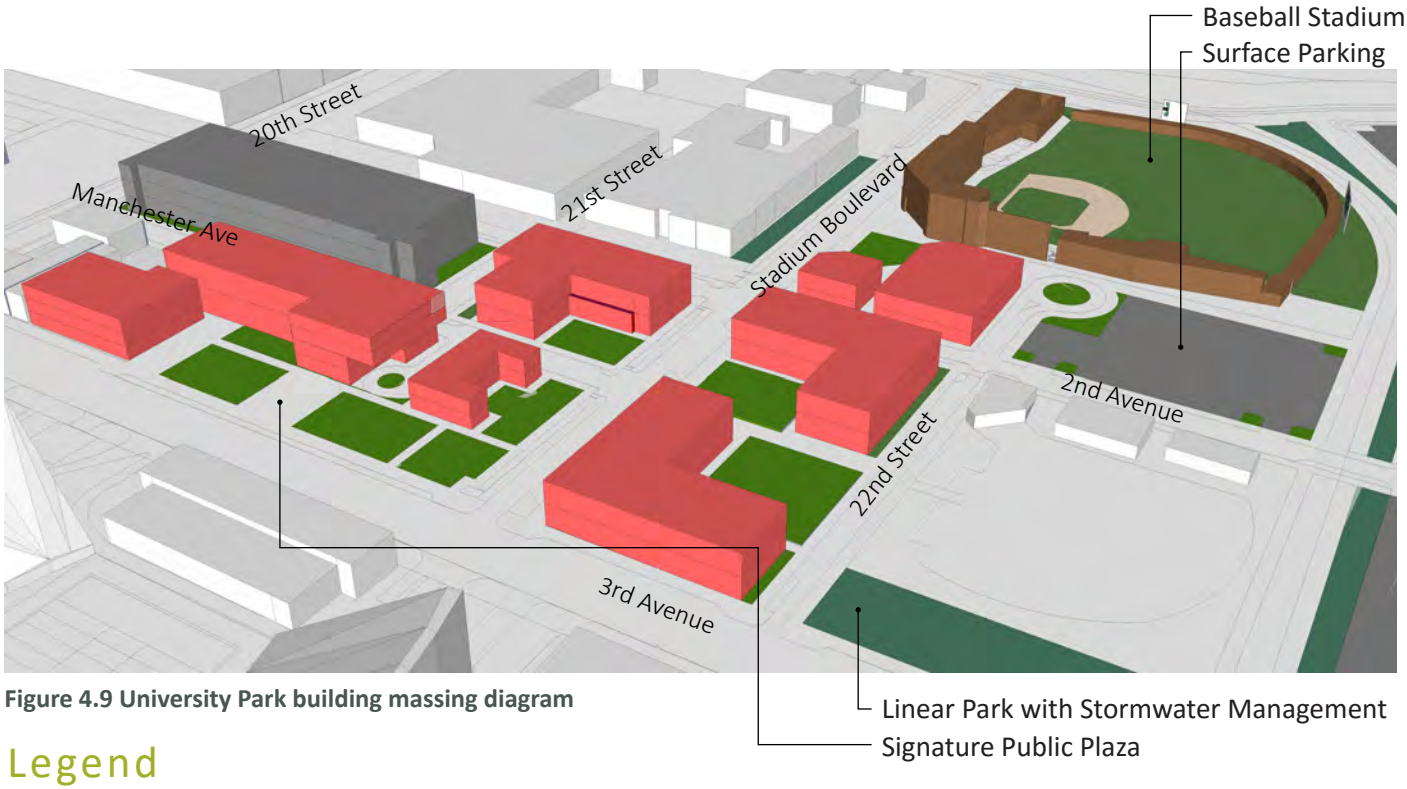


Figure 4.9 University Park building massing diagram

Figure 4.10 shows the massing relationship of new mixed-use buildings and the public space programmatic opportunities within the adaptive reuse the large existing industrial warehouse along 24th Street.

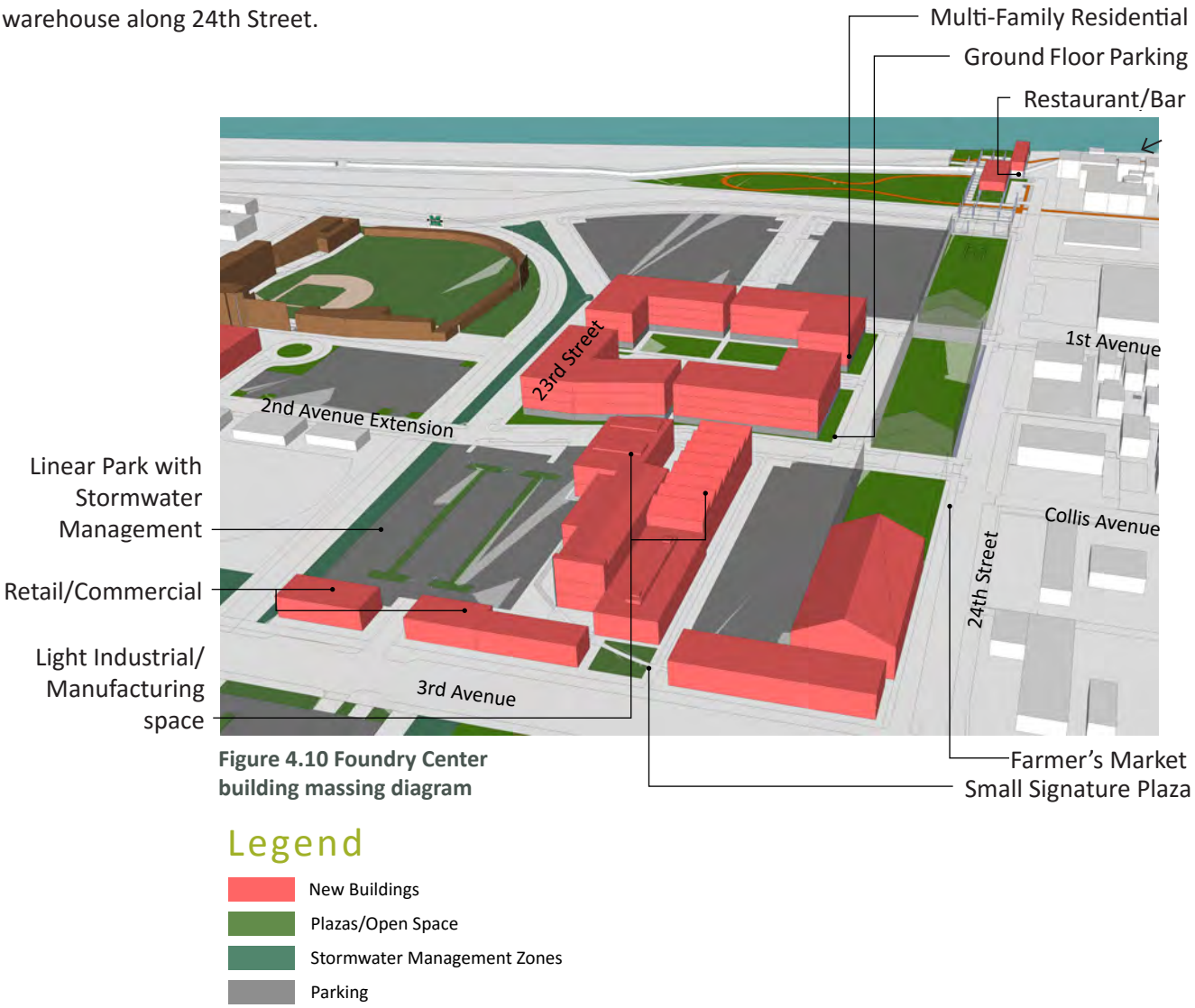


Figure 4.10 Foundry Center building massing diagram

Figure 4.11 shows the relationship of green spaces within the Athletic Complex Expansion and the Foundry Development Zone across 3rd Avenue.

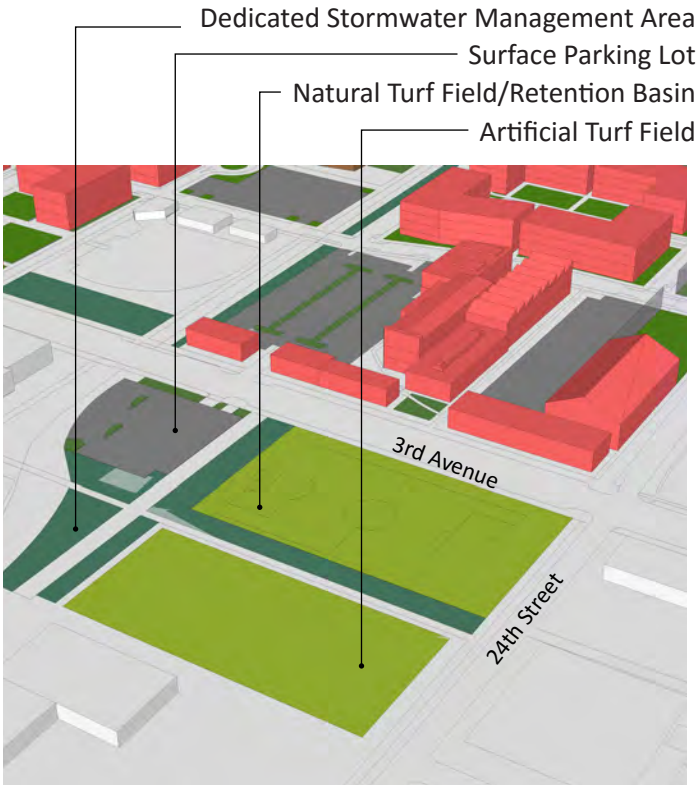


Figure 4.11 Athletic Complex building massing diagram

Legend
- Plazas/Open Space
- Stormwater Management Zones
- Parking

Figure 4.12 shows how key public space and integrated stormwater facilities can be provided and a modern and viable industrial park can be created on the former Ingram Barge site.

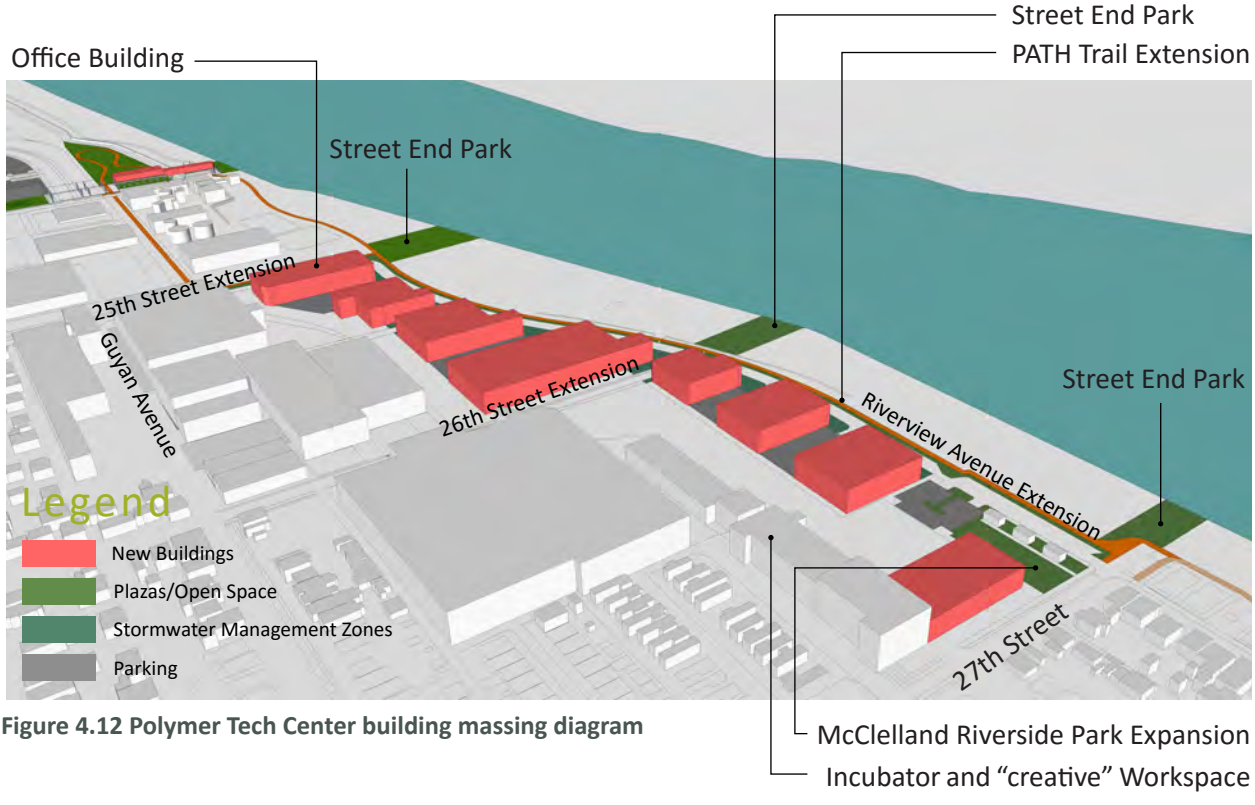


Figure 4.12 Polymer Tech Center building massing diagram

PROJECT PARCEL CONSOLIDATION REQUIREMENTS

The following table cross references the proposed redevelopment plans and infrastructure improvements with the existing parcels as a resource to support parcel assembly, by project.

PARCEL CONSOLIDATION REQUIREMENTS

New Use	Parcel ID Number	Address	Parcel Size (Acres)	Current Use	Owner	Notes
20th Street Garage	05 9007100000000	20th Street	0.25	Parking Lot/Vacant -Commercial	Twelve-0-Six Virginia Inc.	These parcels should be consolidated
	05 9007000000000	208 20th Street	0.25	Warehouse/Parking Lot	Twelve-0-Six Virginia Inc.	
	05 9006900000000	210 20th Street	0.31	Parking Lot/Vacant -Commercial	Twelve-0-Six Virginia Inc.	
	05 9012100000000	519 John Marshall Drive	.11	Parking Misc.	Marshall University Real Estate	
	05 9007200000000	209 21st Street	0.81	Warehouse - Marshall University Art Center	Marshall University Real Estate	
Manchester Avenue Right of Way Realignment	05 9006900000000	210 20th Street	0.31	Parking Lot/Vacant -Commercial	Twelve-0-Six Virginia Inc.	These parcels will need to be partitioned to accommodate the new Manchester Avenue Right of Way alignment. In conjunction with construction of the 20th Street garage, Manchester Avenue should be shifted north, in order to accommodate larger block fronting 3rd Avenue.
	05 9012100000000	519 John Marshall Drive	.11	Parking Misc.	Marshall University Real estate	
	05 9007200000000	209 21st Street	0.81	Warehouse - Marshall University Art Center	Marshall University Real Estate	
	05 9008500000000	218 21st Street	0.07	Warehouse	Edison & Grace Adkins	
	05 9008600000000	2113 Manchester Avenue	0.32	Manufacturing	Edison Adkins	

PARCEL CONSOLIDATION REQUIREMENTS						
New Use	**Parcel ID Number**	**Address**	**Parcel Size (Acres)**	**Current Use**	**Owner**	**Notes**
Hotel, Conference Center and 3rd Avenue Plazas	05 9007700000000	2018 3rd Avenue	0.27	Warehouse - Commercial - Stadium Frame & Art	J & J Property Management LLC	
	05 9007600000000	2020 3rd Avenue	0.23	Commercial - Rival Sports Bar	John Montanez	
	05 9007500000000	2048 3rd Avenue	0.12	Parking/Commercial (For Sale)	John Montanez	
	05 9007400000000	2050 3rd Avenue	0.08	Commercial - Fastenal	Sandra McCabe and P Blankenship	
	05 9007300000000	2060 3rd Avenue	0.41	Parking Lot/ Commercial	Miracle Investments LLC	This parcel should be expanded to take up the abandoned 21st Street Right-of-way
	05 9009400000000	2102 3rd Avenue	0.48	Auto Service- Tic Toc Tire Co	Third Avenue Realty Corporation	A small portion of this parcel will be needed to accommodate the Hotel's Porte cochere.
	05 9009300000000	2116 3rd Avenue	0.16	Vacant -Residential	David and Marcy Randolph	These two parcels can be consolidated to create a public plaza
	05 9009200000000	2120 3rd Avenue	0.07	Vacant -Residential	David and Marcy Randolph	
Manchester Avenue Restaurant/ Commercial Building adjacent to hotel	05 9009400000000	2102 3rd Avenue	0.48	Auto Service- Tic Toc Tire Co	Third Avenue Realty Corporation	This parcel can be reduced in size to accommodate the new building.
22nd Street Mixed use building fronting 3rd Avenue	05 9009100000000	2130 3rd Avenue	0.48	Commercial	University Car Wash	This parcel should be subdivided to accommodate new Stadium Boulevard Right-of-way
	0510000500000000	221 22nd Street	0.23	Commercial	American Medical Imaging Solutions	
	0510000400000000	2144 3rd Avenue	0.06	Parking Lot	Huntington Hose & Hydraulics	
	0510000600000000	2146 3rd Avenue	0.18	Commercial	Huntington Hose & Hydraulics	
22nd Street Mixed-use building fronting 2nd Avenue	05 9008200000000	204 21st Street	0.51	Office/Warehouse	Triple D Properties LLC	This parcel should be subdivided to accommodate new Stadium Boulevard Right-of-way
	0510000100000000	2144 Manchester Avenue	0.16	Vacant -Commercial	Twelve-0-Six Virginia Inc.	
	0510000200000000	219 22nd Street	0.43	Warehouse	Joseph Adkins	
Manchester Avenue mixed use building	05 9008600000000	2113 Manchester Avenue	0.32	Manufacturing	Edison Adkins	These parcels need to be partitioned into three parcels to accommodate new Stadium Boulevard Right-of-way
	05 9008200000000	204 21st Street	0.51	Office/Warehouse	Triple D Properties LLC	

PARCEL CONSOLIDATION REQUIREMENTS						
New Use	**Parcel ID Number**	**Address**	**Parcel Size (Acres)**	**Current Use**	**Owner**	**Notes**
Stadium Boulevard Right of Way	05 9001000000000	103 22nd Street	3.48	Warehouse	McGinnis Investment Corporation	These parcels should be subdivided to accommodate the Stadium Boulevard Right-of-way.
	05 9000900000000	11 22nd Street	0.70	Vacant -Commercial	McGinnis Investment Corporation	
	05 9008200000000	204 21st Street	0.51	Office/Warehouse	Triple D Properties LLC	
	0510000200000000	219 22nd Street	0.43	Warehouse	Joseph Adkins	
	05 9009100000000	2130 3rd Avenue	0.48	Commercial	University Car Wash Inc.	
2nd Avenue Right of Way Realignment and Extension	05 1000080001000	2 22nd Street	0.54	Vacant - Rail/Bus/ Air Terminal	Marshall University BD of GOV	These parcels needs to be subdivided to accommodate the new 2nd Avenue Right-of-way extension and realignment.
	05 1001300000000	2300 3rd Avenue	26.45	Industrial	ACF Industries LLC	
Baseball Stadium and Parking lot Complex	05 9001000000000	103 22nd Street	3.41	Vacant - Warehouse	McGinnis Investment Corporation	
	05 9000900030000	22nd Street	.14	Vacant - Commercial	McGinnis Investment Corporation	
	05 9000900000000	101 22nd Street	0.56	Vacant - Commercial	McGinnis Investment Corporation	
	05 9000900020000	500 Water Street	.26	Vacant - Utility	CSX Transportation Inc.	
	05 9000900010000	11 22nd Street	0.06	Vacant - Industrial	ACF Industries LLC	
	05 1000080000000	2nd Street	3.93	Vacant - Industrial	ACF Industries LLC	
Oley Street Extension Right of Way	05 9000900010000	11 22nd Street	0.06	Vacant - Industrial	ACF Industries LLC	
	05 1001300000000	2300 3rd Avenue	26.45	Industrial - Metal Working	ACF Industries LLC	
	05 1000080000000	2nd Street	3.93	Vacant - Industrial	ACF Industries LLC	
	05 9000900020000	500 Water Street	.26	Vacant - Utility	CSX Transportation Inc.	
	05 9000900000000	101 22nd Street	0.56	Vacant - Commercial	McGinnis Investment Corporation	
	05 9000800000000	21st Street	1.19	Industrial - Meat Packing and Slaughterhouse	S.S. Logan Packing Company	
	05 9000400010000	20th Street and 2nd Avenue	0.73	Industrial - Warehouse	CEM Family & JTS Family LLC	
	05 9000500000000	121 21st Street	1.12	Manufacturing	Larry Mayne	
	05 9000700000000	120 21st Street	2.00	Industrial - Meat Packing and Slaughterhouse	S.S. Logan Packing Company	

PARCEL CONSOLIDATION REQUIREMENTS						
New Use	**Parcel ID Number**	**Address**	**Parcel Size (Acres)**	**Current Use**	**Owner**	**Notes**
1st Avenue Extension	05 1001300000000	2300 3rd Avenue	26.45	Industrial - Metal Working	ACF Industries LLC	
23rd Street Right of Way	05 1001300000000	2300 3rd Avenue	26.45	Industrial - Metal Working	ACF Industries LLC	
24th Street Riverview Park	05 1001300000000	2300 3rd Avenue	26.45	Industrial - Metal Working	ACF Industries LLC	
	05 2000200000000	24th Street	.68	Utility Vacant	CSX Transportation Inc.	
Polymer Technology Center Site	05 2007700000000	25th and 26th Street	24.6	Warehouse - Commercial	The Ohio River Terminals Inc.	
	05 2007800010000	26th Street	.74	Vacant - Commercial	The Ohio River Terminals Inc.	
	05 2007800020000	West of 26th & North of Guyan Avenue	1.79	Vacant - Commercial	Lewpol Co.	
27th Street Park (McClelland Riverside Park Expansion) and Parking lots	05 2007700000000	25th and 26th Street	24.6	Warehouse - Commercial	The Ohio River Terminals Inc.	This parcel should be subdivided to accommodate the new 27th Street park and parking lots
Industrial Building 4G	05 2007700000000	Ingram Barge Property, 25th and Riverfront	22.8	Industrial	The Ohio River Terminals Inc.	This parcel should be subdivided to accommodate the new industrial building
	05 3000100000000	Emmons Avenue	8.54	Industrial	Vacant	This parcel should be subdivided to accommodate the new industrial building
MU Athletic Expansion Complex	0520003200000000	2240 5th Avenue	3.05	Medical Office	MO Limited Liability Company	
	05 20004200000000	23rd Street	1.07	Vacant -Utility	CSX Transportation Inc.	
	05 10027100000000	3rd Avenue	2.34	Parking Lot	ACF Industries Inc.	
	05 1000130000000	2301 3rd Avenue	3.90	Parking Lot	ACF Industries LLC	



Typical Highlawn Single-Family Housing
Photo Source: SGA

05
Neighborhood Reinvestment



Highlawn Neighborhood Reinvestment

FOCUSED INVESTMENT

The Area-Wide Planning process not only focuses on major redevelopment of former industrial sites but also identifies opportunities to foster neighborhood reinvestment. Investing in the quality of housing within a neighborhood, using a multi-pronged approach, can help maintain the cherished character of an established neighborhood and create a mechanism to attract new residents interested in making their own investments. In the end, the goal is to strategically focus public investment to act as a catalyst to attract much greater individual private investment. In many cases this is achieved through programs that promote a mix of housing types that are informed by the traditional pattern and form of existing housing. Often this includes promoting single family owner occupancy. This approach is relevant for the bulk of the Highlawn neighborhood which has model tree-lined streets of traditional small-lot single family homes in a compact and walkable format. Opportunities may exist in strategic locations, especially along 3rd Avenue and between 3rd and 5th Avenue to develop modestly scaled infill multi-family housing. These units could serve as market rate housing to support University staff needs (not student housing) and seniors (55+).

Based on observations of the existing conditions of the existing housing stock in Highlawn, in most cases there are blocks that could be significantly improved if a few units that are in serious decline are improved and marketed for owner occupancy. These types of investments often have the greatest impact if they are concentrated versus scattered. This provides the greatest opportunity for community improvement and impact from the publicly supported investments. One potential strategy might be to focus on the blocks surrounding the existing Highlawn Elementary School and the former Enslow School site at 26th Street and Collis Avenue. Focusing on the blocks from 25th Street to 27th Street, north of 3rd Avenue would create a concentration of investment as a first phase effort. It would also be supported by the adjacent efforts within the brownfield development zones as well as leverage



Enslow School Building
Photo source: SGA

the social importance of having walkable neighborhood schools. The school district has indicated that the Enslow School could be re-opened as a school facility. If it is decided that is not the desired approach, the site and the existing building could be a suitable location for a senior housing project that adaptively reuses all or parts of the existing building.

USING EXISTING RESOURCES AND PROGRAMS

There are a variety of state and federal programs and funding that support housing in West Virginia. Most prominently on the state level, the West Virginia Housing Development Fund (WVHDF) supports various programming that promotes homeownership and home maintenance. In terms of federal funding and programming, there are many grants and programs that are awarded to each state, and then delegated to local communities each year. Recently, Huntington created a strategic plan to implement federal programs for housing and economic development successfully in the City. The utilization of existing state and federal funding and programs would allow for the development of new housing stock, the rehabilitation of existing housing stock and the promotion of family homeownership.

Programs to Encourage New Single Family Housing in the Highlawn Neighborhood

Specific existing programs that target new housing development include:

- The Community Development Block Grant (CDBG)
- HOME Investment Partnership (HOME)
- WVHDF Low-Income Housing Tax Credit Program

The Community Development Block Grant (CDBG) is an opportunity for local housing development. Each year, the State receives federal funds under this grant in order to encourage housing projects in low to moderate-income areas. The City of Huntington Five-Year Consolidated Plan proposes using a certain amount of funds to address housing and community development needs by supporting new development. The City has an accessible annual grant allocation process where local agencies and organizations are invited to submit proposals for relevant projects. This allows for federal funding to target local housing needs.

Another federally funded grant program is HOME Investment Partnership (HOME). HOME provides states and local entities the ability to acquire property, construct new housing for rent or ownership, rehabilitate existing housing, improve sites, provide financing assistance for home purchase or rehabilitation and more (Home Investment Partnerships Program A Citizen's Guide, City of Huntington, WV). Interested partners are encouraged by the City of Huntington Five Year Consolidation Plan to apply for available HOME Program funds to address development needs in Huntington.

The West Virginia Housing Development Fund has also encouraged housing development through the Low-Income Housing Tax Credit Program. Each year a variety of projects are funded by this program. The Worthington Creek Senior Living Apartments – in Parkersburg, West Virginia – was funded by this program and could be a model for development in Huntington. These apartments house residents aged 55 or older in 36 units. Rent ranges from $531 to $652 per month, providing a targeted population in the area with the opportunity to live in an affordable community that caters to their needs (WVHDF).

Existing opportunities for housing and economic development could help improve upon the existing community fabric in Huntington, and the Highlawn Neighborhood overall.

Existing Funding and Programming for Housing Stock Rehabilitation

Specific existing programs that target housing rehabilitation include:

- The West Virginia Governor's Office of Economic Opportunity Weatherization Assistance Program
- City of Huntington Emergency Rehab Program
- City of Huntington CDBG and World Changers Rehab Program

The WVGO Weatherization Assistance Program is managed by the Office of Economic Opportunity and works to improve energy efficiency in low-income homes state-wide. Funds allocated by the U.S. Department of Energy – such as Low Income Energy & Heating Assistance Program Fuel Assistance funds and Utility Partnership funding – are used to help weatherize homes. The Office of Economic Opportunity contracts 12 local community action agencies to employ professional weatherization crews to focus on installation of measures prescribed to homes participating in the program such as insulation, heating and cooling tune ups, system modifications and more. The local agency in charge of administering this program in Huntington is Southwestern Community Action Council, Inc. which is located directly west of the study area (Office of Economic Opportunity).

Community Development Block Grant (CDBG) funding is also allocated for rehabilitation efforts in Huntington, and there are two programs that help distribute funding. The City of Huntington Emergency Rehab Program is one of these programs. This program allows for residents below 80% median income to apply for a no interest loan that is repaid monthly for single-family, owner-occupied housing. If participating in this program, residents must commit to staying in this home for at least five years after rehabilitation work is complete (Huntington Emergency Rehab Application).

Similarly, the City of Huntington CDBG and World Changers Rehab Program focuses on rehabilitation of the City's existing housing stock. This program offers repairs to low and moderate-income homeowners at no cost to the owner. About 25 houses are able to be rehabilitated through program efforts. While current program capacity is limited, the work this program provides could serve as a model for Huntington home rehabilitation in the future. These programs ensure that some CDBG funding is going towards improving the existing housing stock, while keeping long term residents in the City.

CDBG is also a source for potential community infrastructure investments such as improvements to streetscapes, sidewalk connection, parks, and stormwater management facilities. These investments could be combined with housing rehabilitation to leverage the matching value of each for other funding.

Promoting Sustainable Family Homeownership

Specific programs that target homeownership include:

- WVHDF Homeownership Program
- WVHDF Movin' Up Program
- WVHDF Down Payment/Closing Cost Assistance

The West Virginia Housing Development Fund has a few programs that help support and encourage homeownership. These programs are beneficial because they promote different aspects of homeownership, which allows for different needs of homeowners to be addressed.

The Homeownership Program helps first time home-buyers secure a loan for purchasing a home. In order to qualify for this program borrowers must be below a certain household income and the house to be purchased must not exceed a certain price (see the table below). This helps low income residents feasibly become homeowners.

Table 5.1 Homeownership Program Qualifying Incomes

Non-targeted County	1-2 Persons	3 or more persons	House Price
Cabell County	$59,073	$67,934	$255,573

Data Source: WVHDF

The Movin' Up Program, on the other hand, is designed to help homeowners who may have outgrown their current residence and want to purchase a new home. This program is geared towards moderate-income home-buyers, and program participants must not exceed a certain household income (see table below). Through this program home-buyers are able to secure a loan so that they can afford to upgrade to a new home, encouraging a system of consistent homeownership.

Table 5.2 Movin' Up Program Qualifying Incomes

Non-targeted County	1-2 Persons	3 or more persons	House Price
All Counties	$113,760	$132,720	-

Data Source: WVHDF

The Down Payment/Closing Cost Assistance Program compliments both the Homeownership Program and the Movin' Up Program. This program provides loan assistance in conjunction with these programs in order to reduce the amount of upfront money a home-buyer needs to purchase a home. The way that this program is able to help is outlined below (WVHDF).

Options for our Homeownership program:

- $7,500 for loans with a loan-to-value ratio greater than 90% of the purchase price
  - $10,000 for loans with a loan-to-value ratio less than 90% of the purchase price
- Options for our Movin' Up program:
  - $5,000 for loans with a loan-to-value ratio greater than 90% of the purchase price
  - $8,000 for loans with a loan-to-value ratio less than 90% of the purchase price

Both the Homeownership Program and the Movin' Up Program require program participants to participate in home-buyer education/counseling. Participation in counseling ensures that homeowners are educated on important home owning topics such as owner's rights and responsibilities, budgeting, buying on credit or credit repair, role of the Realtor, lender and attorney, basic home maintenance and inspection, delinquency, fair housing and more (Huntington Housing Authority). Required education on these topics creates an informed homeowner population, allowing for residents to own a home with more knowledge and confidence.

Overall, there are a variety of existing programs and entities that the City can use and collaborate with in order to create a successful housing strategy that will maintain Huntington's character, while also allowing development to help the City thrive.

CREATING COMPLIMENTARY PROGRAMMING

The creation of new programming could complement existing programming and efforts by creating a framework for how funding should be allocated, what issues need to be targeted, and how. New programming should focus on a housing rehabilitation financing program, the creation of renovation guidelines, a robust code enforcement program, as well as an infill housing program. These programs would help promote the maintenance of existing housing fabric.

The City should consider focusing efforts on a Housing Rehabilitation Financing Program

A dedicated homeownership initiative could support homeownership in Huntington and especially the Highlawn neighborhood. Critical to such an initiative should be the stabilization of the building stock and tax base in neighborhoods throughout the City. It is recommended that the City establish a program that provides a variety of financial incentives that can be used to attract home buyers and improve existing housing stock such as a new homeowner loan improvement program. The goal of a homeowner loan program would be to attract new home buyers to the City through the provision of funds for desired improvements (such as roof repairs, exterior painting, and kitchen and bathroom upgrades, etc.).

An example of a Homeowner Loan Program might include:

- Up to $5,000 forgivable loan to a home buyer of single-family dwelling in a designated neighborhood area.
- No income limits.
- Available only to home buyers who occupy the home for a defined minimum period of time.
- Cover costs associated with repairs and upgrades to the exterior and interior of the property, (such as windows, paint, roof, porch, sidewalk, etc.).
- Distributed on approval of construction invoices.
- Loan money cannot be used toward down payment (loan program could potentially require a $5,000 match by the homeowner to improvements they make to the property).
- Minimum property condition standards must be met.
- Remainder of loan can be used to upgrade interior amenities (such as kitchen and bathroom upgrades, etc.)
- Contractor and scope of work must be approved by the City code enforcement department
- Construction must be completed within 180 days of closing.

Recommended Loan terms follow:

- 7 year at 0% interest rate.
- 1/7 of loan amount forgiven each year.
- Upon re-sale of home, remaining balance of the loan may be repaid or transferred to the new owner.
- Upon conversion to a rental unit, remainder of loan must be repaid in monthly payments at 8% interest.

The City should consider working with local financial institutions to develop and promote programs that provide low-interest mortgage financing for property owners wishing to rehabilitate their properties, especially in the Highlawn neighborhood. The City could inform these institutions of the overall improvement strategy for the City so as to enhance their willingness to make mortgage financing available. A provision of this program should be that improvements to exterior appearance of a building be consistent with the historic standards or renovation guidelines for the neighborhood. A home rehabilitation program that includes a combination of a below market-interest rate loan and a grant would be the most desirable incentive for existing property owners. The City should provide a listing of these resources to prospective home buyers, realtors, or property owners of specific properties identified for needed repairs.

A model for such a program is available from the Borough of Pottstown, PA website: http://pottstown.org/index.aspx?NID=117

Creation of Renovation Guidelines

Although most of the older homes in the City are not necessarily individually historic, the City may want to establish design guidelines for property owners rehabilitating older properties in a manner that is consistent with the historical age of construction and to reinforce the overall historic architectural character of a neighborhood. These guidelines would educate property owners about the appropriate way to handle certain common rehabilitation issues with historic or older properties (porches, cornices, windows, siding, etc.) as well as economical and sustainable ways to undertake such improvements while maintaining the overall character.

Infill Housing Program

There is a growing movement for smaller, highly-livable residential units for young professionals, young families as well as seniors. Typically at least 25% of this overall sector within a particular housing market desires housing in a highly walkable environment with close amenities. The Highlawn neighborhood meets these criteria. The City could develop a similar incentive program as the rehabilitation program described above for individual homeowners desiring to build new single infill housing units for their own occupancy. The amounts of the loan could be increased to incentivize quality construction with a deferred amortization (such as no payments for the first five years) to allow the occupant to gain occupancy and pay more once the income has presumable increased. A comprehensive inventory of available infill housing lots should be prepared and the City could consider a mini land bank program to assemble lots for resale as part of infill housing loan program that works in tandem with the County land bank.

Rental Housing/Code Enforcement Program

The City should develop a program, which annually inspects the entire rental housing stock for building code compliance. This is a common practice in many communities with appreciable percentages of rental housing. The owners of the rental properties are charged a fee for the inspection, so the program is economically self-sustaining and ensures a higher quality of housing stock throughout the entire community. The fees incurred should be affordable yet be consistent with the cost of sustainably running the program.

Renter Rights

With over 47% of Huntington's Residents being renters (U.S. Census Bureau), it is important to take into consideration the quality of rental units and renter rights. Currently, there are no regulations requiring landlords to have rental housing inspections.

However, there are a couple of initiatives based in Huntington focused on promoting renters rights. One of these initiatives is Project: Safe Housing. Through this initiative the City of Huntington's Inspections and Permits Division, Huntington Police Department's Code Enforcement Unit and the Huntington Fire Department Fire Marshal's Office work together to hold landlords accountable for rental quality through the encouragement of inspections, code enforcement and compliance, and fire safety. The initiative provides checklists for things to look for when searching for a new house or apartment, and provides contact information for entities that can help with specific issues. This initiative provides education and resources to Huntington renters.

The Huntington Human Relations Commission has also spearheaded an initiative to educate renters state wide on tenant rights. The main product of this initiative is a handbook on tenant rights (Huntington Human Relations Commission). Both of these initiatives are primarily educational. They do not focus on apartment quality, but rather give renters the information necessary to help them assess apartments in their search and help them address problems if they are facing an issue with their rental or their landlord.

NEIGHBORHOOD LED OPPORTUNITIES

This plan proposes a wide range of recommendations from long-term and capital-intensive redevelopment projects to various programs that could support the improvement of residential properties at the individual homeowner level. Through the planning process, members of the Highlawn Neighborhood Association participated at the Task Force level and at neighborhood based planning workshops. There is strong desire by community leaders to play a very active role in neighborhood revitalization. Pride in Highlawn is strong.

The Highlawn Neighborhood Association is building social fabric in Highlawn and it is best equipped to do so. Programs, policies, and public investment is critical, but equally important is the sense of ownership of the neighborhood, by the neighborhood. The association has been leading various community focused events, including those that increase the exposure, utilization, and appreciation on McClelland Park. Opportunities to expand events within the park as well as specific blocks within the neighborhood, should be especially pursued in partnership with various organization, such as the Parks District. Events such as block-specific events that promote neighbors to interact could increase a sense of pride in the neighborhood and foster neighborly care in terms of promoting public safety. The neighborhood association alone is not likely to be able to create and sustain a regular series of regular events and programming opportunities, so partnerships and sponsors will be important. These events can also be used as fundraisers to support future events and programs.

Opportunities for increasing overall social interaction and communication that help develop, transmit, and reinforce shared community values and norms can be



Photo source: Edward Tucker Architects

best determined by the neighborhood itself. Here the possibilities are broad and depend on the particular culture and needs of the community. Examples might include afterschool networks and clubs, babysitting cooperatives, “friendly visiting” patrols for the house-bound, celebration of community histories and rituals that recognize exemplary community figures, voter registration drives, inter-generational activities, community forums, and park and block clean-ups campaigns. These are all mechanisms for decreasing family and resident isolation and alienation and for building a sense of shared purpose and identity within Highlawn.

The ultimate goal of such activities is to turn neighborhood residents into active community stakeholders and, in doing so, to increase both formal and informal participation in neighborhood institutions and boost the neighborhood’s brand, internally and city-wide. The neighborhood association is the best equipped to facilitate and promote itself and therefore advocate for the Highlawn and its needs.



3rd Avenue Corridor within the Highlawn neighborhood
Photo Source: SGA

06
Implementation Strategies and Next Steps



IMPLEMENTATION STRATEGIES & NEXT STEPS

The City of Huntington is poised for the redevelopment of closed industrial sites in the Highlawn area on the Ohio Riverfront between downtown and Marshall University. Huntington has established a redevelopment plan, secured a willingness of property owners for transfer of the properties, obtained significant planning resources and seed capital, and garnered federal, state, and local political support. Advancing toward the redevelopment vision for a baseball stadium, hotel and conference center, retail, advanced manufacturing center, parks, open space, and green infrastructure will require strategic planning for securing funding at every stage, including site planning, land acquisition, attracting reuse partners, site prep and infrastructure upgrades, and private sector redevelopment.

KEY NEXT IMPLEMENTATION STEPS

The following is a strategic plan for securing funding for implementation, including key next steps and concrete tasks for moving forward:

Establish Key Partnerships

The West Virginia Department of Commerce and West Virginia Development Office (WVDO) will be key partners for advancing the H-BIZ initiative. In particular, the City should build a strong relationship with Commerce Secretary Woody Thrasher, who has taken the lead on new and existing state programs that provide funding for economic development initiatives.

Obtain Market Study

While initial studies have helped to guide the vision for H-BIZ, there remains a need for comprehensive market feasibility studies to determine the viability of the hotel, retail, and additional planned uses for the brownfields sites. HMDA has $30,000 from the Appalachian Regional Commission (ARC) to undertake market feasibility studies for the Ingram Barge site. Huntington should work with Secretary Woody Thrasher to secure an additional $30,000 in WVDO match funding to hire a business development consulting firm to undertake a $60,000 comprehensive market study.

Confirm Anchor Partners

Marshall University's commitment to the H-BIZ redevelopment is critical to moving forward with plans for the baseball stadium, hotel, and associated retail. Marshall has indicated willingness to engage is purchase/lease options for the baseball stadium and pre-booking agreements for the hotel and conference center. Obtaining the market study will enable Huntington to provide Marshall with the information necessary to confirm its commitments to the partnerships necessary to get these projects off the ground.

Request Expressions of Interest

Huntington should issue a "Request for Expression of Interest" for developers and investors over the coming months. This request would solicit plans and proposals from developers and investors from around the state and the region who may be interested in purchasing or developing properties for planned reuses. This request will be geared toward the baseball field, hotel, and conference center projects. Obtaining expressions of interest will provide the impetus for moving forward with the land acquisition process, as well as demonstrating real momentum behind project to potential funders.

Land Acquisition

Land acquisition for the H-BIZ project area will require strategic financing through a mix of grant funding, loan funding, and partnerships with other project developers. The current owners of the H-BIZ brownfield properties – ACF Ingram Barge, and the McGinnis site – are all ready and willing to sell these 75 acres of idled property in the heart of Huntington/Marshall University to the HMDA and other willing project developers.

Priorities for land acquisition to advance key segments of the project include:

- Acquiring as much of the ACF Industries site as possible, especially the parcels on the west side of rail line that crosses 3rd Avenue. This will facilitate the building of the ballpark.
- Acquiring the ACF parking lot on the south side of 3rd Avenue for the athletic fields and large stormwater area is also critical to helping address major flooding in this area.
- Acquiring the Ingram Barge Site to begin developing the infrastructure for industrial pad sites for advanced manufacturing or other industrial use.

Pending demonstration of interest from site users, HMDA is prepared to purchase the Ingram Barge site for approximately $2 million in order to "flip" it for development of an advanced manufacturing center or similar use. Hull & Associates, a project development and consulting firm specializing in the alternative energy, brownfields, environmental, shale oil & gas, and waste management markets, has indicated interest in purchasing additional sites within the brownfield corridor to flip for new uses. As many developers are uninterested in sites with known environmental contamination, partnering with other firms to "flip" the sites for redevelopment will improve prospects for securing users, while spreading some of the risk and financial burden among parties.

Priority Funding Opportunities

Federal funding sources do not generally fund land acquisition. However, there are several sources of funding that can potentially be used for land acquisition and/or to offset costs of site-preparation work.

- ***U.S. Department of Housing and Urban Development (HUD) Section 108 Loan Guarantees:*** HUD can provide a loan guarantee that supports competitively priced financing for community improvement projects that meet the purposes of the Community Development Block Grant (CDBG) program. Huntington could borrow up to five times it annual CDBG allocation, which overall equals roughly $8.3 million. This funding could be used for a variety of pre-construction, construction, site prep, infrastructure, working capital, soft costs, and other purposes. The loan guarantee must be collateralized by Huntington's CDBG allocations. It is also possible for Huntington to utilize some portion of its ~1.6 million in CDBG funding on this site, although these funds are already being used for a variety of important community-based purposes.
- ***Federal Home Loan Bank, Community Lending Program:*** The Federal Home Loan Bank of Pittsburgh (FHLB Pittsburgh) can provide a variety of financing sources under its $825 million pool of resources in the Community Lending Program (CLP). Eligible projects include community facilities, infrastructure improvements and manufacturing facility construction. FHLB Pittsburgh will provide financing of up to 30 years at rates as low as 25 basis points below market, through mechanisms including lines of credit, fixed- or variable-rate loans with fixed terms of up to 30 years, forward rate lock options, or permanent construction or bridge financing. This low-costs loan funding is very easy to apply for and obtain.
- ***U.S. Department of Agriculture (USDA), Rural Business Enterprise Grants (RDEG):*** The USDA gives Rural Business Enterprise Grants of up to $500,000 (typical grant size is smaller) for rural development projects and uses, including acquisition or development of land, easements, or rights of way; construction, conversion, renovation of buildings, plants, machinery, equipment, access streets and roads, parking areas, utilizes; training and technical assistance; rural transportation improvement; and project planning. The RBEG program seeks to fund projects that benefit small and emerging private businesses in rural areas that will employ 50 or fewer new employees and have less than $1 million in projected gross revenues.
- ***West Virginia Infrastructure & Jobs Development Council (WVIJDC) Economic Infrastructure Bond Fund:*** WVIJDC can provide loans and grants (particularly soft-cost grants) for acquisition of land and buildings, construction of new facilities, construction or installation of utilities, purchase of machinery and equipment, and improvements to or expansion of existing buildings and sites. Funding per project is limited to a maximum of $3 million. Twenty percent of the fund is allocated to infrastructure/economic development projects and 80% is allocated to water/sewer projects. WVIJDC has indicated willingness to provide HMDA will a $1 million loan for the acquisition of the Ingram Barge site.

Brownfields Cleanup

The highly-contaminated brownfields sites in the H-BIZ corridor will require cleanup to prepare for reuse. As an EPA Brownfields Area-Wide Planning grant winner with a positive relationship with both EPA Region 3 and Headquarters, Huntington is well-positioned to receive EPA Brownfield Cleanup resources. Cleanup grants are for up to $200,000 (with a required 40% match). They can address remediation/capping for contamination and associated grading and site preparation. If the environmental engineers determine that the best cap for a site is a parking lot or other hard surface, these funds could potentially pay for such construction. HMDA will have to be the owner of the site in order to apply for cleanup funding. The FY18 Cleanup grants are expected to be due in December.

Infrastructure Upgrades

Each of the brownfields sites is likely to need significant site preparation and infrastructure upgrades to serve the desired uses. This could include grading, shoreline

restoration, installation of utilities, including sewer, water, stormwater, or telecommunications, road access, and walking/biking trails.

Top priority infrastructure upgrades for advancing critical project components include:

- Construction of Stadium Boulevard to create access into the University Park Area (especially the McGinnis site) which will be necessary to support the entire redevelopment area.
- Construction of the stormwater retention facility on the south side of 3rd Avenue in the Athletic Expansion Development Zone.
- Construction of Riverview Avenue with the side trail and stormwater to open up the Ingram Barge site for redevelopment as industrial pad sites.

In addition to the resources described in the "Land Acquisition" section above, Huntington should pursue an **EDA Public Works grant**. EDA Public Works grants can provide up to $4 million (but more often in the range of $2 million) to support traditional public works projects, including water and sewer systems improvements, industrial parks, business incubator facilities, expansion of port and harbor facilities, skill-training facilities, and brownfields redevelopment. Public Works grants required up to 1:1 local match with a sliding scale for federal share that grows based on economic distress criteria. Based upon the distress criteria of the Highlawn Area, the City of Huntington, and the broader region that will be served by the planned redevelopment of the H-BIZ sites, Huntington will be eligible for as low as a 30% local match rate, depending upon the boundaries drawn for the project area.

To receive EDA Public Works funding, the project must be essentially shovel ready, with engineering, construction documentation, and permitting completed. To compete, Huntington should confirm that the project has been entered into the Region II CEDS, emphasize need based on economic distress criteria, and gain the support of the EDA Philadelphia Region and any new folks in EDA Headquarters. Grant applications can be submitted each quarter. This funding resource should be prioritized for the site that is expected to produce the most job growth. For example, EDA Public Works funding could be appropriate for site preparation efforts for the Ingraham Barge site should the requests for expressions of interest from developers reveal confirmed interest in an advanced manufacturing center that would bring significant job growth. The progression of land acquisition following the response from the requests for expressions of interest from developers will also help to direct the prioritization of infrastructure upgrades for which to seek EDA Public Works funding from the short list included above.

Development Incentives

Huntington/HMDA should request support from the WVDO to promote the sites for developer investment, including developers for the hotel/conference center/retail component, and potential users for advanced manufacturing development on the Ingram Barge site.

Certain portions of the H-BIZ development may be eligible to receive a **West Virginia Tourism Development Tax Credit,** which is a sales tax credit to recover up to 25% of approved development expenses over a ten to thirteen-year period, applied at the rate of one-tenth of the amount per taxable year. Under West Virginia law, Tourism Destination Development Tax Credit proceeds can be used to cover the costs of:

- Obligations incurred for labor and to vendors, contractors, subcontractors, builders, suppliers, delivery persons, and material persons in connection with the acquisition, construction, equipping, or installation of a project;
- Acquiring real property or rights in real property;
- Contract bonds and of insurance of all kinds that may be required or necessary during the course of the acquisition, construction, equipping, or installation of a project which is not paid by the vendor, supplier, delivery person, contractor, or otherwise provided;
- Architectural and engineering services;
- Costs required to be paid under the terms of any contract for the acquisition, construction, equipping, or installation of a project; and
- Costs required for the installation of utilities, including, water, sewer, sewer treatment, gas, electricity, communications, and off-site construction of utility extensions to the boundaries of the real estate on which the facilities are located, all of which are to be used to improve the economic situation of the approved company in a manner that allows the approved company to attract persons.

For a company interested in the H-BIZ project to qualify for this credit, the company must show that its project will:

a. attract at least 25% of its annual visitors from outside the State;

b. have approved costs in excess of $1 million;

c. have significant, positive economic impact on the State;

d. produce sufficient revenue and public demand to be open to the public for a minimum of 100 days per year; and

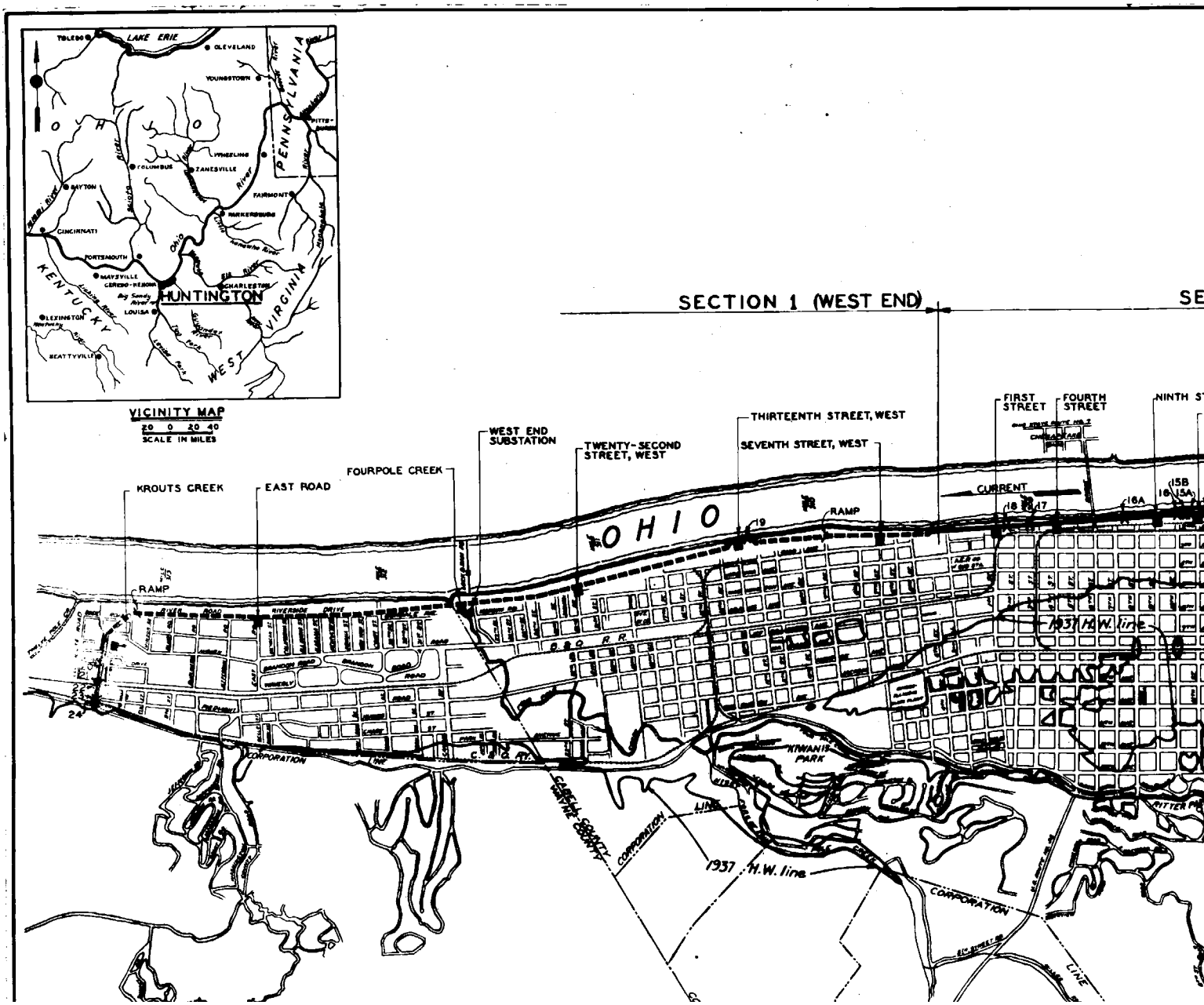
e. increase jobs in the State.

Approval for the tax credit is also dependent on the extent to which the project will compete directly with or complement existing tourism attractions. As the amount by which tax revenue is increased should exceed the credit given, the baseball stadium, hotel, and other potentially eligible components of the HBIZ development could be strong candidates for the tourism tax credit.

Huntington should leverage the Tourism Destination Development Tax Credit to attract tourism-oriented developers to locate at the H-BIZ site. To note, the Tourism Development Act has historically been used to support "mom and pop" type tourist developments and has rarely used to support companies with prominent national names.

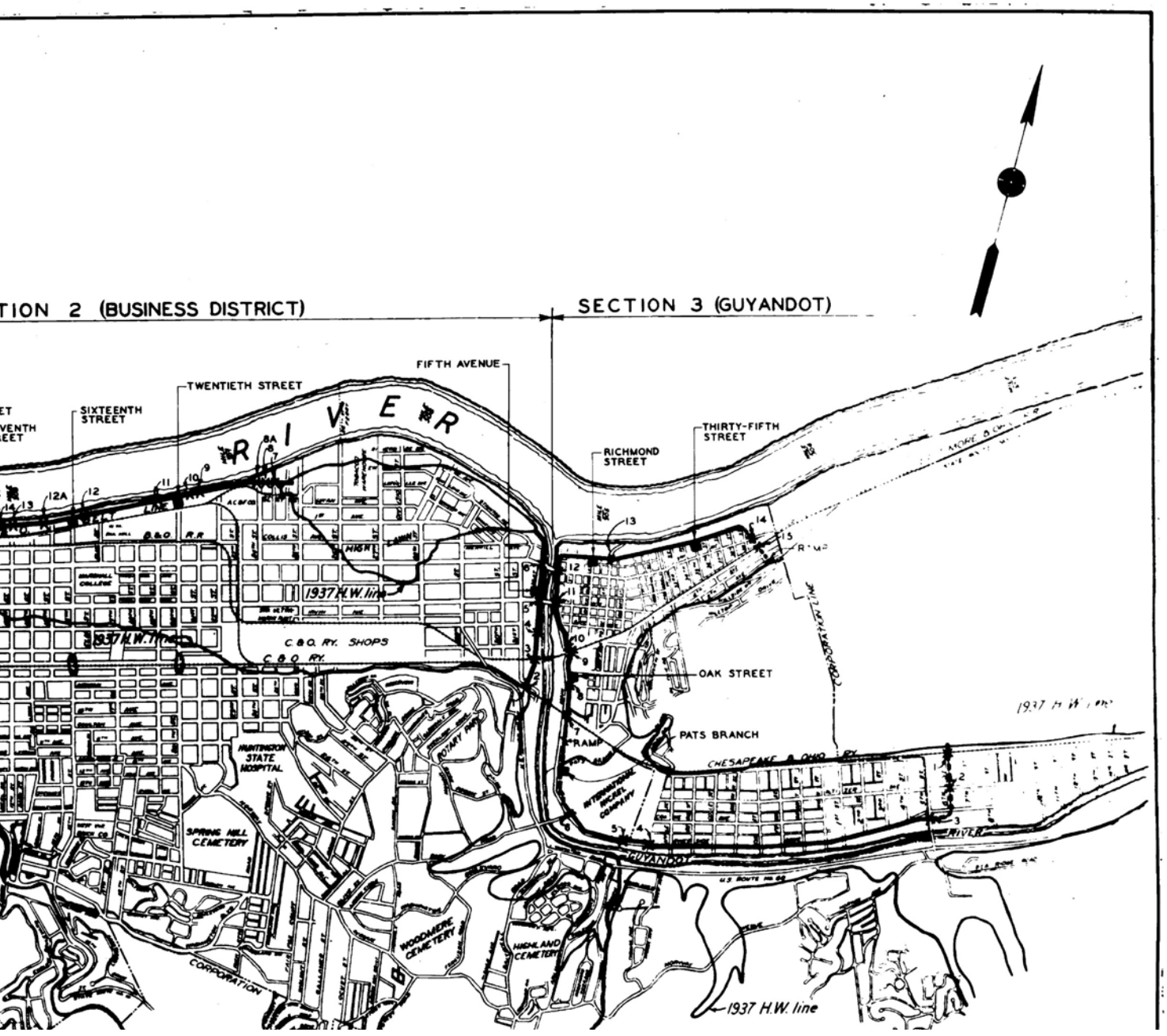
Additional potential development incentives for mixed-use development, as well as resources specific to advanced manufacturing and R&D available at the state level include:

- ***WV Direct Loan Program:*** Can provide up to $10,000,000 in loans to WV business entities, at rates of prime + 0.75 over terms between 5-15 years depending on the use of funds.
- ***West Virginia Jobs Investment Trust:*** Provides equity and debt investments in companies that offer the prospect of employment, tax, revenue, and overall economic benefits, focused on investment in manufacturing, research, and "new economy" sectors. WVJIT uses primarily tax credit notes and functions as a state sponsored venture capital organization with a mandate to make investments in innovative, fast growth companies that offer a significant financial benefit to the State's citizens and the government's coffers. Note that WVJIT helped finance the "Mid-Atlantic Technology, Research & Innovation Center" (MATRIC) on the site of the former Union Carbide factory in South Charleston, a 501(c)(3) research and development center in the petrochemical sector. WVJIT also helped finance the private company PolyPlexx, a polymers venture in the WV Regional Technology Park in South Charleston.
- ***WV Development & Technology Investment Centers:*** The WVDO supports a program that allows doctoral institutions like Marshall University to enter into agreements with centers for economic development and technology advancement for R&D purposes. WVDO has also provided tax credits for such institutions, but it has been a decade since the last tax credits were allocated (actually to MATRIC in South Charleston).
- ***WV Manufacturing Tax Credit, WV Strategic Research & Development Tax Credit, Economic Opportunity Tax Credit:*** Can be provided to support various qualified investments of businesses engaged in qualified R&D.
- ***WV Venture Capital Program:*** Can provide investment of up to $500,000 to WV businesses pursuing job-creation projects.



Floodwall Sections within Huntington
Figure Source: Huntington Operations and Maintenance Manual

A
Background Context



Catalyst Brownfield Sites

ACF INDUSTRIES

The ACF Industries site is located at 2300 3rd Avenue. The site consists of 3 separate parcels extending from 2nd Avenue to the floodwall, along 22nd Street. Originally founded as Ensign, the plant, in some fashion, has been operational for more than 125 years manufacturing rail car and railroad related products. At its peak the site employed more than 1,600 people and produced more than 4,000 cars per year. Ensign was one of multiple independent car manufacturers that was incorporated into American Car & Foundry Company in the late 1800s. In 1983 billionaire financier Carl Icahn acquired ACF Industries for $400 million. Currently the plant employs approximately 30 employees or less. At one time there were 16 ACF plants, but today there only two, with the main plant being located in Milton, PA. The Huntington Plant was most noted for making the Center-Flow hopper cars starting in the 1960s which provides for the highly efficient movement of large volumes of high-bulk commodities, including plastic pellets. At its peak the plant was producing 28 new rail cars per day. By the early 2000s the market for the Center-Flow hopper cars had dropped dramatically and most of the plant's workforce had been eliminated. Currently the plant's minimal activity is limited to maintenance and repair of existing rail cars. The site currently includes several very large industrial buildings with overhead cranes, and support rail sidings and yards. The property south of 3rd Avenue is an asphalt paved area that provided parking for the plant's employees.

Overall Site Size: 41.83 acres

Environmental Status: The site is currently classified in the West Virginia Superfund Enterprise Management System (SEMS) in an archived state.



ACF Industries plant during full operation
Photo Source: City of Huntington Website



ACF Industries Modern Day
Photo Source: Bing Maps

INGRAM BARGE

The Ingram Barge, or Ohio River Terminals site, is located on the riverfront, and can be accessed at 26th Street. The property was formerly operated by The Ohio River Terminals Company as a coal transfer and locomotive maintenance facility. It was used to transfer coal from rail cars to barges. The site had several buildings and structures, including a maintenance building, a rotary dump building, a heating shed, a coal tipple and conveyance structures, an office building, gasoline tanks and impoundments and other support buildings. A railroad track yard, gravel, and vegetated areas cover the remaining portions of the site. The site operations ceased in December 2009. The tipple, locomotive shed, railroad tracks, and other site features were removed in 2011 and 2012.

Overall Site Size: 27.62 acres

Environmental Status: The site is currently part of the West Virginia Voluntary Remediation Program (WV VRP). According to the West Virginia Department of Environmental Protection, environmental investigations indicated the presence of light non-aqueous phase liquid (LNAPL) in one monitoring well and it was removed and disposed of off-site periodically. Some polycyclic aromatic hydrocarbons (PAHs) and arsenic were detected in soil samples at concentrations above the West Virginia De Minimis Industrial Soil and Migration to Groundwater Criteria (De Minimis Criteria). Certain VOCs and SVOCs, primarily petroleum related, were detected at concentrations above the De Minimis Groundwater Criteria in one monitoring well. Hexavalent chromium was detected at concentrations above the De Minimis Groundwater Criteria in four monitoring wells. It is anticipated that the future property use will continue to be industrial.



Ingram Barge - Site Machinist Building
Photo Source: SGA



Ingram Barge – Entrance to the site and former Office Building
Photo Source: SGA

MCGINNIS

The McGinnis Property is located along 22nd Street, adjacent to the ACF Industries site. The site was historically occupied by a furniture manufacturing facility, an electric fan manufacturing facility, a toy warehouse, a pesticide reformulation facility, and most recently a metal recycling and salvaging facility. The recycling and salvage facility filed for bankruptcy.

Overall Site Size: 4.1 Acres

Environmental Status: A Phase I Environmental Site Assessment (ESA) and subsequent Phase II ESA were performed at the site utilizing U.S. EPA Hazardous Brownfield Assessment grant funding awarded to the City of Huntington in 2011. The Phase I ESA revealed recognized environmental conditions (RECs) due to previous uses. The Phase II ESA revealed residual environmental contamination was present in surface soil, subsurface soil, and groundwater at the site. The property owners entered the site WV VRP program were it remains and active project.

Environmental Status: The site is currently classified in the West Virginia Superfund Enterprise Management System (SEMS) in an archived state.



McGinnis Site
Photo Source: SGA



McGinnis Site and buildings with ACF Industries Site in the background
Photo Source: SGA

BROWNFIELDS AND UNDERUTILIZED LAND

Within the study area there are other properties that are known or appear to be vacant and potential brownfields. Vacancy was determined through field observation and pinpointing properties that appeared to not be in use, for sale and/or to be underutilized. This information was supplement with input from City staff and the project Task Force.

There are also many properties that are listed on the Environmental Data Resources Inc. (EDR) database, which is a database that documents properties that are associated with some form of agency registered or known environmental condition. Within the study area, there are various properties that have been identified as brownfields, Superfund sites, Resource Conservation and Recovery Act targeted sites, etc. Some of these properties listed on the EDR database have been determined to be the catalyst sites and the focus of this Area-Wide Plan. As Figure A.2 (Brownfields and Underutilized Land) shows, many of the sites that are identified brownfields in the study area are also known or perceived as vacant.

In addition to observed vacant non-residential parcels, the presence of potential vacant residential properties were considered. Huntington has a land bank program that was established in 2009, and is run by the Huntington Urban Renewal Authority (HURA). According to HURA, through this program they are able to purchase delinquent tax liens on properties and ultimately sell these properties for reuse. The purpose of this program is to keep investment within the City, while allowing the enhancement of properties that have become unproductive. Based on land bank data provided by the City there are no land bank parcels that exist in the study area, or in close vicinity of the study area. A full inventory of vacant residential properties currently does not exist; However, with its established framework, this program could provide the opportunity to manage land within the study area in the future.

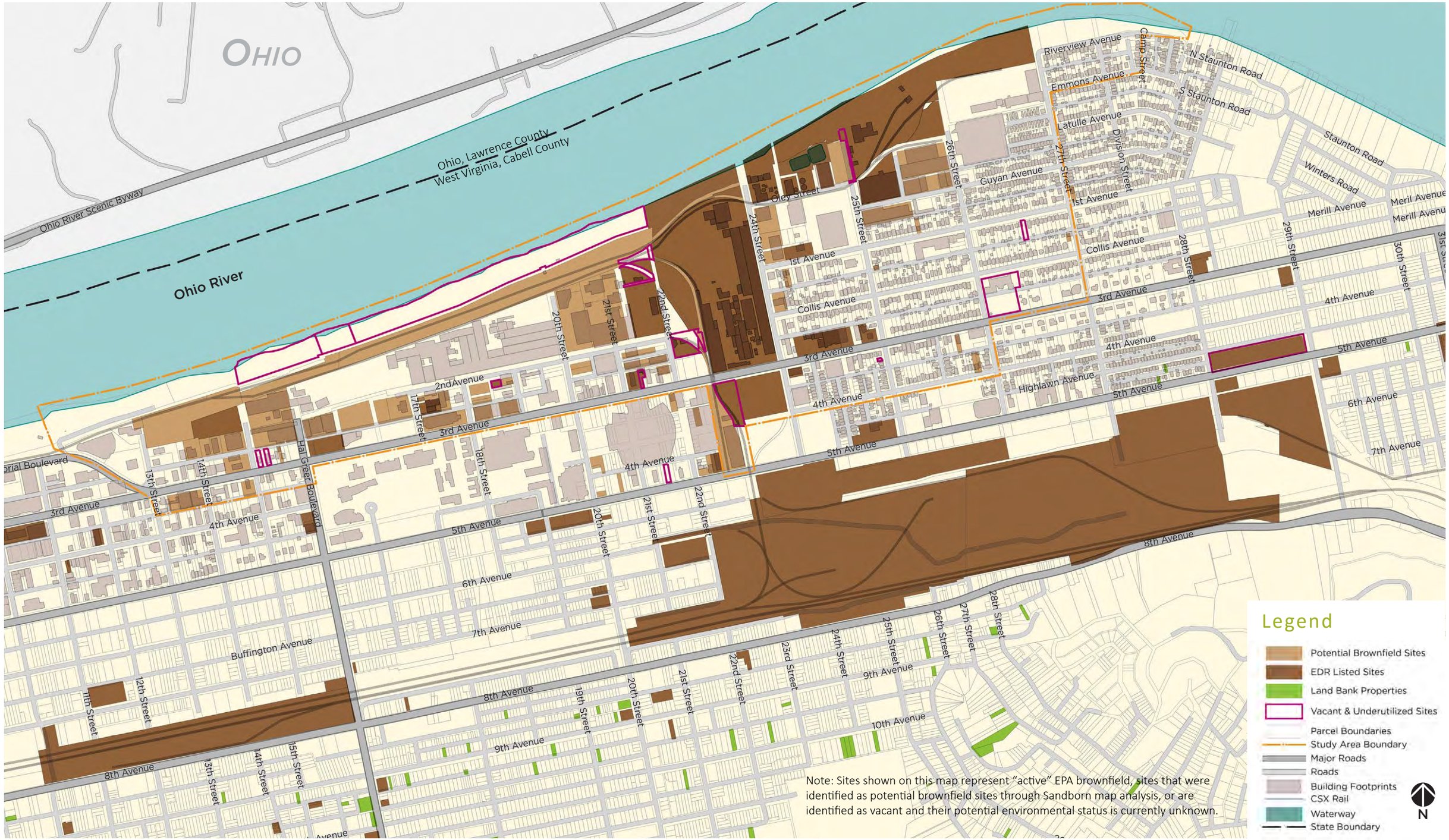
KEY FINDINGS AND POTENTIAL REDEVELOPMENT IMPLICATIONS

- The three catalyst sites represent nearly 78 acres of redevelopment potential within a core riverfront redevelopment location with the City and the study zone.
- Each of the three sites have had some level of environmental assessment activities performed. Based on available information there are areas of all three catalyst sites that will likely require some remediation actions to meet regulatory compliance.
- In addition to the catalyst sites, there are smaller sites surrounding the larger sites that are likely brownfields, have redevelopment potential, and therefore should be considered for environmental assessment.
- Know the final preferred land use for each brownfield site, including site specific layouts, can inform and potentially streamline the remediation and regulatory compliance process.



One of the many existing structures on the ACF Industries Site
Photo Source: Edward Tucker Architects

Figure A.1| Brownfields and Underutilized Land



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Community Character

HIGHLAWN NEIGHBORHOOD

Part of the Highlawn neighborhood is located within the northeast section of the study area. As Plan 2025 establishes and census data supports, Highlawn is one of the most diverse neighborhoods in the City. The neighborhood consists of commercial, industrial and residential land uses. For the most part, 3rd Avenue and 5th Avenue are characterized by commercial uses. While there are many small businesses within the neighborhood, many of the neighborhood commercial properties remain vacant. Therefore, as Plan 2025 explains, it is desired to promote new business within existing commercial space as opposed to creating new commercial development in Highlawn.

The remainder of the neighborhood is primarily composed of residential development. Historically, this neighborhood was characterized as a walkable tight-knit post-war blue collar community. Today, the close proximity to the University, Downtown and St. Mary's Hospital has made the neighborhood an ideal location for university faculty, staff, students, physicians, and nurses to live. Unfortunately, the neighborhood has also lost many of its community assets. Many neighborhood grocery stores and beauty shops have closed and the elementary school is the only walkable neighborhood school remaining. A majority of the housing stock can be characterized as single family detached housing. While there is an abundance of housing in the neighborhood, much of the housing stock is characterized by the City as dilapidated and/or vacant. Plan 2025 discusses the City's initiative to prioritize housing code enforcement in Highlawn, which is crucial to the promotion of neighborhood character and appeal. Much of the housing stock is historic, and deserves to be recognized as such, but action has yet to be taken in terms of registering them.

The Highlawn neighborhood also has a historic industrial past as well. The old Liggett and Myers Tobacco Company is located in the part of Highlawn that is in the study area at 9 27th Street. The company property was listed on the National Register of Historic Places in 1998, and is used for light industrial purposes today.

The Plan 2025 establishes the opportunity for Highlawn to develop quality mid-range housing. Since there is access to both commercial and institutional opportunities within the neighborhood, Highlawn has the amenities to support more residential development within the neighborhood.

The Highlawn neighborhood has the distinction of having the most unimpeded access to the Ohio River due to its elevation above the floodway. As result the neighborhood is not separated from the river and has the benefit of having direct access to the river's edge via McClelland Riverside Park.

FAIRFIELD NEIGHBORHOOD

The Fairfield neighborhood makes up a small part the southern portion of the study area. Hal Greer Boulevard extends through the neighborhood, creating an important transportation corridor into the City, the neighborhood and the study area. Due to the high traffic volumes and



Highlawn Neighborhood Street
Photo Source: Edward Tucker Architects

the corridor land use patterns, this corridor also serves as a major physical barrier that divides the neighborhood into east and west sub-neighborhoods. Commercial development in the neighborhood is fairly confined to Hal Greer Boulevard and 20th Street. The remainder of the neighborhood is residential.

Fairfield is home to a diverse housing stock. As Plan 2025 explains, the housing stock ranges from old to new. While much of the neighborhood housing stock can be characterized as single family detached, there are also some apartment complexes that were developed with the primary purpose of housing Marshall University students.

Even though much of this neighborhood is located outside of the study area, in the context of this project it is important to recognize the Fairfield neighborhood as both a place that houses many of the residents that community redevelopment will serve, and as a gateway that provides access into the study area.

MAJOR INSTITUTIONS

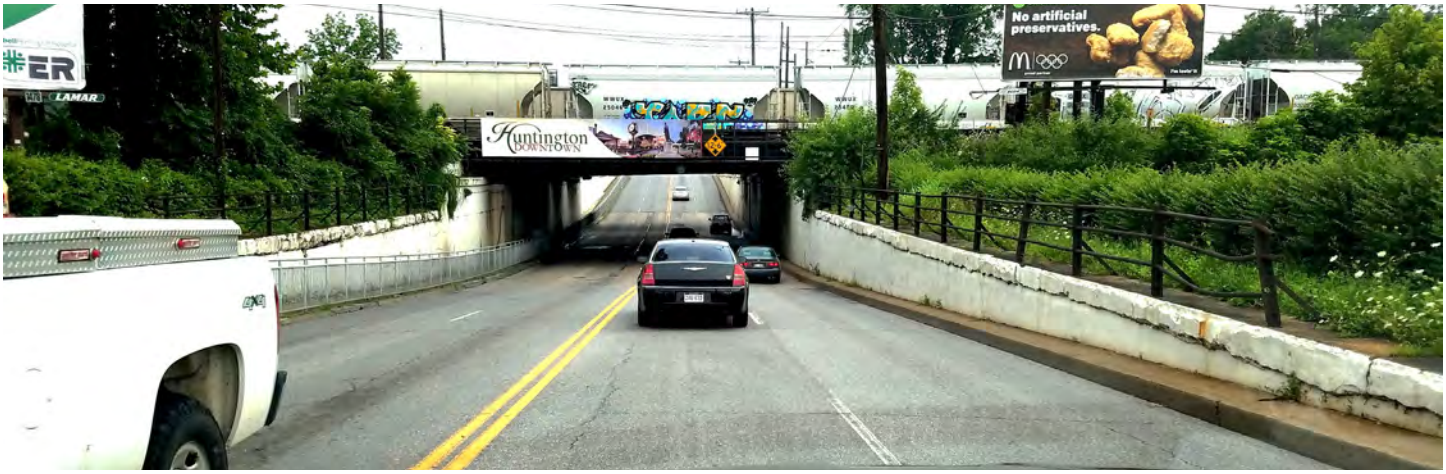
St. Mary's Hospital is located in the Highlawn neighborhood, directly to the east of the study area. Over time, the hospital has expanded to compromise a multi-block facility in the east end of Highlawn. According to the 2025 Plan, even though the neighborhood benefits from the hospital, residents worry about future impacts of continued hospital expansion on the character of the neighborhood. Cabell Huntington Hospital and St. Mary's Hospital have proposed to merge into a single medical provider. It is not known at the time of this planning effort what implications the merger may have on the St. Mary's Hospital complex in the Highlawn Neighborhood.

Marshall University is located directly south of the study area, and is a buffer between the study area and downtown Huntington. The campus is situated in the center of the City, and is a major defining factor of the built environment. The campus is generally defined as being bordered by 3rd Avenue and 5th Avenue on the north and south and by Hal Greer Boulevard and 23rd Street on the east and west. Figure A.3 (Parks, Recreation, Historic & Cultural Assets map) shows a more precise outline of the University area. The University is home to an estimated 15,000 students and students make up a significant amount of the local population, including on and off-campus housing in and around the campus environs. In addition, the university generates demand for retail and commercial uses surrounding the campus, indicative of a college context, including restaurants, entertainment, and drinking establishments.

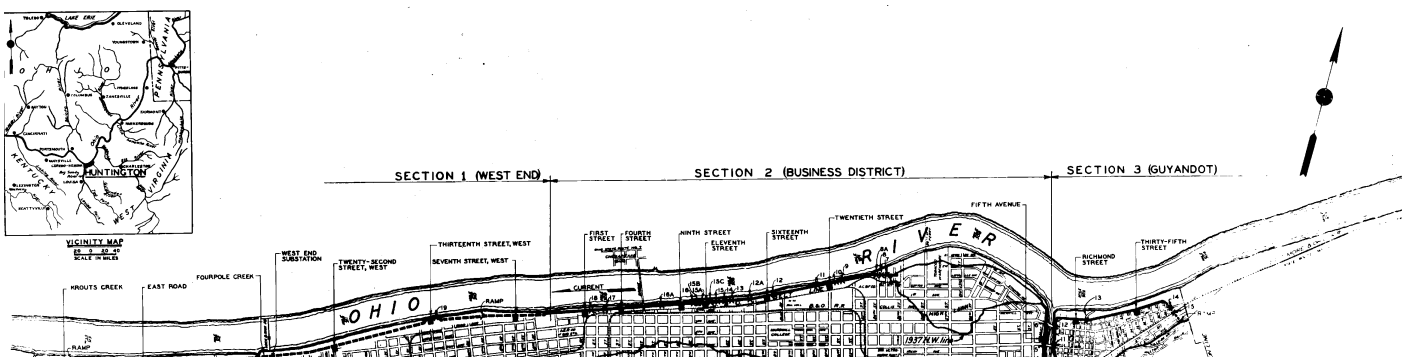
INDUSTRIAL AND COMMERCIAL CONDITIONS

The study area is defined by industrial buildings including large active facilities. Steel of West Virginia is one of the driving industries in the City, and is located in the northwest of the study area and along the riverfront, including both sides of the floodwall. Rubberlite is another major industrial anchor within the neighborhood. The Chapman Printing Group also has a facility located within the study area, as well as ITT Pro Services, and Allied Logistics.

Retail/commercial development is concentrated on 3rd Avenue and 5th Avenue within the study area. For the most part, these streets are defined by fast food restaurants, automobile shops, medical offices, drug stores, and a major grocery store. There are a few local/ long standing businesses intermixed, including a florist and mortuary. In



Hal Greer Boulevard underpass - traveling northbound towards the Study Area
Photo Source: SGA



Floodwall Sections within Huntington
Figure Source: Huntington Operations and Maintenance Manual

addition, there are noticeable commercial vacancies. The commercial opportunities that exist cater to automobiles and are not easily accessible by foot or bike due to their location on busy roads lacking bike and pedestrian accommodations. Therefore, they do not address all the needs of residents. While much of the commercial development is located in close proximity of the campus, not much of it appears to cater towards the campus community due to the lack of walkability associated with this development.

THE RIVERFRONT

The Ohio River forms the northern boundary of the City, and the riverfront provides an invaluable amenity to the Huntington community. The Harris Riverfront Park is located on the west end of the study area and is a major downtown amenity, and McClelland Riverside Park is located on the east end of the study area. The location of both parks provide the key opportunity to connect these two parks, providing riverfront access and recreational opportunity along the entirety of the riverfront. The City is in the process of expanding its trail network, which provides the potential for this network to play an important role in the connection of recreational opportunities not only along the riverfront, but also throughout the entire City. Both parks and trails will be discussed more in detail in following sections.

HISTORIC RESOURCES

The Liggett & Meyers Tobacco Company Building complex is the only nationally registered historic site in the study area. The complex was listed on the National Register of Historic Places in 1990. The building complex is also a designated City Historic District. The Liggett & Meyers Tobacco Company complex is significant for its association with the growth and development of the tobacco industry in the State of West Virginia and the region. The main four story brick building was constructed in 1917 and has a two story addition that was constructed in 1920. A portion of the addition is currently utilized for the storage and packaging of plastics related materials. The proximity of the historic structures to the former Ingram Barge catalyst site makes them an important contextual element that should be considered as a part of any redevelopment of that property.



Industry on the Ohio Riverfront
Photo Source: SGA

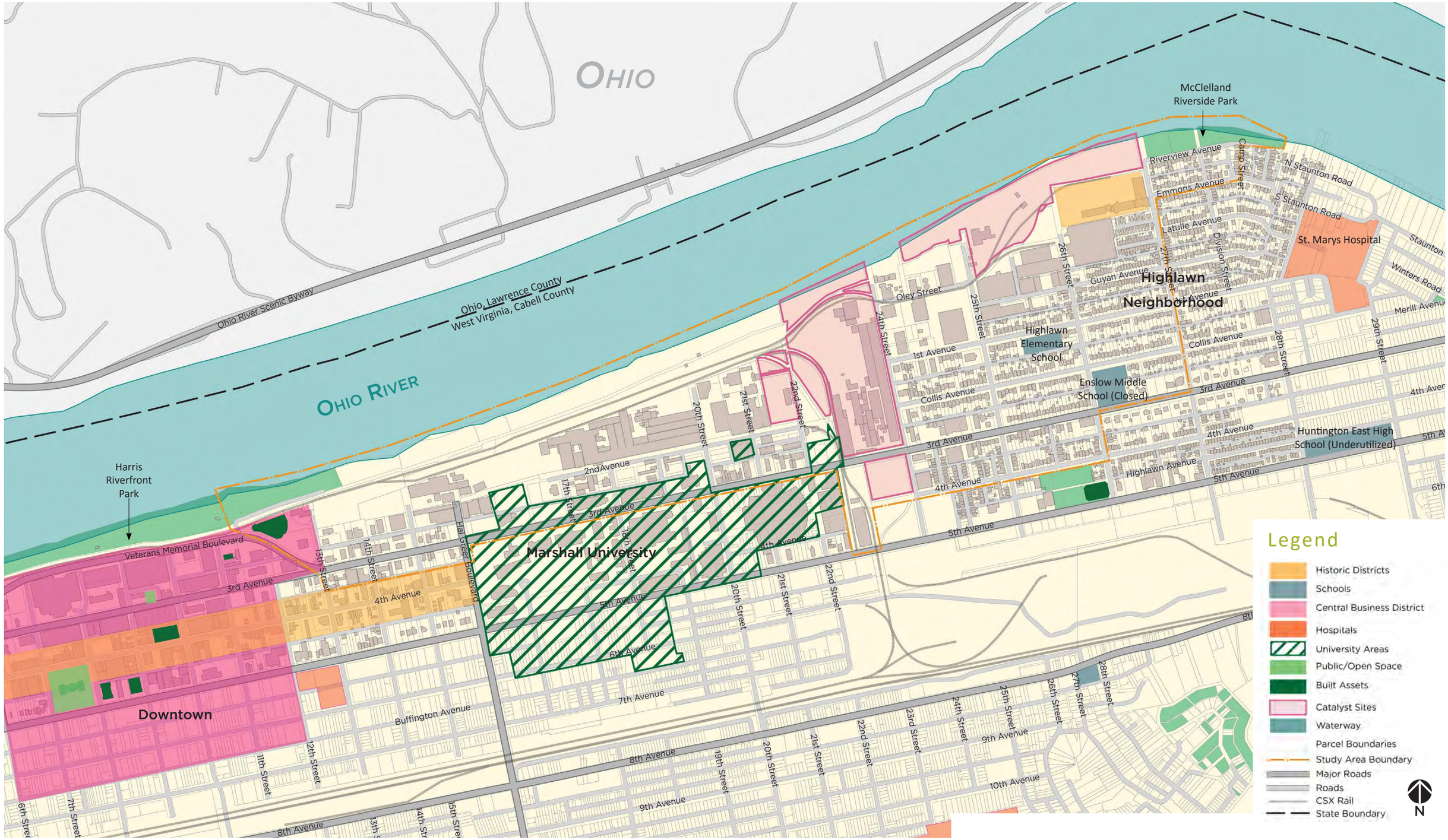


McClelland Riverside Park
Photo Source: SGA

KEY FINDINGS AND POTENTIAL REDEVELOPMENT IMPLICATIONS

- The residential portions of the study area and the surrounding context consists primarily of housing stock that is more than 50 years. Highlawn's residential neighborhood consists primarily of what were constructed as traditional small lot single family-home, primarily to serve the worker population of Huntington's historic industries. The residential neighborhoods in the study area exhibit signs of economic decline. There are issues associated with rental properties, absentee landlords, vacant and boarded-up dwellings and the challenges of maintaining older buildings, some of which are more than 75+ years old. The issues of neighborhood improvement, especially focused on housing quality, is a focus of Plan 2025 and the City is actively exploring strategies and policies that will both improve the existing housing stock and work to develop more housing in this area. New development should consider ways to promote owner-occupancy and reinvestment in existing housing stock in the existing neighborhoods throughout the study area.
- A portion of the Fairfield neighborhood is located in the southern part of the study area. This neighborhood also faces housing quality and social challenges. The City is undertaking efforts to improve the quality of the neighborhood, including an effort to address the overall safety, vibrancy and character of the Hal Greer Boulevard corridor which the community has identified as a major challenge to these efforts
- Marshall University and St. Mary's Hospital are important institutional anchors within the community. They support economic vibrancy and serve as major academic, social, cultural and health resources for the study area, the City and the region. There future plans could significantly influence the redevelopment potential in the study area and the ability to improve the existing neighborhoods.
- Older industrial buildings, both active and vacant are important defining elements of the neighborhood's character. Depending on their configuration they can act as visual landmarks or a physical barrier. Opportunities to consider the reuse of existing structures should be considered as a part of any redevelopment scheme.
- Much of the retail/commercial development that exists within the study area is suburban format and automobile-centric. This includes aspects such as large building setbacks, front parking areas, multiple curb-cuts, etc. These older developments may not be the highest and best use, especially in terms of development patterns, when considering the full future potential of the redevelopment area as a walkable zone and as an addition to the City and the Highlawn neighborhood especially.
- Although the Highlawn neighborhood has the great benefit of the McClelland Riverside Park along its river frontage, parks and public space within the study area are lacking overall, especially when considering the density of the neighborhood. McClelland Park and Harris Riverfront Park on opposite ends of the study area boundary could serve as major riverfront public space anchors of a future multi-modal trail and public space network through the study area.

Figure A.2| Civic, Institutional, Historic and Cultural Assets



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Marshall University
Photo Source: Edward Tucker Architects

Soils and Geology

SOILS

The City of Huntington is composed largely of urban soil types. Urban soil types are typically characterized as being highly variable due to the nature of urban areas, where development has resulted in the disturbance of much of the natural soil profile. Since there is a significant chance that at least part of the soil in any given area is composed of fill that has come from an off-site locations, it makes it difficult to generalize about these soil types. Within the study area there are three different soil units which fall either partially or fully into the urban category. These units, which have been designated as such by the Natural Resources Conservation Service (NRCS), are Urban Land (UR), Urban Land Ashton-Lindside Complex (US) and Urban Land Wheeling (UwB).

The western half of the study area is underlain entirely by soils designated Urban Land by the NRCS. In this area, 100 percent of the land is considered urban, meaning the natural soil profile is considered fully disturbed and soil conditions are likely to be highly variable, depending on the type and quantity of borrow material that was used on a given site. As such, this land is not considered suitable for agriculture and does not drain well, though the hydraulic properties of the soil will likely vary.

A southeastern portion of the study area is composed of the Urban Land-Ashton-Lindside Complex. A soil unit such as this, where a given soil type(s) is designated as a complex with urban land, means that enough of the natural soil remains to allow for some characterization, but the area will still have many of the variable features of an urban condition. The Urban Land-Ashton-Lindside Complex is classified as 50 percent urban, 20 percent Ashton or similar soils, 15 percent Lindside or similar soils, and 15 percent other components. Both the Ashton and Lindside units are alluvial soil units derived from alluvium consisting of limestone and other calcareous rocks with the Lindside tending to be a finer, more silty soil. The soil unit as a whole is characterized as being loamy and well drained, with high water storage capacity. The base units of this soil tend to develop in flood plains, it has a 0 to 3 percent slope, and is flooded somewhat frequently.

The remainder of the eastern edge of the study area is composed of the Urban Land-Wheeling Complex. Like the unit described before this, it is a mixture of urban and natural soils and is composed of 55 percent urban land, 25 percent wheeling and similar soils and 20 percent minor components. The Wheeling soil unit is another alluvial, primarily loamy, soil but tends to occur slightly higher in valleys, on terraces rather than flood plains. The Wheeling soil unit can also include some more coarse soil types deeper below the surface that feature sand and gravel. The Urban Land-Wheeling Complex has a 0 to 6 percent slope and it is characterized as being a loamy, well-drained soil with moderate water storage capacity. NRCS data describes it as not susceptible to frequent flooding, which is likely shown in the data due to the Wheeling base unit primarily existing on terraces and is supported by the fact that the primary area the UwB unit is shown in the study area is perched up higher than much of the surrounding flood plain.

GEOLOGY

The study area is underlain by the Quaternary Alluvium, which is composed of alluvial deposits of sand, gravel, silt, and clay, and is typically found along major streams or rivers. As the West Virginia Geological Survey explains, Huntington is one of the few areas in West Virginia that is made of fairly young sedimentary deposits. The formation of the Ohio River allowed for alluvial deposits to develop in the valleys along the river within the past 70 million years, which is relatively recent in geologic terms. This Quarternary Alluvium geologic unit is likely the main source of the alluvial soil units described in the NRCS soil data.

Figure A.3 | Soils



Hydrology and Flooding

INTRODUCTION

The hydrologic dynamics of the City of Huntington and the Highlawn neighborhood are complex. The complexity is function of not only the physical characteristics of the "natural" landform and how it relates to the Ohio River basin's dynamics, but also more locally, the changes that resulted from man-made flood control devices. The history of flooding in Huntington is well documented. Most notably, the great flood event that occurred in January 1937 when the Ohio River crested nearly 20 feet above flood stage. The magnitude of this event, the worst documented flooding ever to occur in the Ohio River watershed, changed how the federal government approached riverine management. The institution of flood wall systems along many United States' rivers advanced as a result of the 1937 flood, including the U.S. Army Corps of Engineers flood wall system in Huntington, which commenced in 1938.

Huntington's flood wall system is extensive. It consists of both a concrete floodwall and an earthen levee. The wall system starts near the West Virginia American Water Plant located at approximately 24th Street and extends through the downtown to the City's westerly boundary near Handley Road. The Highlawn neighborhood benefits from not having a wall through much of its residential area, east of 24th Street, due to its relative elevation above flood stage and therefore not requiring a heavily engineered facility that divides the community from the riverfront.

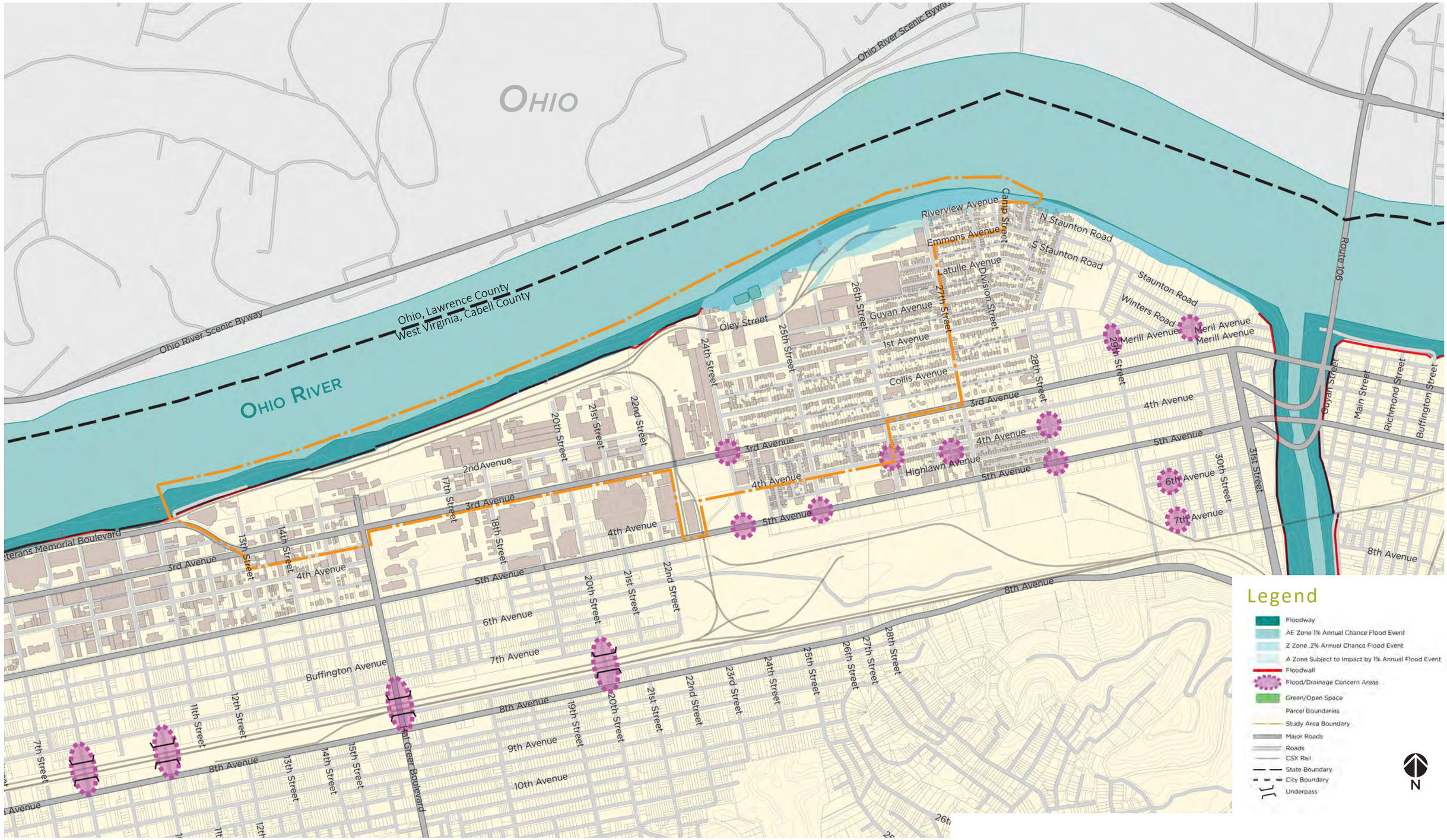
There is what is commonly referred to in Huntington as the "bowl" effect. This subtle landform depression exists along 3rd and 5th Avenues, from approximately 20th Street to 25th Street, within the study area. This area is well away from the river itself. The flooding that occurs is actually created by stormwater building up behind the wall, creating a bath tub condition, where the water has no place to go so it fills from the lowest point within the bowl. These condition may impact the ability to redevelopment some of the study area and ways to specifically integrate creative "blue/green" infrastructure solutions into all projects, including land development and infrastructure, should be pursued to aid in mitigating existing flood conditions and to address additional impervious surfaces that might be created through new development activities.

The City of Huntington, through a partnership with the KYOVA Interstate Planning Commission, is undertaking a Street Flooding Mitigation Plan. AECOM is the consulting firm leading this effort for KYOVA and is evaluating existing conditions for the 3rd and 5th Avenue Corridors as well as underpasses that repeatedly flood at 1st, 8th, 10th, 16th, and 20th Streets. The effort is focused on reducing street and nuisance flooding to the maximum extent possible. The project is considering a palette of solutions including green infrastructure, separating sewer systems from stormwater systems, and creating design templates for Complete Streets aimed at increasing the utility of the transportation infrastructure for all users while minimizing the risk of flooding.

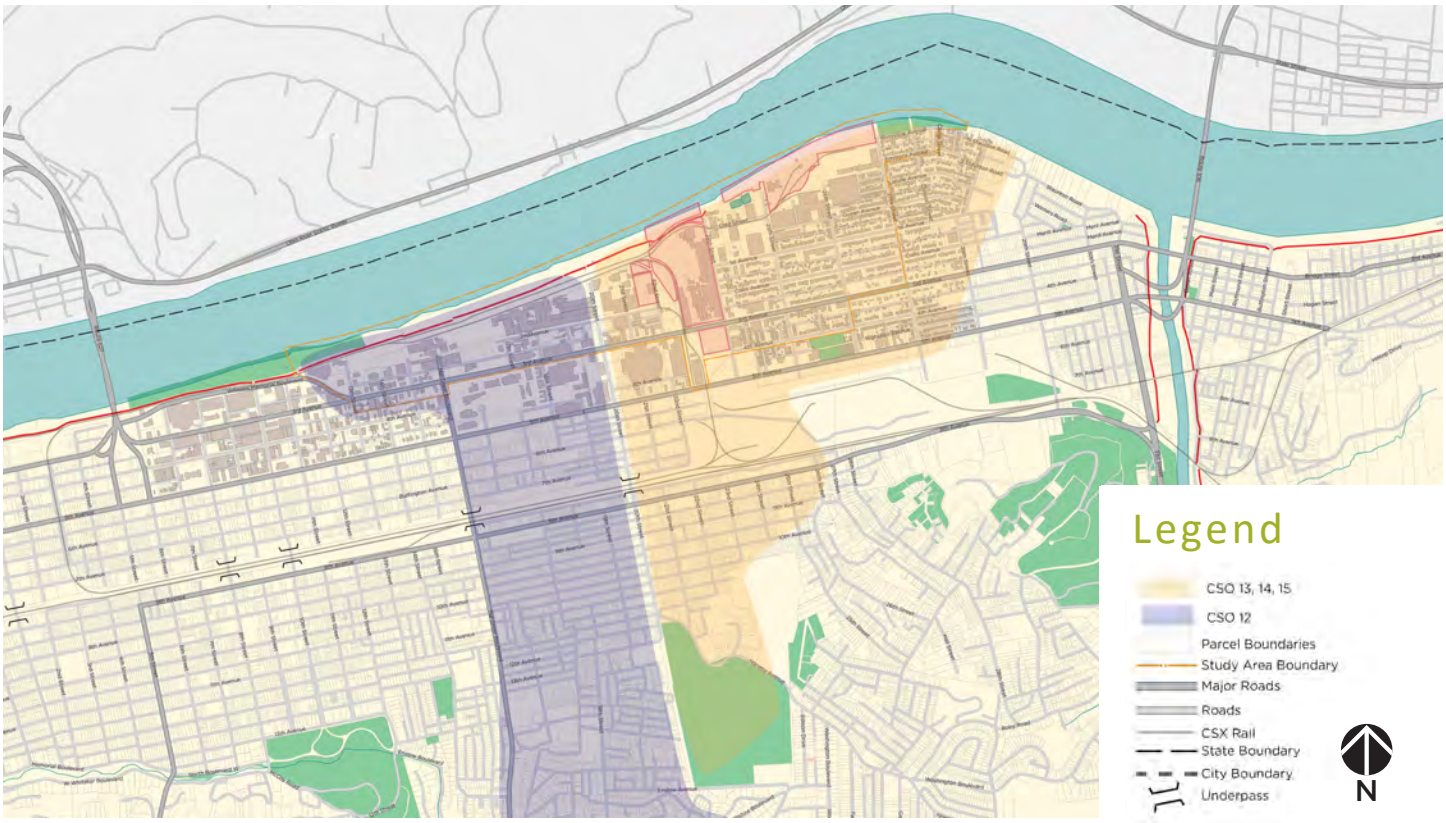
The AWP planning team met with AECOM and representative from the City charged with managing the City's stormwater conditions to determine opportunities to coordinate on planning and design. The determination was made that the AWP will make green infrastructure recommendations, especially along 3rd Avenue within the study area that could dove-tail with the Street Flooding Mitigation Plan.

The majority of the City of Huntington's stormwater flows into a combined sanitary and stormwater sewer conveyance system (CSOs), including within the study area. The City is governed under the Clean Water Act Municipal Separate Storm Sewer System (MS4) Permit. The City is divided up into CSO sewer sheds. The study area is located primarily within CSO sewer sheds, 12, 13, 14, and 15. These areas, especially CSO sewer shed 12, correlate with the work performed for the Street Flooding Mitigation Plan. Therefore, improvements that can occur with CSO sewer sheds 13, 14, and 15 will have additional benefits to the City beyond what can be addressed in the Street Flooding Mitigation Plan.

Figure A.4| Flood Zone



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Combined Sewer Overflow Sewer Sheds

Land Use and Zoning

INDUSTRIAL LAND USE

Industrial land use is very prominent within the study area. Many of the industrial properties within the study area are currently, or were previously used for industrial purposes. Many of the properties of interest for the purposes of this project are classified as industrial, whether they are former industrial sites that sit inactive, are owned by one of the functioning industrial organizations in Huntington, are now currently adjacent to a functioning industrial facility or are suspect to some similar circumstance. The main stakeholders associated with the catalyst sites are McGinnis Investment Corporation, ACF Industries Inc., the Ohio River Terminals Company and Rubberlite. These sites were identified based on their likely need for further environmental review and the potentially significant, area-wide impact of their future reuse. Each will play a significant role in the development and success of the Area Wide Plan.

In addition, Steel of West Virginia is located in the core of the study area. It is a vibrant and active heavy industry within the City that compromises four city blocks of area and includes activity on both sides of the floodwall in the vicinity of its plant.



ACF Industries Inc.
Photo Source: SGA



Rubberlite
Photo Source: SGA

RESIDENTIAL AND COMMERCIAL LAND USE LAND USE

While a majority of the study area is composed of industrial properties, both commercial and residential properties are also present. Commercial land use is fairly concentrated within the study area. There is consistent commercial land use scattered along the 3rd Avenue corridor, and is most notably concentrated on the outskirts of Marshall University's campus. There is also a cluster of commercial land use concentrated along 5th Avenue located on the periphery of the study area. Commercial development within the study area can be largely classified as highway commercial chain store and restaurant establishments, with several local businesses present. There are also a variety of auto dealerships and repair stations. Commercial vacancy is also evident. The existing commercial establishments are located close to the University, which has the potential to provide a connection between the University and the



Typical Housing in Highlawn
Photo Source: SGA

rest of the neighborhood along both 3rd Avenue and 5th Avenue. However, the existing commercial development is not very pedestrian friendly, and does not appear to be easily accessible to university students.

Most residential land use is concentrated in the southeast corner of the study area. For the most part, this residential section can be classified as low density, single family residential, with the exception of a couple of multi-unit apartment complexes meant to house Marshall University students. There is some residential land use scattered in the west side of the study area, but it is limited.

CIVIC AND INSTITUTIONAL LAND USE

Civic and institutional land use within and adjacent to the study area is potentially a major driver of the land use character, as well as the future redevelopment of brownfield sites.

Marshall University is located in Huntington, directly to the south of the study area. Many properties are owned and used by this institution. While the main campus is not directly within the study area, it is on the study area's southern boundary, significantly influencing the study area overall. The main campus exists between 3rd Avenue and 5th Avenue and between Hal Greer Boulevard and 23rd Street. It is important to recognize the campus's close proximity to the catalyst sites under this planning effort due to the influence that the University has on economic development, population demographics and other growth and development trends within the study area.

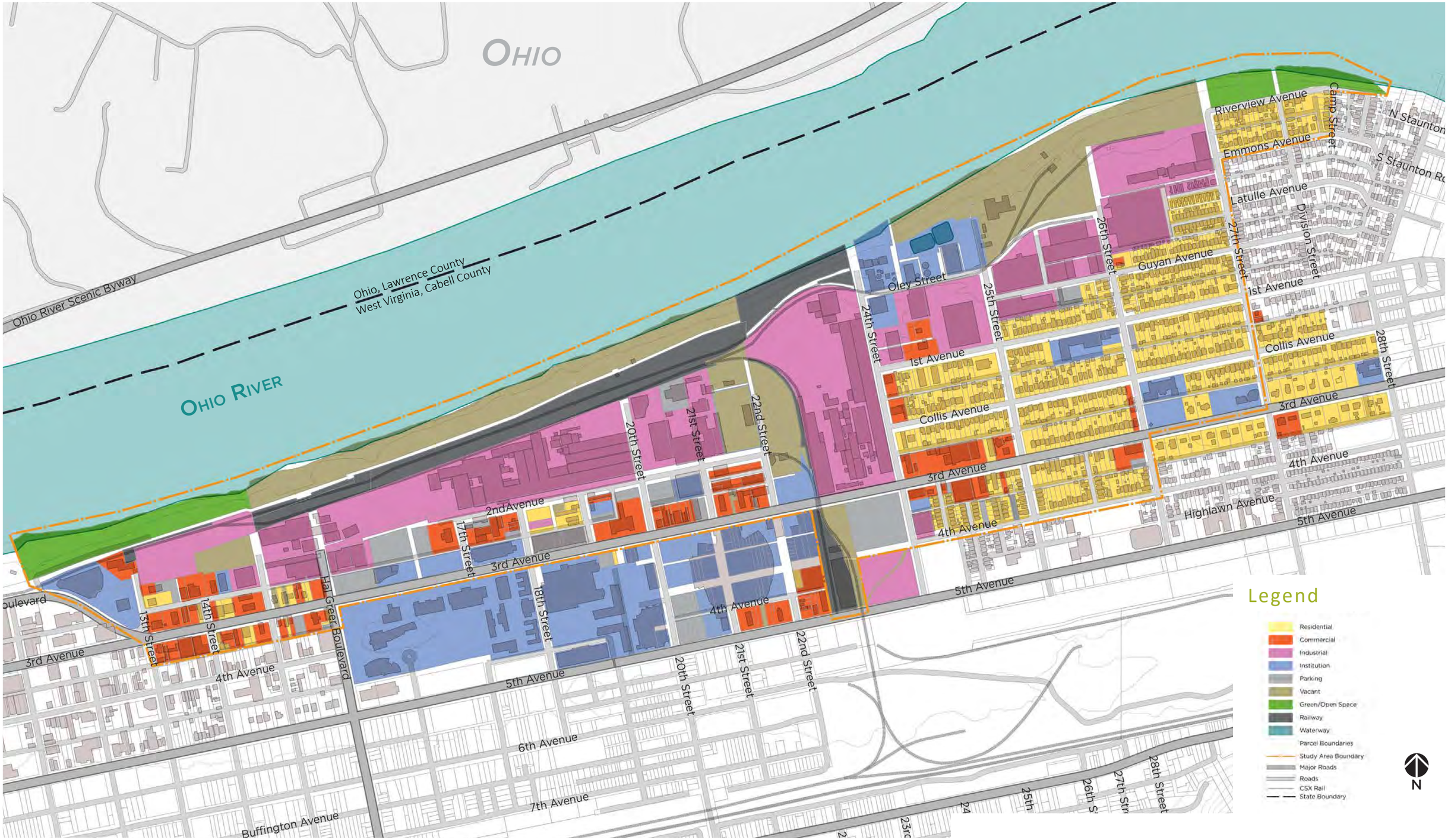
Another institutional facility that influences the study area is St. Mary's Medical Center, which is located directly east of the study area. As the largest private employer in Cabell County, St Mary's provides many job opportunities, and is a catalyst of economic growth, specifically in the Highlawn



Marshall University Campus
Photo Source: SGA

neighborhood of Huntington. St. Mary's proximity to the study area boundary provides potential for future development to harness the benefits of this institution. The medical center has many programs associated with Marshall University. Therefore, together, both of these major institutions have the ability to play a significant role in the revitalization and redevelopment of the study area neighborhood.

Figure A.5| Existing Land Use



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There is one public school located within the vicinity of the study area. Highlawn Elementary School is located along 26th Street, directly servicing the educational needs of the younger population within the neighborhood. St. Joseph Central Catholic High School is located directly to the southwest of the study area, and Huntington High School is south of Interstate 64.



St. Mary's Hospital
Photo Source: SGA

One prominent private facility within the study area is the West Virginia American Water facility, which serves as a water treatment plant for the City and other surrounding municipalities. The treatment plant property is located along the Ohio River waterfront and Oley Street between 24th Street and 25th Street. This facility, specifically due to its location within the project study area, may have a significant impact on the Area-Wide master planning effort.

FUTURE LAND USE

The City of Huntington 2025 plan provides a city-wide future land use map based on the plan's various recommendations. Under the 2025 future land use plan the land uses within the study area are projected to remain nearly the same as it is currently. The only anticipated land use change that influences the study area is the recommendation for 3rd Avenue west of Marshall University to function as a transition area between the University and Huntington's central business district. While many of the parcels are already used as automobile-centric highway commercial, the plan strives to make this area a more pedestrian-oriented place through land use and infrastructure strategies.

The 2025 Plan places emphasis on the downtown transition along Third Avenue, which impacts the study area Most of the study area is projected to be used for industrial purposes, and traditional residential will remain in the southeast corner of the study area. The highway commercial that currently exists along 3rd Avenue to the west of Marshall University is expected to remain the same.

ZONING

Within the city there are nine different Zoning Districts, and seven of these Zoning Districts are currently within the study area. These districts are single-family residence (R-1), single-family residence (R-2), two-family residence (R-4), neighborhood commercial (C-1), highway commercial (C-2), central business district (C-3) and general industrial (I-1).

The study area is primarily defined by general industrial (I-1) zoning. From 13th Street to 27th Street between the riverfront and 2nd avenue there are a majority of industrial zoned parcels.

Commercial zoning is centralized along 3rd Avenue and 5th Avenue, especially near Marshall University. These corridors are primarily zoned as highway commercial throughout the study area. However, the 5th Avenue commercial corridor to the west of Hal Greer Boulevard is zoned as central business district, which means it is an area that is intended to provide cohesive commercial uses in the downtown. Also, some neighborhood commercially zoned parcels are spread throughout the neighborhood.

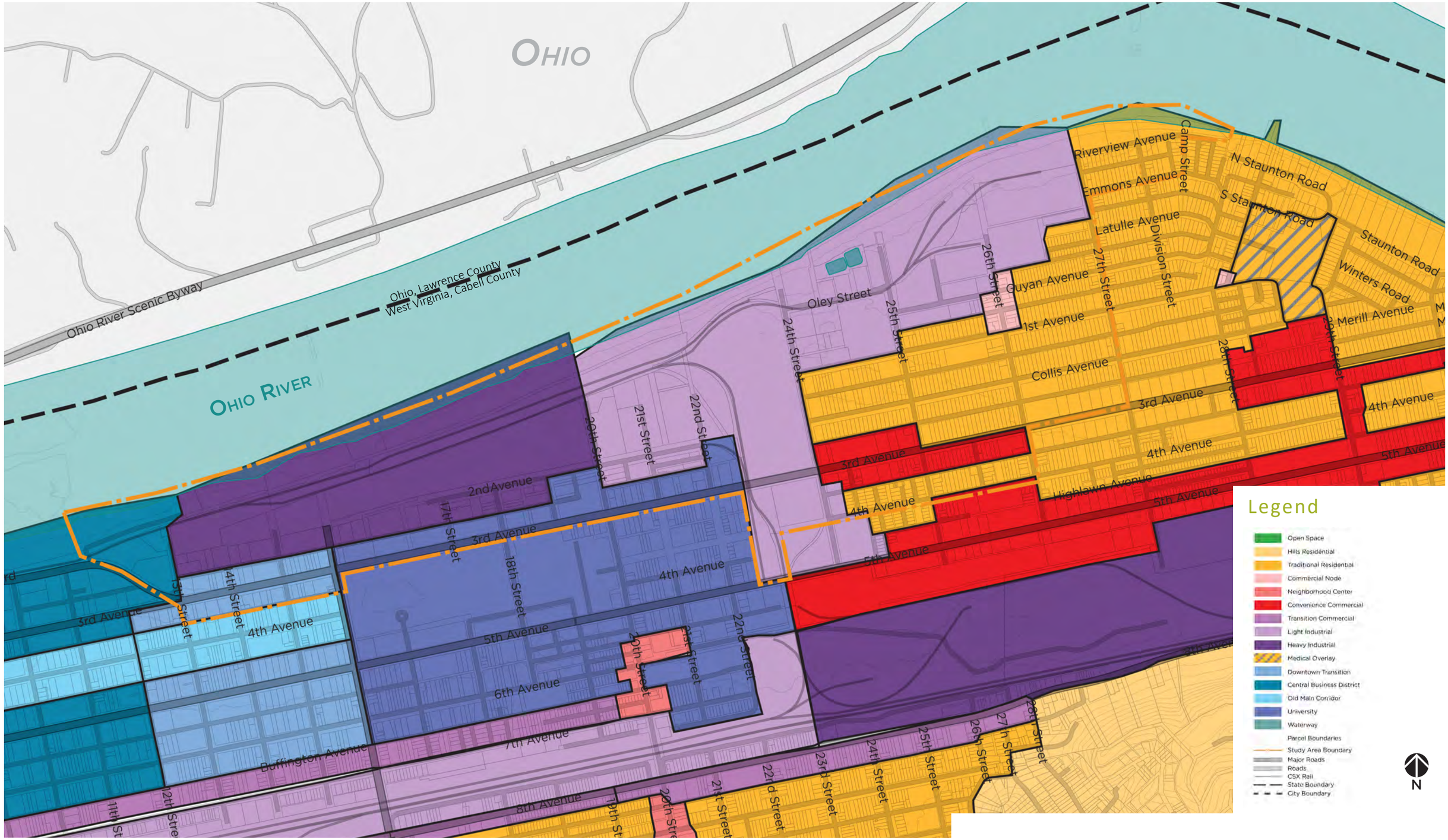
The eastern part of the study area, also classified as the Highlawn neighborhood, has a concentration of single-family and two-family residentially zoned parcels.

In the process of updating the zoning ordinance the City is advocating for more form-based zoning requirements that would influence not only the use and layout, but also inform some aspects of the overall design and character of future development. These form-based requirements will influence the character of different areas in the City of Huntington, and create a sense of place. The City is currently undertaking zoning re-writing for the Fairfield and West Huntington neighborhoods and the Downtown. The outcome of these efforts could serve as a model for how the City could codify the site development recommendations of this Area-Wide Plan.

KEY FINDINGS AND POTENTIAL REDEVELOPMENT IMPLICATIONS

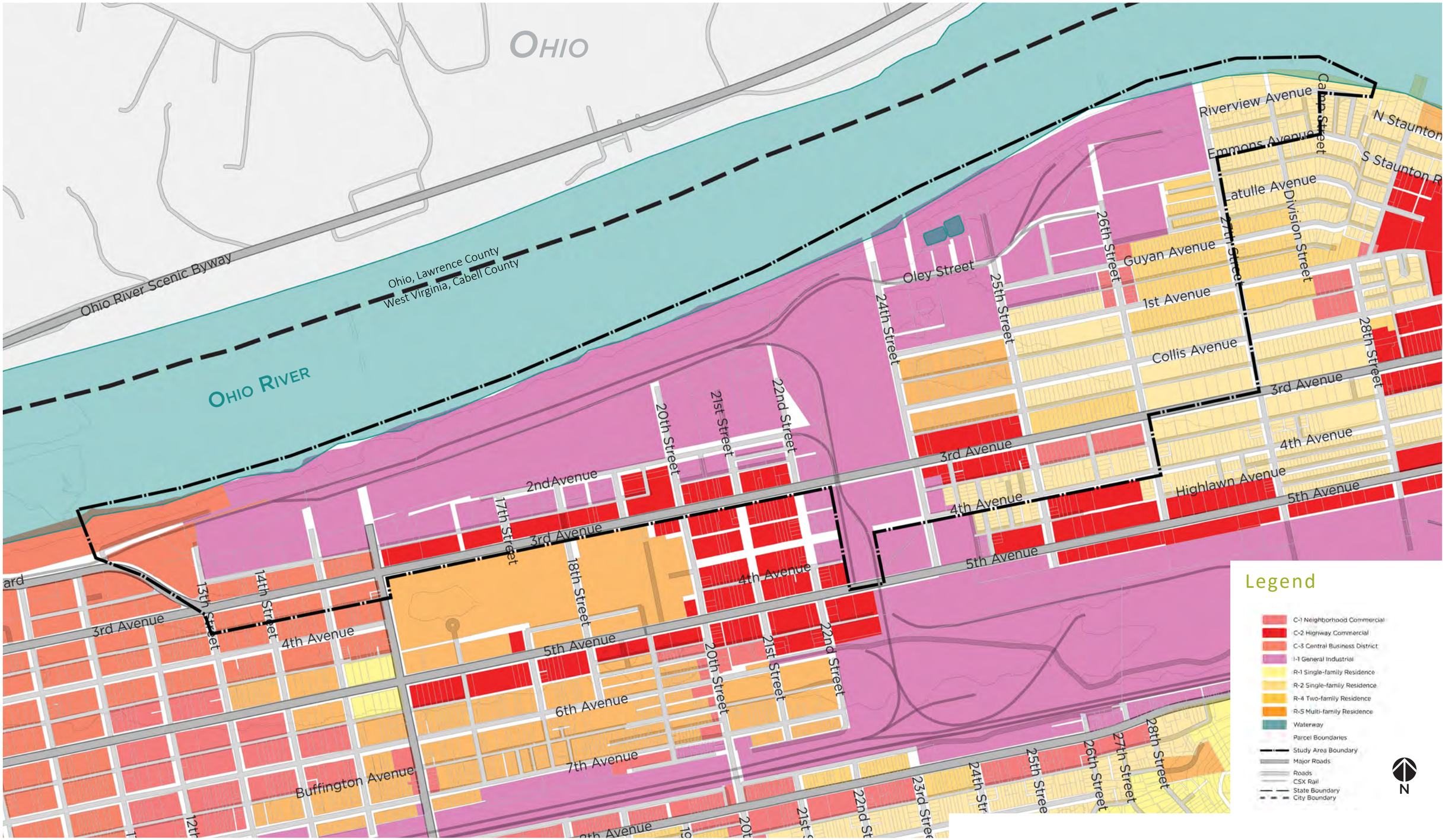
- Industrial activity is the predominant land use within the study area, especially north of 3rd Avenue. Although there are large active industrial facilities, much of the activity could be classified as light industrial located on smaller lots of a few acres, or less.
- Much of the existing industrial infrastructure sits vacant or is underutilized. This provides the opportunity for redevelopment and reuse.
- Marshall University's campus is a defining element for much of the study area, especially since it is located between 3rd and 5th Avenues which are the primary thoroughfares through the City and the neighborhood. Its tree covered campus qualities make it a very attractive place and provide a strong visual juxtaposition to the adjacent vacant or under-utilized industrial properties.
- Commercial land use is primarily concentrated along 3rd Avenue and 5th Avenue. The high-volume traffic-centric design of these transportation corridors have attracted suburban-format retail/ commercial developments.
- Traditional residential neighborhoods are concentrated in the eastern part of the study area. There are areas of older and new multi-family housing that boarders the industrial properties, especially along 1st Avenue between 20th and 24th Streets. The relationship of the mix of housing densities to form cohesive neighborhoods is an important consideration should any new housing be proposed in the study area.
- The Future Land Use Map proposed by Plan 2025 does not suggest a significant change in the land uses within the study area. The market analysis and physical conditions analysis of the area-wide planning process, along with community input, will provide greater data to inform the most preferred future land use(s) for the study area. This includes considering any potential limitations as a result of the environmental legacies on former industrial properties.
- The City is in the process of initiating a zoning ordinance update for several areas of the City including downtown Huntington, Fairfield and West Huntington. Aspects of these zoning updates, especially for the downtown and Fairfield, could serve as model to shape future redevelopment strategies and character within the study area.

Figure A.6| Future Land Use



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Figure A.7| Zoning



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Transportation and Circulation

INTRODUCTION

From a transportation and circulation planning standpoint the fundamental values of creating a truly balanced transportation environment which supports all modes of circulation and travel is critical to supporting and attracting viable modern development. Based on the existing relationship of the study area to the surrounding context including the "gridded" residential street network, Marshall University's pedestrian oriented campus, the riverfront and ultimately the downtown, there is a traditional circulation framework of typical city blocks. Therefore, the ability for a high level of pedestrian mobility exists. A major aspect of attracting new private economic investment in the study area will rely on the real and perceived "connectedness" to the surrounding context, including the pedestrian-friendliness of the area. As a result, this analysis emphasizes evaluating all modes of travel, versus typical traffic engineering approaches which emphasize vehicular capacity and the ability to move high volumes of traffic through an area as quickly and efficiently as possible. It is critically important that any new transportation infrastructure that is constructed serves all modes of travel and not be overpowered by the traffic modeling philosophy that all vehicles must move through the area as quickly and efficiently as possible, at the cost of all other factors. In essence, an approach that takes into account the notion of how quickly can people leave the area and the City should be considered.

Pedestrian friendliness or "walkability," as used in this effort, describes the extent to which places are comfortable for pedestrians, cyclists and transit users. Walkable places require a mix of uses, public spaces, a finely-tuned network of connected streets that provides many options for travel, managed vehicle speeds and human-scaled development placing amenities and services within a ¼ mile radius of one's home. A walkable community is one that encourages the use of a mix of modes (pedestrian, bicycle, transit and motor vehicle). Walkable communities are created by a number of factors; a few of the most important include:

- Mixture of uses and densities
- Streets with managed speeds
- Connected network of streets
- Consistent and relatively short block lengths
- Buildings fronting streets
- Sidewalks
- Narrow streets
- On-street parking

The existing transportation system was evaluated utilizing the following design standards to support thoroughfare (the street plus all of the supporting aspects of urban design) functions of enhanced walkability, bikeability and transit-friendliness. These concepts include the complete streets and thoroughfare design standards that are emerging as a major trend nationally. The goal is to **balance** the needs of motor vehicle mobility and pedestrian mobility. **As a general rule, as conflicts arise between the two, priority should be given to the pedestrian.**

VEHICULAR SPEED AND WALKWAY

Vehicular speed is a key factor in multi-modal transportation safety and an important part of urban design because it plays a critical role in the walkability of an area. As shown in the following graph, a pedestrian's chance of being killed in a crash is graphed against vehicular speed. The graph indicates that pedestrian fatalities average 45% in a crash with a vehicle traveling at speeds of 30 mph, while pedestrian fatalities are almost double - 85% - in a crash with a vehicle traveling at 40 mph. Therefore it is especially important to manage speed as well as design streets and thoroughfares that provide a safe and appropriate speed in relation to the surrounding urban design patterns. This factor is important when considering the existing conditions of 3rd and 5th Avenues and proposed improvements and modifications to these transportation corridors.

A NEW PARADIGM FOR TRANSPORTATION - LAND USE FIRST, TRANSPORTATION SECOND

Urban places with greater safety, capacity and economic vibrancy require pedestrians, bicycles, and transit vehicles as part of the mobility mix. To achieve these places, the patterns of proposed development must be specified first, during the community planning stage. This concept, building upon the recommendation of the City's 2012 Downtown Access Study, as well as the 2025 Comprehensive Plan and why the development of the Area-Wide Plan is critical to determining the future transportation strategy that supports quality-of-life needs and the study area's full redevelopment potential. As the Downtown Access Study states, "The classification of streets by functionality defines the street in terms of

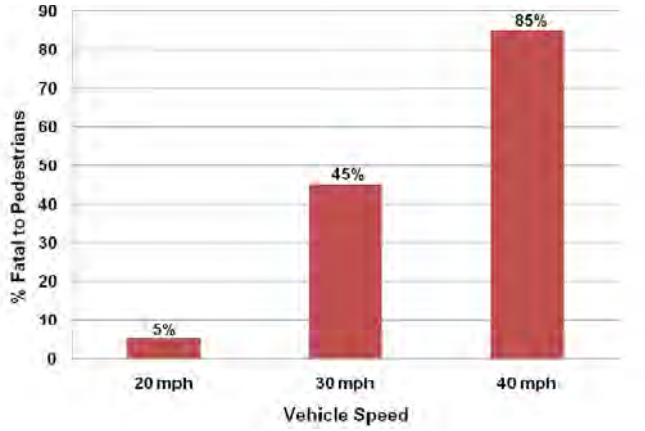


Figure A.8 Percent of crashes fatal to pedestrians, related to vehicles
Data Source: U.K. Department of Transportation, *Killing Speed and Saving Lives*

roadway design and character." The Area-Wide Plan will marry the preferred land use scenario(s) with the street design standards from the Downtown Mobility Plan, with the approach of creating balanced mobility with walkability considered first and vehicle mobility second (land use first; transportation second). This is not to imply that motor vehicle mobility will be dramatically reduced, but instead that pedestrians, exposed to the open environment are more vulnerable than are drivers, and solutions for their safety and comfort are more complex and therefore should be considered at the highest level of priority. Often, greater walkability yields only small reductions in vehicle capacity, even though vehicle speeds are lower. Generally, more streets per square mile result from a more open network and drivers can avoid the degree of peak hour congestion that occurs when a limited number of large streets break down, versus if more options exist and traffic volumes can be dispersed.

CONVENTIONAL TRANSPORTATION ENGINEERING - THE ARTERIAL APPROACH

Creating pedestrian-friendly places require policies that often stand in sharp contrast to suburban or conventional standards, which core focus/function is motor vehicle mobility. While walking, biking and transit have been emphasized, more recently, many existing systems are mono- modal; resulting in the singular use of the automobile for mobility. Places that are created following these conventional transportation and parking policies promote higher speeds (serving the need of automobile users) and, thus, are much less walkable or human scale. Often the pedestrian and bicycle aspect of the equation consists of "tacking-on" minimal sidewalks where and when space and budgets allow. The physical layout of America has always been overwhelmingly influenced by its transportation system; yet little thought is given to the resulting community form when modern roadway design standards are being established. For instance, highways designated as "arterials" change little as they approach developed areas. In transportation engineering terms, the surrounding context changes, but thoroughfare designs change very little as they proceed through urbanized, pedestrian and people-oriented places. This condition is exhibited in Huntington along many sections of 3rd Avenue, 5th Avenue and Hal Greer Boulevard. Speeds generally drop from 55 to 45/35 mph, but on-street parking is rarely allowed in emerging areas and is often removed from older areas. In recent decades, arterial streets are excluding most intersections with side streets, leading to longer block sizes (600 to 1,000 feet and longer) and higher speeds; both conditions cause greater mobility difficulties for pedestrians. Without context-sensitive designs, through roads can overwhelm the communities they should be designed to serve. The design focuses on moving people through and away from a downtown as quickly as possible, versus serving a critical element in attracting people to and within the study area and other neighborhood nodes. In the last 50 years Huntington has suffered badly from this malady of widening roads through the downtown, especially on roadways like 3rd Avenue, 5th Avenues and Hal Greer Boulevard. This need to continually expand capacity while the amount of economic activity, especially with the significant reduction in industrial activity in the study area, stands in contrast with current thinking about ways to create a truly balanced transportation network. This is especially true at the neighborhood level, especially when considering the type and character of existing and desired land uses along key transportation corridors such as 3rd Avenue through the Highlawn neighborhood.

Conventional transportation planning and engineering embeds thoroughfares in a "functional classification" hierarchy that defines a thoroughfare's type in the overall network. This hierarchy is based on the thoroughfare's desired operation, which then governs certain design criteria such as design speed, travel lane width, and amount of access from adjoining land.

Huntington's post-WW II transportation network is comprised mostly of these three types, as defined in *A Policy on the Geometric Design of Highways and Streets* (the "Green Book" by AASHTO, 2011):

Arterials are intended to provide the highest level of service at suburban speeds for the longest uninterrupted

distance with some degree of access control. Arterials, therefore, provide higher levels of vehicle mobility and lower levels of land access.

Collectors provide a less highly developed level of service at a lower speed for shorter distances than arterials, by collecting traffic from local roads and connecting them with arterials. Collectors specifically balance vehicle mobility and land access.

Local roads primarily provide access to land, with little or no through movement.

Below is a classic "Green Book" Illustration of Functional Classification Hierarchy – *This traffic engineering classification of roadways makes no accommodation for the changes in land uses along a particular street type; leading to a one type fits all (or none) approach.*

CONVENTIONAL TRANSPORTATION ENGINEERING - THE ARTERIAL APPROACH

Portions of the study area and its surrounding context have retained much of its historic gridded thoroughfare network. Over time, some streets have been widened and some intersections have been modified to permit higher capacity traffic flow, especially along the 3rd Avenue and 5th Avenue corridors. These yielded unintended consequences including reduced walkability based on incredibly wide roadways of single direction traffic flow. In addition, higher speed traffic flow, especially in off-peak periods when there are very fewer vehicles, further fosters the development of more dispersed suburban land use patterns in the study area, the Highlawn neighborhood, Marshall University's campus, and the downtown core. Traffic speeds are often higher than desired for a truly walkable area. The City has begun to realize the value of having a truly balanced transportation network and recently implemented as a "rethinking" of its transportation network.

The Downtown Access Study provides a new set of street design standards in the form of the Street Design Priority Matrix. This matrix includes the following street classifications that will likely apply to proposed transportation improvements within and surrounding the study area:

- **Urban Connectors (UC):** These streets make up the grid of most downtown settings. These streets are where local land uses take access, alleys intersect, on-street parking is prevalent, and roadway scale is paramount. Maintaining a human scale on these streets encourages a diversity of users and does not over represent a single travel mode. The interconnected system of streets and regular block length (400-500 feet) allows roadway capacity to be a lower priority in exchange for urban street features such as on-street parking, generous sidewalks, street trees, and street furniture. The Downtown Access Plan suggests that 4th and 6th Avenues are examples of Urban Connectors.
- **Green Streets (GS):** Green Streets are special streets specifically identified as corridors that connect people with significant green infrastructure and defining nodes in the community. In Huntington, these streets will connect Ritter Park to Riverfront Park and Marshall University to the core of downtown. These streets could become an organizing feature of the downtown by creating a north-south and east-west framework for priority movements of bicyclists and pedestrians. Priority should be given to non-motorized travel modes with multi-modal intersection design playing an important role so that a broader spectrum of users finds safe passage. As the name implies, these streets should be a priority for landscaping and street trees as well as street maintenance. The Downtown Access Plan suggests that 4th Avenue is a potential candidate for a Green Street. Through the AWP planning process, the

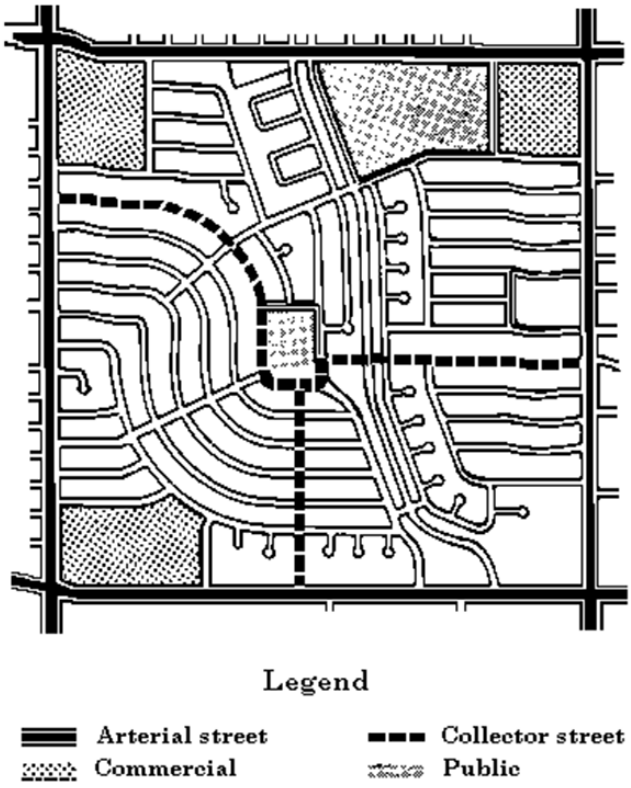


Figure A.9 Schematic portion of an urban street network
Image Source: The "Green Book" by AASHTO, 2011

ability to integrate green street components into all of the transportation, no matter of the street classification, should be considered.

- **Mobility Corridors (MC):** These workhorse streets offer commuters an efficient way into and around the downtown. They often are designated truck routes and therefore require design details that accommodate large vehicles. Given their role in the system, traffic capacity and operations are a priority—coordinated traffic signals, access management, and roadway capacity (especially at critical intersections). Despite their workhorse status, the downtown context still requires attention to the presence of pedestrians and bicyclists and multi-modal intersection design remains a priority. Mobility Corridors play a role beyond downtown by providing connections between regional transportation corridors such as interstates and major state routes. The Downtown Access Plan suggests that Hal Greer Boulevard is an example of a Mobility Corridor.
- **Grand Boulevard (GB):** Grand Boulevards often are signature roadways in a community. They are by definition "Great Streets." These streets often have relatively high traffic volumes but accommodate the traffic within an envelope of a well-designed roadway characterized by landscaped medians, street trees, and ceremonial intersection treatments. Given their context and traffic volumes, multi-modal design features are very important. Despite relatively high volumes, the traffic is effectively tamed by defining features of the road (e.g., canopy trees, vehicular and pedestrian-scale lighting, banners, etc.). A primary function of Grand Boulevards is to move traffic. However, since they tend to pass through special places in the community, the movements are expected to integrate with their surroundings and complement local land use. The Downtown Access Plan suggests that 3rd and 5th Avenues are potential candidates of Grand Boulevards.

In addition to these special street typologies, the Street Design Matrix provides additional direction for the design and components for other street types throughout the City.

Beyond the design of individual streets, the extension and layout of new streets through larger industrial parcels may be a consideration. Typically the Highlawn neighborhood has a block structure which consists of east-west blocks that are about 300 feet and north-south blocks that range from 100 to 150 feet. In many cases the north-south blocks are further divided by rear serving alleys. These blocks units should be looked as an urban design and transportation network model, i.e. a "building block" for future development within the study area. Short blocks provide a high degree of circulation options for motorists and create desirable walking environments because short blocks tend to facilitate longer walking trips as a result of pedestrians being able to progress through multiple blocks more quickly, creating as sense of moving towards a destination faster.

The final aspect of the traditional street is the location and orientation of the buildings and land uses along them. In general, buildings should be located as close to the sidewalk as possible, depending on the land use and the desired urban form. Parking should never be allowed in the front yards of buildings, including commercial and residential uses. Entrances should be directly accessible from sidewalks.

EXISTING VEHICULAR CIRCULATION

In the majority of the City and the study area there is a gridded street system with signalization at major intersections. In the Downtown Access Study the data analysis suggests that many of the primary roadways that currently exist are operating with excess capacity. Major intersections within the densest area of the City, the downtown, are in many cases operating at a Level-of-Service (LOS) A. The Downtown Access Study implies that some of the primary roadways, including 3rd and 5th Avenues, currently provide excess vehicular capacity at the detriment of pedestrian and bicycle facilities and economic development potential in the areas they serve. This condition is readily apparent when traveling along 3rd and 5th Avenues which operate as one-way pairs where three and sometimes four lanes of vehicular travel exist. Average Daily Traffic (ADT) data collected by West Virginia Department of Transportation shows the low level of service experienced by Huntington's arterial roads. As Figure A.8 shows, Huntington's road structure satisfies traffic and automobile use with significant capacity beyond what is generated locally.

TRANSPORTATION PLANNING CONTEXT

Plan 2025 recognizes the need to upgrade both 3rd and 5th Avenues in order to improve the Highlawn neighborhood's connection to downtown through greatly enhanced multi-modal transportation facilities. The plan specifically outlines three one-way vehicular through lanes and a dedicated bus lane on the south side of 5th Avenue. In addition, it proposes a new two-way cycle track, in addition to the existing sidewalk on the north side, running continuously.

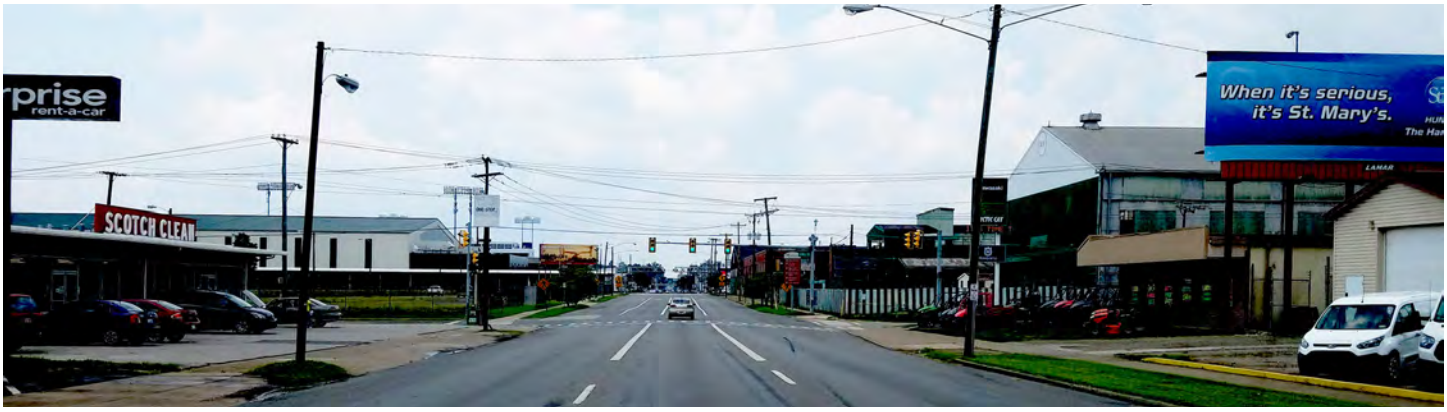
	Urban Connectors	Green Streets	Mobility Corridors	Grand Boulevards
Travel Realm				
Number and width of travel lanes				
Intersection vehicular capacity				
Design for large vehicles				
Medians				
Bicycle lanes				
Multimodal intersection design				
Pedestrian Realm				
Wide sidewalks with amenities				
Standard sidewalks with verge				
On-street parking				
Other Elements				
Interconnected street system				
Access management				
Urban design features				

High Priority
Medium Priority
Low Priority

Figure A.10 Street Design Priority Matrix
Data Source: KYOVA Downtown Access Study

Plan 2025 does not specify the exact extent of the proposed upgrades of 3rd and 5th Avenues through Huntington in order to improve connectivity and safety. Similar amenities are also proposed for 3rd Avenue to provide a matching one-way pair to 5th Avenue. The Plan 2025 proposal for these primary street does not appear to sustainably reduce provided vehicular traffic capacity, since it maintains three vehicular through travel lanes. Plan 2025 proposed redesign does not provide any on-street parking.

In contrast, the KYOVA 2040 Metropolitan Transportation Plan and the downtown Huntington Access Study propose that 3rd and 5th Avenues both be converted back to two-way vehicular roadways. The plans suggest that 3rd Avenue be converted to a two-way roadway with bike lanes from U.S. 52 to 31st Street and that 5th Avenue be converted to a two-way roadway with bike lanes from 17th Street to 31st Street. While these suggestions go against the one-way road structure that exists, and that the City plans to keep, it proposes bike lanes similar to the ones proposed in Plan 2025.



Character of 3rd Avenue at 24th Street. ACF Industries site on the right
Photo Source: SGA



Street view traveling westbound on 3rd Avenue in the Highlawn Neighborhood
Photo Source: SGA



Street view traveling eastbound on 5th Avenue near Marshall University
Note: Four vehicular travel lanes, lack of on-street parking and street trees, despite very generous grass planing verge strips between curb and sidewalk on each side of the roadway.
Photo Source: SGA



Highlawn has numerous brick paved streets that slow traffic and add character to the neighborhood
Note: Healthy pervious bricked streets and generous grass planting verge strip between curb and sidewalk.
Photo Source: SGA

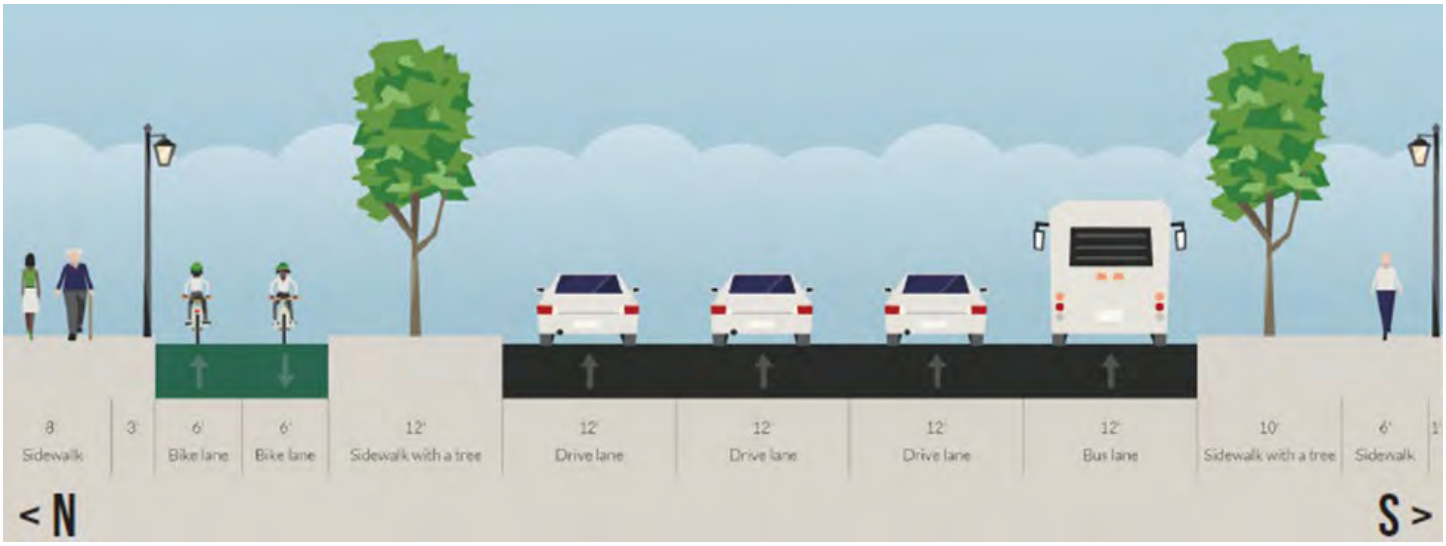


Figure A.11 Huntington Plan 2025 example of potential 5th Avenue cross section
Image Source: Plan 2025

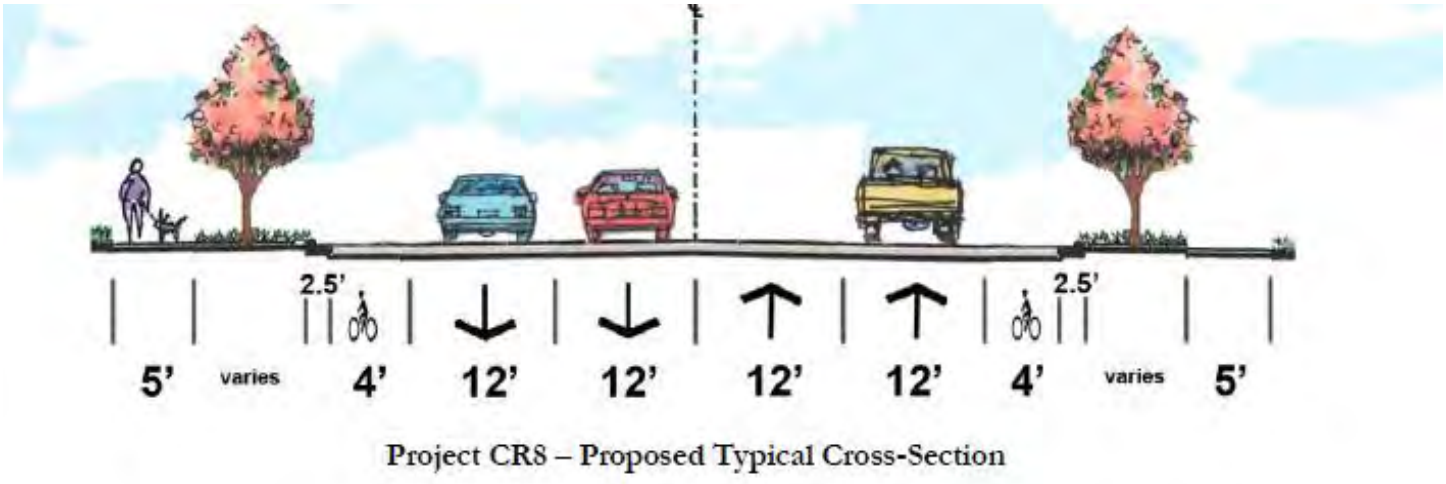


Figure A.12 Example of potential 5th Avenue cross section
Image Source: KYOVA 2040 MTP

REGIONAL TRANSPORTATION

Regionally, Huntington is fairly well connected in terms of a transportation network. The City is part of the Huntington, WV-KY-OH Transportation Management Area (TMA), which is overseen by the KYOVA Interstate Planning Commission. The City's involvement as a part of KYOVA has been instrumental in the development of Huntington's connection to regional transportation. KYOVA has created a 2040 Metropolitan Transportation Plan that has influenced and will continue to impact Huntington. Through this plan a Downtown Huntington Access Study was completed, providing analysis of the existing conditions within the downtown and suggesting ways for Huntington to promote transportation mobility, sustainable transportation and community vitality with the goal of making Huntington a regional destination.

There is a regional rail station located at the intersection of 4th Avenue and 12th Street, and a Greyhound bus station located on 8th Avenue between 10th Street and 11th Street. These two stations allow for accessible transportation to other regional locations.

KYOVA has also proposed various regional transportation improvement projects that directly impact Huntington in the 2040 plan. These projects include replacing the West 17th Street Bridge, constructing the Ohio River Bridge north of Huntington in Lesage, West Virginia, widening 1st Street and 8th Avenue in Huntington, widening I-64, WV 10 and WV 2 throughout Cabell County and providing multi-modal access to downtown along US 60, WV 527, Hal Greer Boulevard, 3rd Avenue and 5th Avenue.

AECOM is also in the process of creating a street flooding mitigation plan. This plan is focused on reducing street flooding as significantly as possible in order to increase the utility of the transportation network, while minimizing the risk caused by flooding. Access to and from Huntington has been cut off during flooding events in the past, and this study is looking to decrease the risk posed by flooding events through transportation improvement initiatives.

TRANSIT

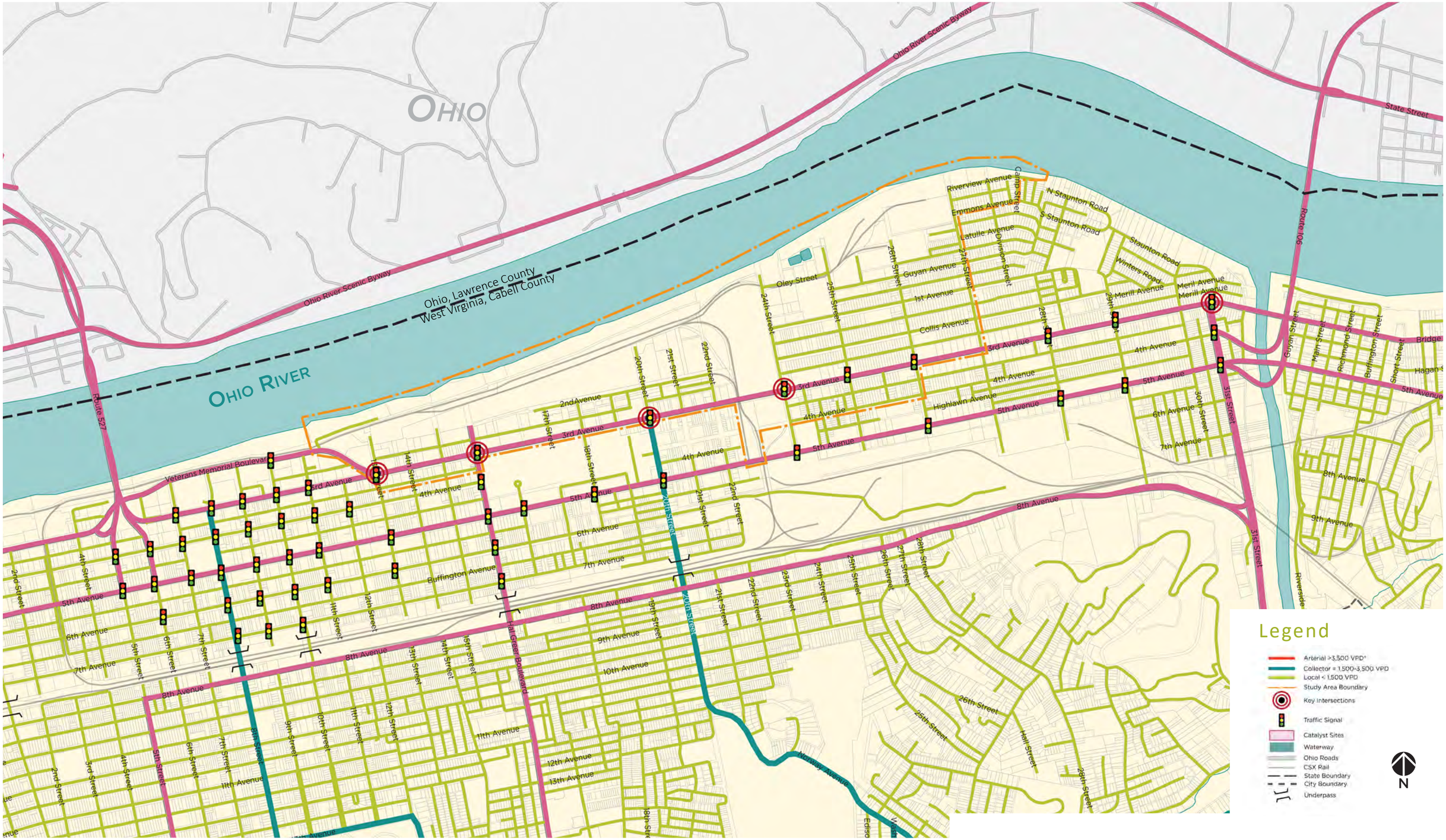
The Tri-State Transit Authority (TTA) is in charge of public transportation within the KYOVA region, and therefore within downtown Huntington.

There is a bus system that runs throughout the City. There are fourteen routes that service the downtown transpiring from the bus station on 4th Avenue and 12th Street. In addition to serving the City of Huntington, the bus system also services Culloden, West Virginia, Lesage, West Virginia, Ceredo, West Virginia, Kenova, West Virginia, Ironton, Ohio, Fairland, Ohio and Ashland, Kentucky.

While in theory the bus system services the entirety of the City, as well as various other regional locations, it has been established in the Huntington 2025 plan that there are barriers to bus access. One improvement the plan recommends is making the route information more accessible and better in general. Another suggestion is to implement more bus stops in areas where there is clear demand, but no service. Even though the bus service is there, it does not currently function at its full potential. Therefore, promoting initiatives to improve bus usage could help improve community usage of public transportation.

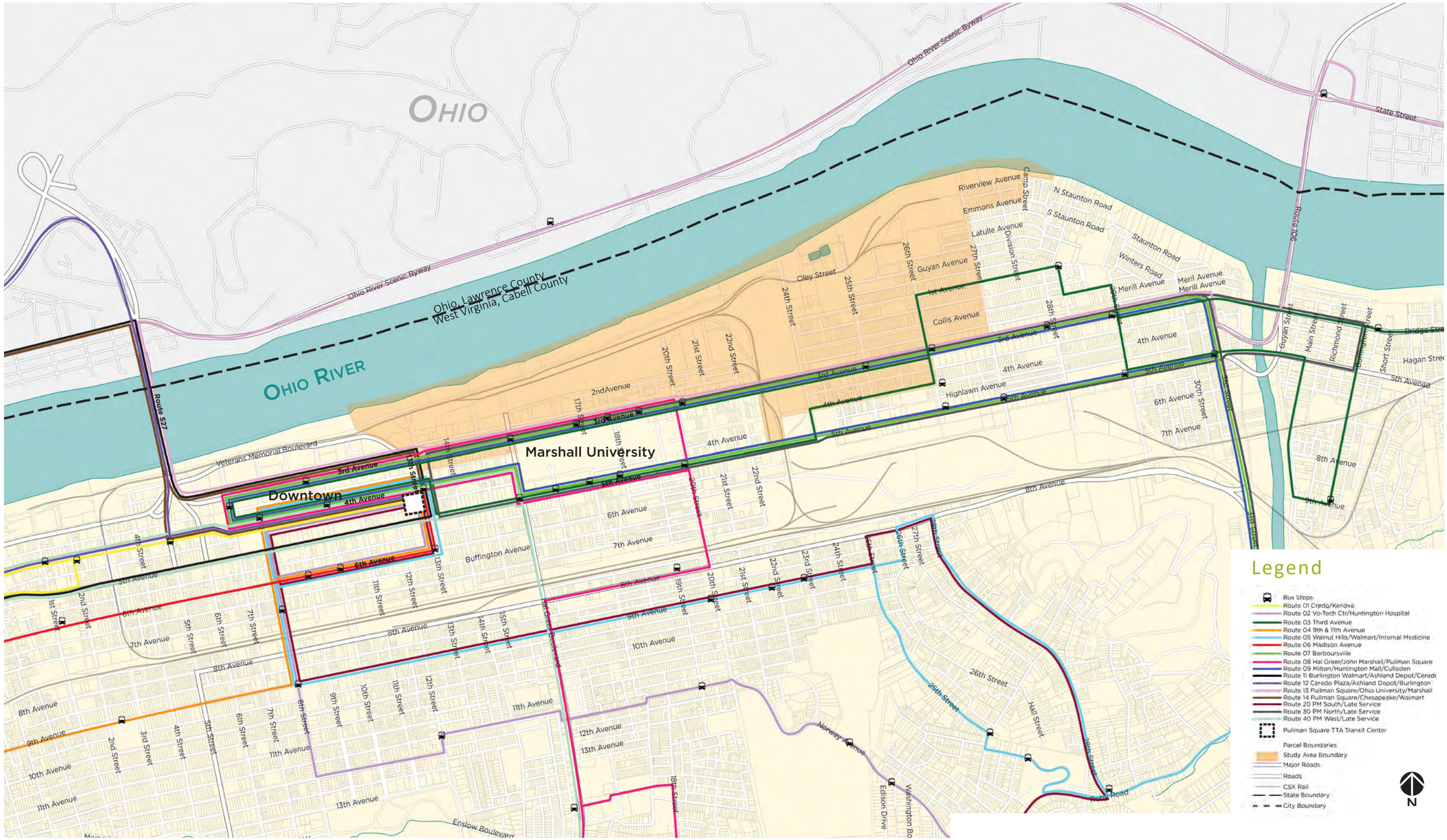
There is a regional rail station located at the intersection of 4th Avenue and 12th Street, and a Greyhound bus station located on 8th Avenue between 10th Street and 11th Street. These two stations allow for accessible transportation to other regional locations.

Figure A.13| Transportation Network



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Figure A.14| Transit Routes



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Parks, Recreation and Trails

PARKS AND RECREATION

The City provides various recreation and trail opportunities for residents, workers and visitors. With fourteen parks and a constantly expanding trail network, there are many options for outdoor recreation in Huntington. The Greater Huntington Park and Recreation District (GHPRD) is the City's dedicated park management entity. The GHPRD manages over 14 park sites throughout Cabell & Wayne Counties. Residents of Huntington and the region have a range of parks and recreation facilities options, large and small, within the park system. Most notably, Ritter Park, located south and west of the study area, is considered the Crown Jewel of the Park District. The Park's 75 acres and numerous amenities contributed to it being designated one of the top ten "Best Public Spaces in America" by the American Planning Association in 2012.

The parks system benefits particularly from several important public riverfront access points that are especially relevant to the study area. Harris Riverfront Park, which is the City's premier Ohio riverfront park, is located in the downtown, immediately to the west of the study area. The park ranges approximately from 7th Street to 13th Street. The park has a waterfront amphitheater which is the location for numerous events and concerts. A new playground was added in 2014, and a section of the Paul Ambrose Trail for Health (PATH) leads walkers to an outdoor exercise area. The Chuck Ripper Trail provides education, information and beautiful art along the river. In 2014 the first phase of the skate park at the western end of the park was completed.

McClelland Park is located within the study area at 27th Street and along Riverview Avenue. It is a neighborhood-scaled riverfront park with excellent view of the river. Due to its elevation above the floodway, there is no need for a floodwall in this section of the City, providing park visitors and adjacent residents with direct visual and physical access to the river's edge. The park includes a steamboat themed playground, two tennis courts, a basketball court, picnic tables and a small pavilion. The park has a paved multi-use trail along the river's edge that extends from 27th Street to a point slightly west of Camp Street and Riverview Avenue.

It should be noted that while Highlawn has the benefit of McClelland Park, overall the neighborhood is underserved with park space.

Marshall University's campus is located in the study area, which also functions as public greenspace and offers recreation facilities. Veteran's Memorial Park is a GHPRD managed park facility located adjacent to the study area between 4th and 5th Avenues, adjacent to Marshall University's Veteran's Memorial Soccer Complex. Highlawn Elementary School has a recreational area as well.

Huntington is actively working to improve walking and bicycling connections throughout the City. In terms of bicycling, Plan 2025 establishes interest in improving bike usage, especially for commuting purposes. As the plan establishes, commuter cyclists have developed a City-wide commuter bike map, and interest has been further expressed in creating a City-wide bike share program. There have also been efforts made towards creating bicycle parking requirements. The creation of the Paul Ambrose Trail for Health (PATH) has provided improvements in bicycle circulation where the trail segments have been constructed. The PATH is a trail system that extends throughout the City, and that is still in the process of expansion. So far, the City has completed 18.6 miles of PATH including 2 miles of on-road bicycle facilities and 16.6 miles of multi-use/off-road facilities.

In terms of pedestrian access improvements, Plan 2025 calls for the creation of more sidewalks and more streetscape safety amenities that would encourage walking and improve existing sidewalk conditions. Currently, the "walk score" for the neighborhood ranges from 30 to 50, with 50 being "somewhat walkable" in that some errands can be accomplished on foot. Unfortunately, the walking score drops significantly the further away one gets from 3rd and 5th Avenue, for example, a person living on Emmons Avenue would probably have a walk score around 35 which is classified as "car dependent" indicating that most errands require a car(Walk Score). Specifically, in the study area, the plan calls for pedestrian improvements between 22nd Street and 24th Street in order to improve the connection between the Highlawn neighborhood and Marshall University. These improvements include the creation or improvement of crosswalks, crosswalk signaling systems, increased lighting, and sidewalk repair. In general, the 2025 plan recognizes the City's strong desire to improve multi-modal bicycle and pedestrian access and service, which could be used to help increase and improve circulation and mobility within the City.

PATHS AND TRAILS

The existing trail system has been a catalyst for bicycle and pedestrian improvement projects. Recently, the City has been spearheading the effort to expand the comprehensive trail network, especially along the Ohio Riverfront.

In May 2015, the Rahall Transportation Institute (RTI) entered into an agreement with the City of Huntington to develop the PATH Master Plan. The Master Plan involved a stakeholder engagement process from which emerged three general trends; Safety, Connectivity and Accessibility.

- Safety
  - Interruptions on the trail (particularly the Levee Trail) force users to cross unsafe streets.
  - Poor maintenance conditions
  - Vandalism
  - Challenging street crossings also pose safety issues.
  - Suggestions included better lighting, trail maintenance and restriction of improper uses (such as ATVs).
- Connectivity
  - The whole system is disjointed and needs to be linked, particularly along 10th street.
- Accessibility
  - The PATH needs to be more ADA compliant and specifically designed for the aging population.

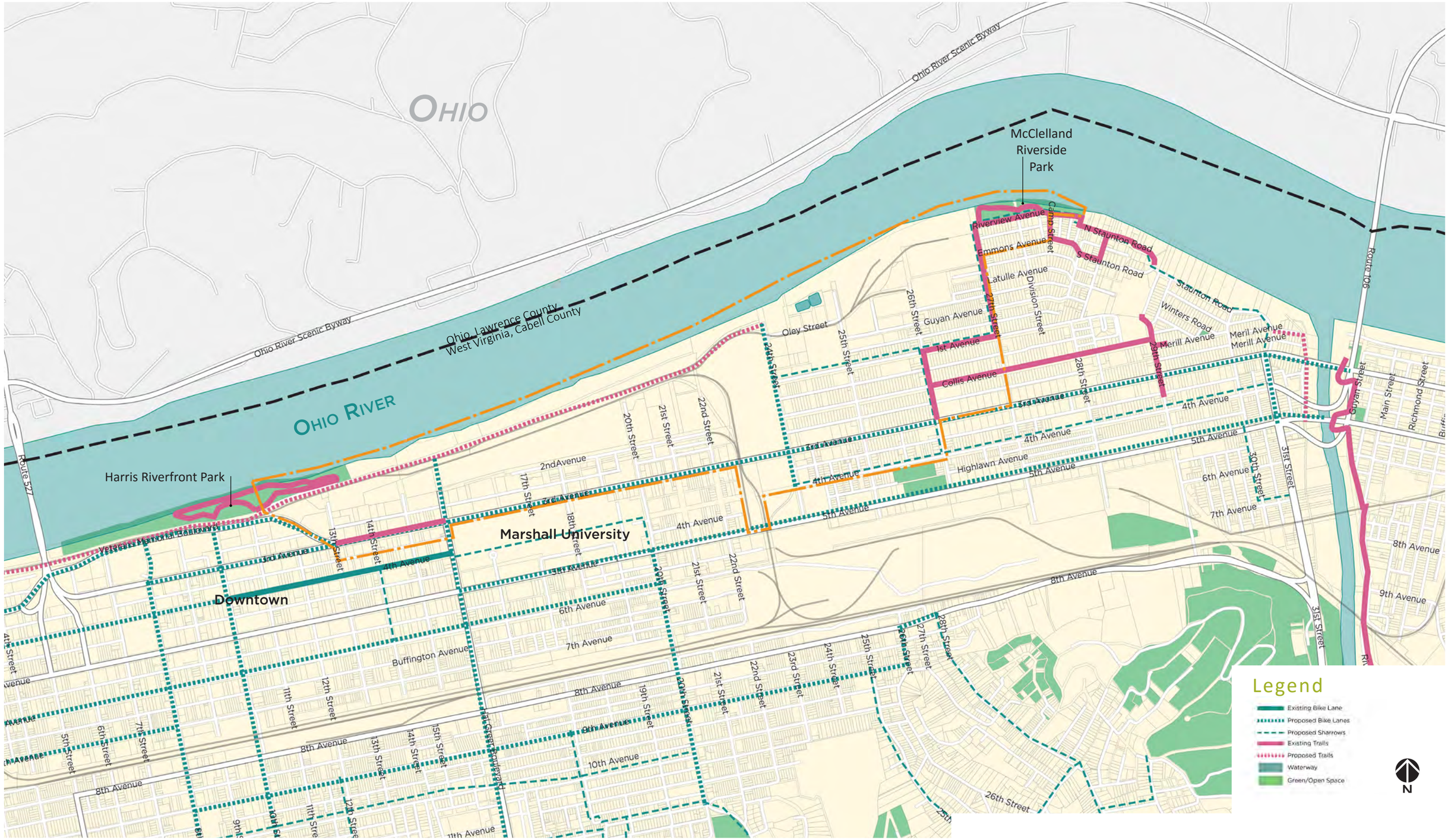
Currently the PATH exists in segments throughout the City. A few segments are within the study area starting at Riverview Avenue on the northeast corner of the study area, and extending along 27th Street. The trail then turns onto 1st Avenue and extends up to 26th Street terminating at 3rd Avenue. Another segment of the trail extends along 3rd Avenue from 13th Street to 16th Street. As stated above and identified by stakeholders, connecting these disjointed trail segments is one of the priorities of the PATH Master plan.

St. Mary's Medical Center plays a role in trail network development within the Highlawn neighborhood. The Medical Center's Healthy Highlawn Trail is located in the northeast section of the study area. Due to the Medical Center's initiatives to make the Highlawn neighborhood more recreationally friendly for their staff and local residents, they have spearheaded efforts in advancing the creation of the St. Mary's Healthy Highlawn Trail which is proposed to connect to the larger PATH trail system at 26th and Collis Avenue.

KEY FINDINGS AND POTENTIAL REDEVELOPMENT IMPLICATIONS

- McClelland Park in Highlawn and the Harris Riverfront Park in downtown, both located along the Ohio River, represent important park and recreation anchors to consider when developing redevelopment plans for the study area.
- The PATH is a major trail network initiative of the City that focuses on creating a comprehensive interconnected bicycle and pedestrian trail system, providing free, healthy recreational and alternative transportation opportunities for the City of Huntington and surrounding areas. The trail potentially includes interconnections parallel to the Ohio River that connect Harris Riverfront Park to McClelland Park and beyond to the Guyandotte River Trail. Opportunities to enhance public access to and along the Ohio River should be explored as a component of any redevelopment project and civic improvements. Connections to Marshall University's facilities and to other parks in the City should also be explored. Currently a master plan for expanding the current PATH system is being developed.
- Based on the population density and the current inability to easily walk or bike to other larger parks in the GHPRD system, the study area is underserved with parks, recreation facilities and public open spaces. Opportunities to expand public parks and recreational facilities should be considered.
- Upgrades to transportation facilities should always be evaluated to determine the maximum extent in which pedestrian and bicycle facilities can be incorporated to increase transportation and recreation mobility within the study area and the City.

Figure A.15| Parks, Trails and Paths



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Entrance to McClelland Riverfront Park
Photo Source: SGA



McClelland Riverfront playground
Photo Source: SGA



Trail map at McClelland Riverfront Park
Photo Source: SGA

Utility Infrastructure

UTILITIES

Utility infrastructure is important aspect of supporting and attracting private investment in redevelopment projects. Often brownfield sites are well served with utility infrastructure due to the intense utility needs of the former industrial operations. The ability to modernize and upgrade utility infrastructure should be considered in every project, whether public or private, as development plans are prepared.

DRY UTILITIES

Dry utilities include power and communication infrastructure. They are generally owned by large private companies and are part of much larger infrastructure networks or grids. The corporate nature of this infrastructure makes it important that the City adopt policies that are for the benefit of current and future residents and businesses. For new business redundant power sources are important as is high speed fiber Internet access, enhanced power, and communication infrastructure. These are tools to attract new business and will be critical for the growth of Huntington in the future. The presence and demand of Marshal University for state-of-the-art infrastructure, especially from a telecommunications standpoint, makes the study area very attractive for high tech industries that required higher speed telecommunication service that may otherwise be challenging in many locations within the region. Furthermore, due to the high demand needs for electrical service of the former industrial operations within the study area, there is ample electrical service supply to the study area and support development activities. In Huntington the following companies have dry utilities:

- Appalachian Power – Electricity;
- Frontier Communications – Internet, phone, television; and
- Comcast – Internet, phone, television.

In the Highlawn neighborhood most of these utilities are aerial and located on poles. The gradual relocation of these utilities underground as part of the redevelopment process is greatly encouraged. Planning for the placement of dry utilities is an important component of urban design. In addition new development should be encouraged to incorporate energy saving design practices and alternative energy generation.

PUBLIC WATER SERVICE

Public water is used for residential consumption, commercial uses, and fire-fighting. The primary objective for the water system is the delivery of water in a reliable manner. This requires management to reduce loss associated with leaks and to promote efficient water use by customers.

Huntington is served by West Virginia American Water, which has a plant located in the middle of the study area. This private utility provides service to the City including the Highlawn neighborhood. Based on the water consumption needs of the former industrial operations, and input provided by representatives of the water utility, there is ample capacity to provide potable water to support any proposed redevelopment within the study area. The age of the infrastructure within the Key Catalyst Brownfield Sites is assumed to be antiquated and/or not configured to support new uses, especially mixed-use development. As new transportation infrastructure is developed either publicly or privately, the integration of modern and appropriately sized water supply should be integrated within the public rights-of-way.

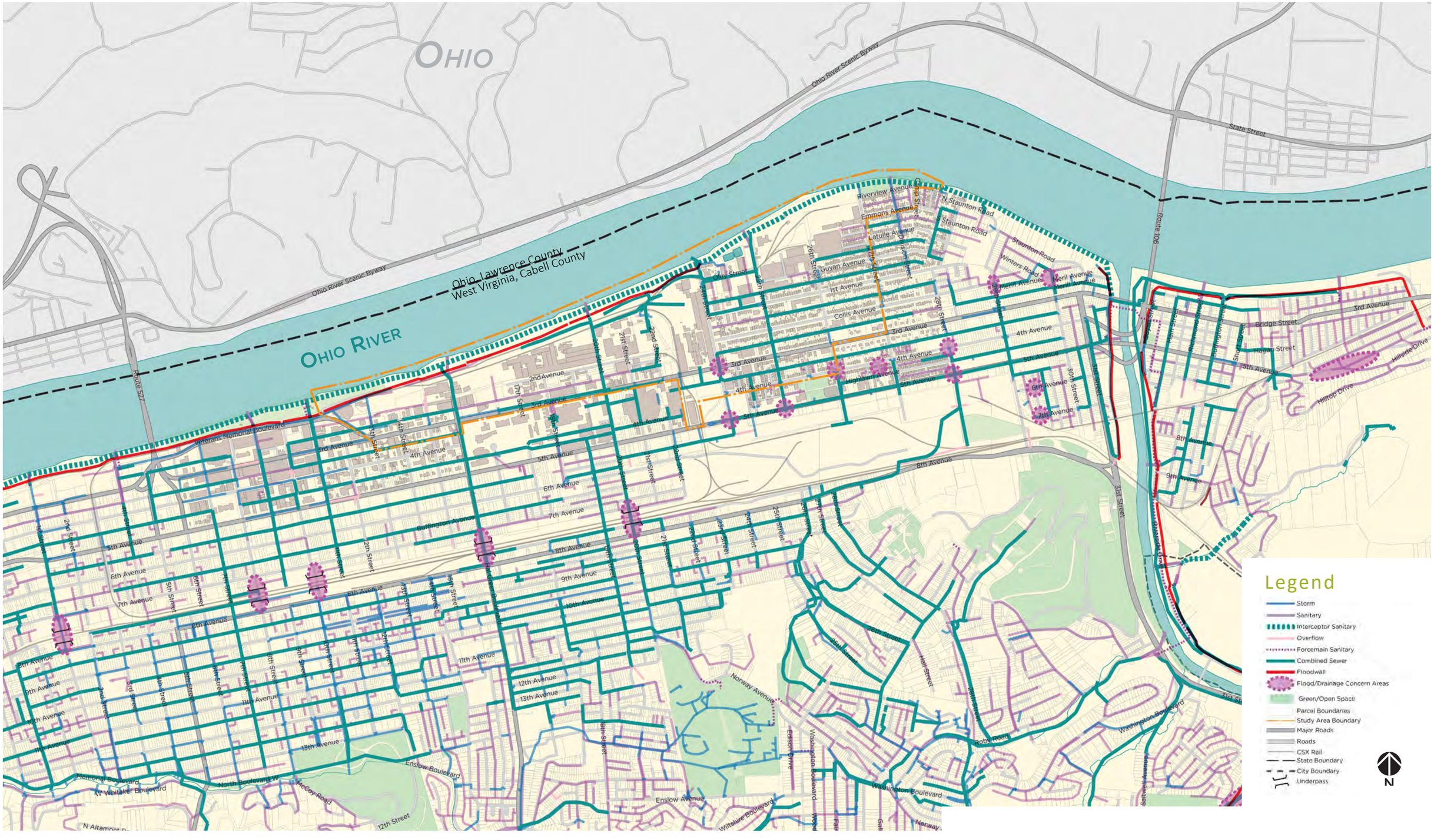
NATURAL GAS

Mountaineer Gas is a private utility that provides gas service to the study area. There is ample gas service supply to support redevelopment within the study area.

SANITARY AND STORM SEWERS

Sanitary sewer service in the City of Huntington is provided by the Huntington Sanitary Sewer Board (HSB). The City and the Highlawn neighborhood have mostly a Combined Sewer System (CSS). CSS's are sewers that are intended to collect stormwater, domestic sewage, and industrial wastewater in the same pipe. CSS's are designed to convey their wastewater to a sewage treatment plant, where it is treated and then discharged into a water body. During periods of heavy rainfall or snow melt, however, the wastewater volume in a CSS can exceed the capacity of the sewer system or treatment plant. Because of this, CSS's are designed to overflow occasionally and discharge excess wastewater directly into nearby streams and rivers. The system was designed in this way to direct wastewater away from the City and to protect human health. These combined sewer overflows (CSO) can contain stormwater, untreated human and industrial waste, toxic material, and debris. Without proper monitoring and management,

Figure A.16| Utility Infrastructure



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CSO's cans pose human health and environmental concerns to communities. There are no known capacity constraints at the treatment plants during non-storm events that would limit redevelopment within the study area.

The Federal Environmental Protection Agency (EPA), West Virginia Department of Environmental Protection (WVDEP), along with the HSB is taking steps to address pollution concerns created by CSO's. The EPA has developed nine minimum controls which the HSB is currently implementing that help reduce the effects CSO's have on water quality and human health. These measures include proper operation and regular maintenance programs for sewer systems and CSO outfalls, maximizing collection systems for storage, pollution prevention, public notification, and compliance monitoring of CSO overflows.

The City of Huntington has also implemented a Long Term Control Plan in accordance with the HSB's WV National Pollutant Discharge Elimination System Water Pollution Control Permit. In order to manage and monitor its discharges from the 25 CSO's within its system, including CSO sewer sheds 12, 13, 14, and 15 within the study area, and better protect the citizens of Huntington to keep water bodies clean.

As new development occurs and as public infrastructure is developed, especially new streets and public spaces, new infrastructure that is compliant with the City's Long Term Control Plan should be implemented. Example improvements include creating separated sanitary and storm sewers within new developments and public rights-of-way, the creation of blue-green infrastructure that retains or detains stormwater during peak events (especially within public green spaces), and the storage and reuse of grey water as part of new buildings and public spaces.



Utilities currently connected to the McGinnis Site
Photo Source: Edward Tucker Architects

Demographics

OVERVIEW

Demographic trends were analyzed on local, regional and statewide levels. More specifically, to assess the demographics of the AWP study area, census tracts 3, 4, 5 and 6 were taken into consideration due to the fact that the study area consists of parts of all four of these census tracts. These census tracts were then compared to the relevant geographies of the City of Huntington, Cabell County and West Virginia.

United States Census Bureau data was collected and used for analysis. This depth of analysis both within the study area, and in relation to the City, the County and the State illustrates Huntington's demographic context within a broader area and identifies trends that may help direct community investment efforts and strategies. The following pages highlight some of the key demographic trends analyzed.



Figure A.17 Study Area Census Tracts
Data Source: U.S. Census Bureau 2010 Census Data

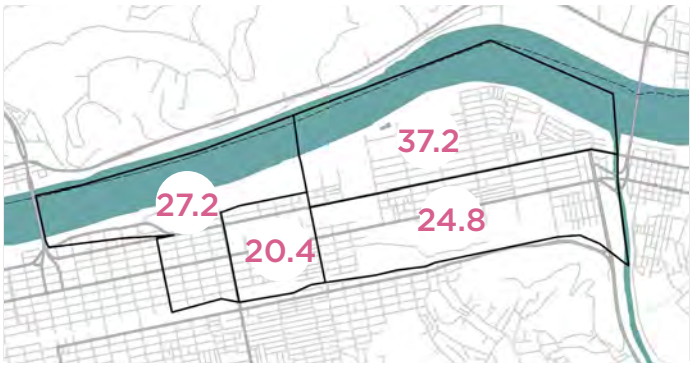


Figure A.18 Median Age by Census Tract
Data Source: U.S. Census Bureau 2010 Census Data

POPULATION AND AGE

The study area census tracts have a population of 9,465 as of 2010, which makes up approximately one fifth of the population of the City and one tenth of the population in Cabell County. While the population of West Virginia has increased by 44,650 people between 2000 and 2010, the population of Cabell County has decreased by about 465 people. This population decrease can be seen more significantly in the census tracts that encompass the study area. Combined, these census tracts have lost about 2 percent of their total population, equaling the loss of 207 persons.

Despite the trends of population decline illustrated by Census Bureau data between 2000 and 2010, KYOVA has projected the population to increase in the future. While there are no population projections for the City of Huntington itself, the 2040 MTP Plan utilized data from the West Virginia University Bureau of Business and Economic Research to project the population for Cabell County through 2030. These projections illustrate the County population rising from 95,245 people in 2010 to 96,356 people in 2020 and 97,107 people in 2030, anticipating a 2 percent increase in County population over the course of 20 years. If this population increase were to occur, it could be anticipated that it would impact Huntington due to the fact that the Huntington urbanized area has the highest population per square mile in the County.

Age distribution within the study area census tracts varies from the County and the State. Almost half of the population within the study area census tracts are between the age of 15 and 24. This age demographic is significantly

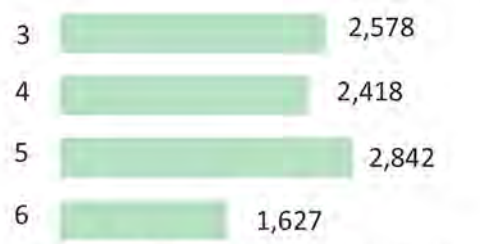


Figure A.19 Population by Census Tract
Data Source: U.S. Census Bureau 2010 Census Data

more concentrated in this area of the City. While the 15 to 24 age group clearly has the largest distribution of the population, that population has decreased since 2000. Only two age groups have experienced an increase in population distribution recently, which are the population of residents age 25 to 34, which has grown by 32 percent between 2000 and 2010, and the population of residents age 55 to 64, which has increased by 14 percent. At the same time, the population age 45-54 has decreased by 15 percent. The increase in the older age cohort, but decrease in the age cohort directly under it indicates that aging in place might be occurring. There is an overall significant concentration of both the younger population age 15-34 and the older population age 55 to 64 within the study area.

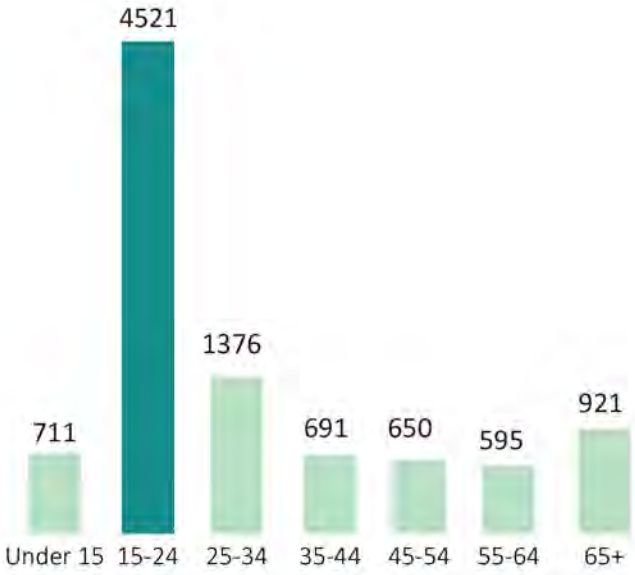


Figure A.20 Age Distribution within the Study Area
Data Source: U.S. Census Bureau 2010 Census Data

EDUCATION

When looked at combined, the study area's census tracts average percentage of students with a high school diploma is on par with other relevant geographies. However, looking at the individual census tracts, it is likely that census tract 5, which is home to Marshall University, influences this demographic trend. When compared against other census tracts, 78 percent of the population of census tract 3 has a high school diploma, 78 percent of the population of census tract 4 has a high school diploma, and 85 percent of the population of census tract 6 has a high school diploma. All of these census tracts have a lower percentage of the population with a high school diploma compared to the County and the State. The average percent of the population within the study area census tracts that has a bachelor's degree or higher is greater than the percentage of the West Virginia population that has a bachelor's degree or higher. Once again, this is most likely due to the presence of Marshall University in the study area.

Census tract 4 only has 10 percent of the population with their bachelor's degree or higher, which is comparatively less than the County (26 percent), the State (19 percent) and even the Country (29 percent), by a significant amount.

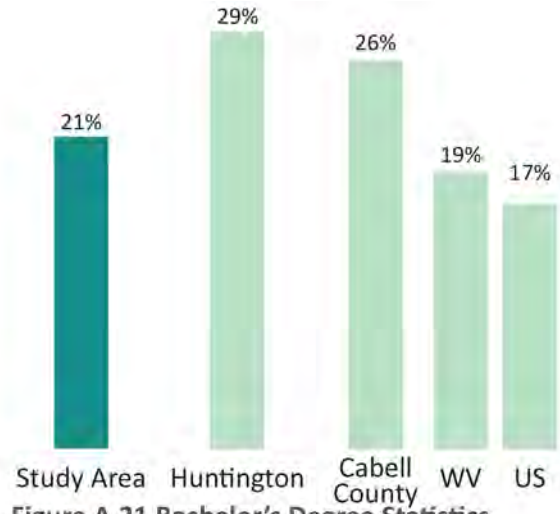


Figure A.21 Bachelor's Degree Statistics
Data Source: U.S. Census Bureau 2014 American Community Survey

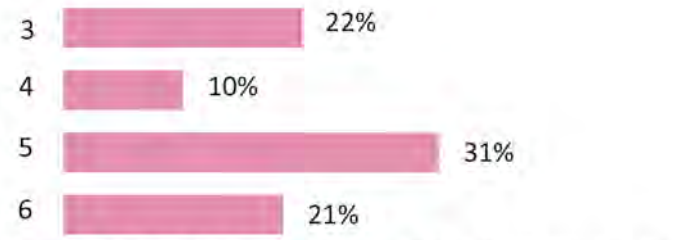


Figure A.22 Bachelors Degree or Higher by Census Tract
Data Source: U.S. Census Bureau 2010 Census Data

RACE

The study area has a unique racial and ethnic population distribution. While 87 percent of the population within the study area tracts is white and is the most prominently represented racial group, the minority populations show some variation from other relevant geographies, especially since 2000. Eight percent of the population identifies as African American, which is the second most represented racial group. The African American population is slightly more concentrated in the study area tracts than in the City, County and West Virginia. Similarly, the percent of the population that identifies as Asian is significantly more concentrated in the study area than in both the City, County and West Virginia, and has increased by 42 percent from 2000 to 2010. Also notable, the Native Hawaiian and Pacific Islander population has increased by 57 percent from 2000 to 2010. This population makes up a significantly higher concentration in the study area tracts than it does in the City, County and West Virginia. In general, the study area has a high concentration of minority populations, especially compared to other relevant geographies.

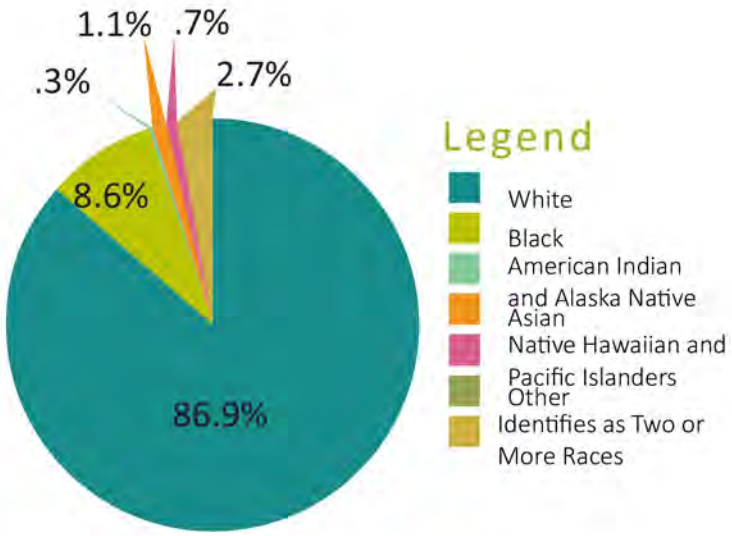


Figure A.23 Racial Profile of the City of Huntington
Data Source: U.S. Census Bureau 2010 Census Data

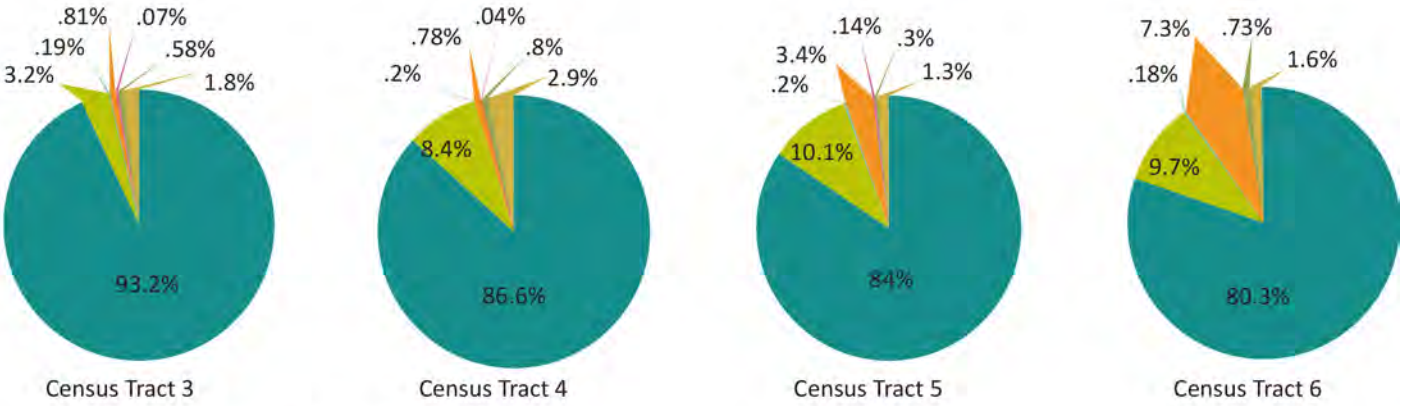


Figure A.24 Racial Profile of Census Tracts
Data Source: U.S. Census Bureau 2010 Census Data

SOCIO-ECONOMICS

Socioeconomic trends within the study area census tracts indicate a potential lack of socioeconomic mobility within the area in question. There has been a slight increase in median household income of $1,131 in the study area tracts from 2000 to 2010, which can most likely be associated with inflation. Also, while the median household income in the study area's census tracts is $17,033, the median household income for the City is $28,673, which is more than a $10,000 difference. Furthermore, the average per capita income of the study area tracts remained the same between 2000 and 2010. Due to forces of inflation, this can be interpreted as there being a decrease in the income being earned per person in the area. Even more notably, there is a high poverty rate in the study area tracts, which is measured by the United States Census Bureau by comparing a pre-tax income against a calculated minimum cost to live, and looking at local incomes in relation to this determined formula. From 2000 to 2010 the percent of people in poverty has risen from 47 percent to 59 percent. Not only is more than half the population living in poverty, but the number of people living in poverty has been increasing significantly. It is important to note that the Highlawn neighborhood is also home to a large Marshall University student population, and could skew socio-economic data.

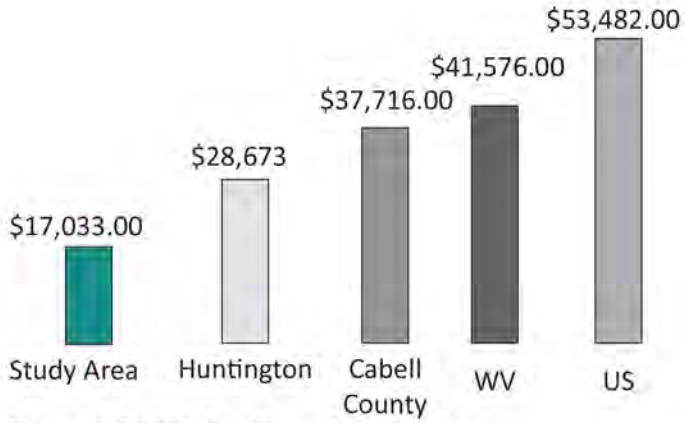


Figure A.26 Median Household Income
Data Source: U.S. Census Bureau
2014 American Community Survey

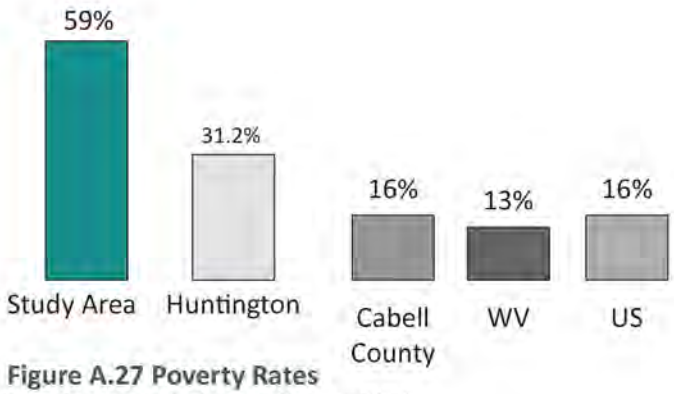


Figure A.27 Poverty Rates
Data Source: U.S. Census Bureau 2014
American Community Survey

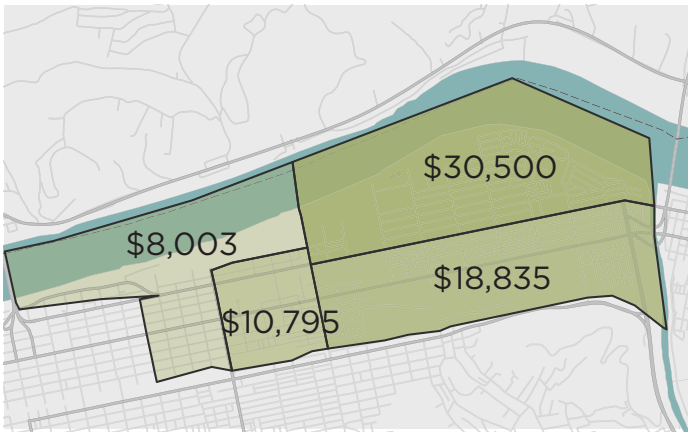


Figure A.25 Median Household Income by Census Tract
Data Source: U.S. Census Bureau 2014 American Community Survey

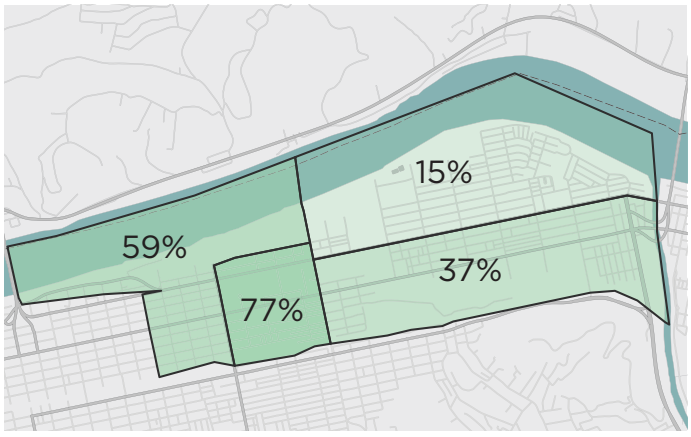


Figure A.28 Poverty Rates by Census Tract
Data Source: U.S. Census Bureau 2014 American Community Survey

HOUSEHOLD TRENDS

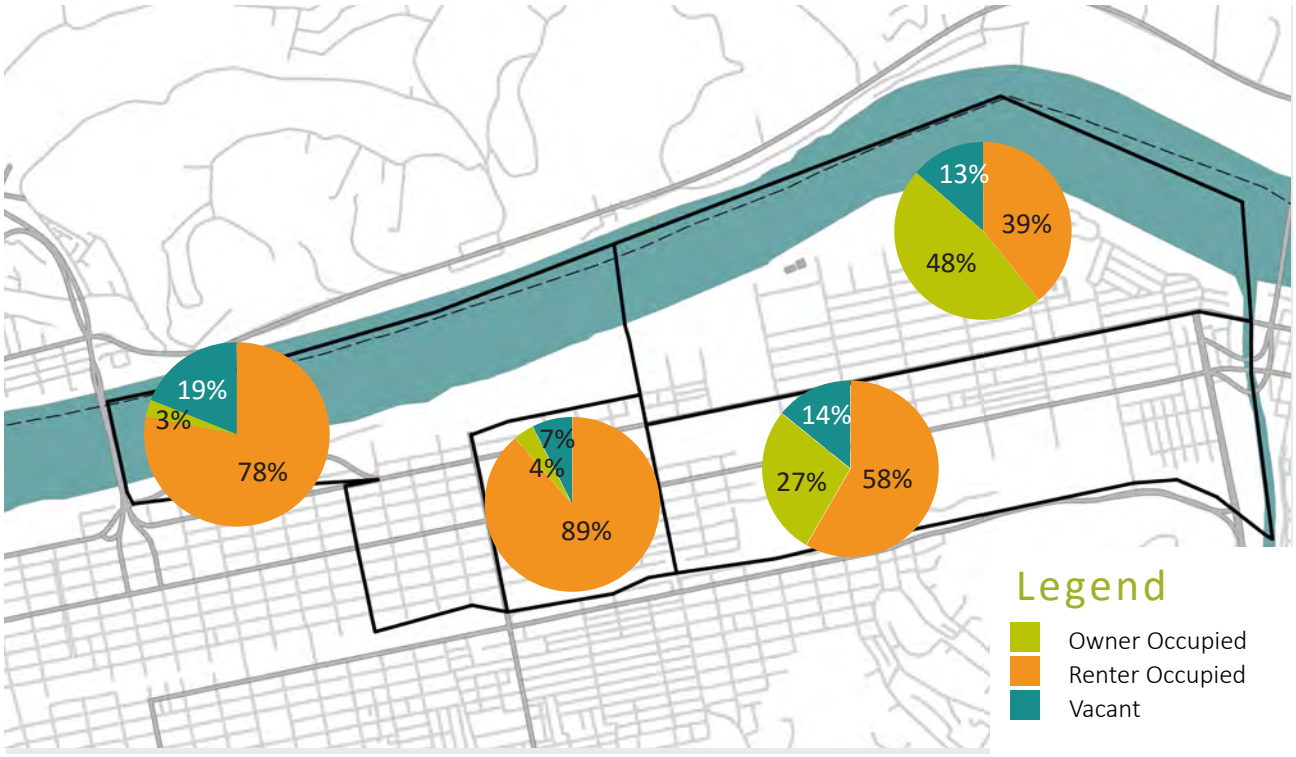


Figure A.29 Renter, Owner and Vacancy Rates
Data Source: U.S. Census Bureau 2010 Census Data

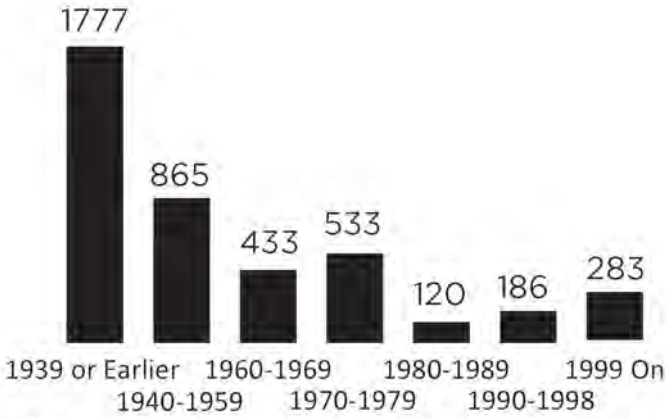


Figure A.30 Age of Housing Stock in Study Area
Data Source: U.S. Census Bureau 2010 Census Data

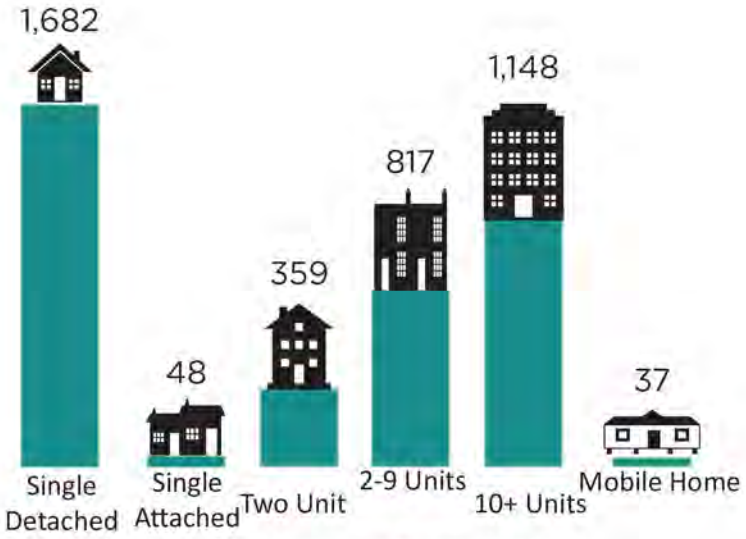


Figure A.31 Study Area Housing Buildings/Units
Data Source: U.S. Census Bureau 2014 American Community Survey

HOUSING

In the study area there is a high concentration of renter occupied housing as well as vacancy. While 61 percent of houses are renter occupied, only 25 percent of the housing stock is owner occupied. This leaves 14 percent of the housing stock vacant. As the graphs to the left show, the distribution of housing occupancy trends vary between neighborhoods. The Highlawn neighborhood has a lower renter occupancy rate than the rest of the study area, and the Fairfield neighborhood has a very high renter occupancy rate, which means there is likely a high percentage of absentee landlord ownership. As discussed previously, these housing characteristics are defining of the character of the different neighborhoods.

DISABILITY

The study area, as well as the State of West Virginia and Cabell County have a high proportion of the population characterized as being disabled. The American Community Survey includes individuals with a sensory, physical, mental, self-care, go-outside-home and employment disability within the definition of disabled. According to the Census Bureau, in 2014 14 percent of the study area's population is characterized as having a disability. In both the State and the County 19 percent of the population is characterized as having a disability, and in the City 16 percent of people are characterized as having a disability. Comparatively, the national proportion of people characterized as with a disability is 12 percent, which indicates that there is a higher percentage of people with a disability in all of the more local geographies.

KEY FINDINGS AND POTENTIAL REDEVELOPMENT IMPLICATIONS

- The population in the study area, as well as the City and Cabell County, has decreased slightly in the last decade. Population projections predict that the County will experience a modest population increase over the next decade.
- There is a high concentration of younger people ages 15-24 years old within the study area. This high concentration of younger population may be attributed to the presence of Marshall University. This population age group may represent an opportunity when considering potentially viable land use for the redevelopment of the catalyst sites.
- Demographic trend analysis indicates that aging in place may be occurring with the 14% increase in the population of 55-64 year olds.
- The study area's higher education attainment level varies widely ranging from as low as 10 percent to as high as 31 percent within the study area.
- The study area is slightly more racially diverse than the City as a whole and the minority populations have been growing slightly in the last decade.
- Income levels in the study area are significantly lower than the City or County, which based on the U.S. Census has risen to 59 percent of the population in 2010. Redevelopment planning in the study area should consider ways to increase the economic options for the neighborhood population such as create employee opportunity for all education and skill levels.
- Rental housing is a major issue with rental occupancy ranging from 39 percent in Highlawn to as high as 89 percent in Fairfield. Based on the high percentage of single family residential units in the study area, this means there is a likely a high percentage of absentee landlord ownership, potentially resulting in issues associated with property maintenance.

Public Health

INTRODUCTION

An important part of an Area-Wide Plan is identifying public health impacts posed by the current conditions in the site area and its surroundings. Summarizing and analyzing these conditions are key to communicating the public health conditions in a manner that can be easily communicated to residents and workers who may be impacted.

- Public health aspects evaluated include:
- Cleanup efforts at the three catalyst sites and impacts to soil and groundwater quality;
- Existing air quality issues and efforts to improve air quality;
- Surface water quality and public access to the riverfront; and
- Environmental Justice issues per the U.S. EPA's Plan EJ 2014 parameters.

CLEANUP EFFORTS AT BROWNFIELD SITES

The City's Plan 2025 includes various recommendations for the revitalization of old industrial sites in the study area in order to better connect residential areas to local amenities such as Marshall University and the Ohio Riverfront. Recommendations target eliminating the "dead zone" created by underutilized industrial properties between the Highlawn neighborhood and the Marshall University campus by transitioning industrial properties along 3rd Avenue and 5th Avenue into mixed use commercial, light industrial and/or residential uses (Plan 2025). Reuse of the three catalyst sites in the AWP target desired community revitalization while also improving soil and groundwater quality and therefore improving human health conditions.

Environmental assessment activities were commenced on the Catalyst Brownfield Sites within the Study Area during the later planning phases of the AWP. Based on information collected at the time of completion of the AWP, contamination above actionable levels has been identified in surface soils, subsurface soils, and groundwater. Not surprisingly based on the heavy industrial legacy at all of the sites, remediation activities will be required for any redevelopment to occur on any of the Catalyst Brownfield Sites, even for the least restrictive future land use. Depending on the proposed land use in a specific location, as depicted in the proposed redevelopment plans in Chapter 3 of this document, engineering controls, such as "capping" a specific condition with a facility such as an impervious parking lot, may be sufficient to achieve regulatory compliance for site reuse. Only through more detailed site investigation, characterization, and assessment (i.e. Phase II Environmental Site Assessments), can specific Remedial Action Work Plans be determined. In all cases, remediation combined with the desired site end use will be consider by the regulatory agency to determine an acceptable remediation path forward that ensures public health and safety regulatory standards are achieved.

AIR QUALITY

Certain factors relevant to air quality were analyzed at the census tract level using data provided by the EPA Environmental Justice Screening Tool. Using the EPA Screening Tool factors are assessed on an index where census tracts are assigned a percentile based on how each census tract compared to census tracts across the country. A higher percentile means that the census tract is worse off in terms of air quality. Findings indicate that air quality is relatively poor within the AWP area.

Specific factors assessed include air quality, cancer risk and respiratory hazard. Air quality is assessed by the measurement of particulate levels in the air. Cancer risk is assessed by lifetime cancer risk from inhalation of air toxics, as risk per lifetime per million, and respiratory hazard is calculated by using a hazard index created by the EPA. Each of the AWP census tracts for each of these factors falls into the 70th percentile or higher. In the case of cancer risk, each census tract falls in the 90th percentile or above. All of the census tracts are consistent with one another (EPA Environmental Justice Screening Tool).



Floodwall Landscape
Photo Source: SGA

The consistently high percentile rating of each of these factors indicates that not only is air quality poor within the study area, but it also poses a potential hazard to public health.

WATER QUALITY

The Ohio River boarders the study area to the north and the Guyandotte River, a tributary of the Ohio River, borders the study area to the east. Forepole Creek is a creek that spans across Huntington. While it does not intercept the study area directly, it flows into the water bodies that do, influencing the study area overall. Due to the proximity of these water bodies to the AWP area, the quality of the water in each body directly impacts local residents and workers.

In compliance with section 303d of the Clean Water Act, West Virginia completed an Integrated Water Quality Monitoring and Assessment Report in 2014 listing all water bodies either as impaired or as in compliance with the Act. In this report, the portion of the Guyandotte River bordering the study area was previously listed on the impaired rivers list due to biological reasons, but new biological data indicates that this portion of the river is no longer impaired. However, both the portion of the Ohio River bordering the study area to the north and all of Forepole Creek are listed as impaired. Both of these water bodies are projected to have Total Maximum Daily Load (TMDL) plans no later than 2018, which means that it will still be a several years until action is taken towards improving the water quality of these water bodies. The fact that two of the main water bodies influencing the study area are on the impaired water bodies list indicates that water quality is poor (West Virginia Department of Environmental Protection).

The proximity of the riverfront to the study area provides a great amenity for residents. Currently, riverfront access is exists but is limited due to the presence of industrial parcels, freight rail corridors and the floodwall bordering the riverfront in much of the study area. There are parks on the east and west ends of the study area, providing residents some access to the riverfront.

HEALTHY AND QUALITY OF LIFE FACTORS

Analysis of public health and quality of life indicates that residents and workers in the site area and surrounding areas are more prone to certain environmental and public health externalities than other places across the United States.

Various health and quality of life factors were compared at the County, State and national level using data collected from the Robert Wood Johnson Foundation. In general, the County and State are worse off in terms of these factors compared to the top county and state performers across the nation. One factor that illustrates this trend is premature death, which is calculated by looking at the years of potential life lost before age 75 per 100,000 population. The rate of premature death in the County has been increasing since 2009. Furthermore, Cabell County has double the amount of premature death compared to the United States, and has a fairly higher amount than the State of West Virginia as a whole as well (Robert Wood Johnson Foundation).

Other factors illustrate that Cabell County is worse off than top performers in the United States, but is better off than West Virginia as a whole. According to quality of life indicators, Cabell County has a better quality of life than West Virginia as a whole. Compared to top US performers the County has a comparable percentage of low birth weights, but has a significantly higher percentage of reported poor or fair health. Health factors such as obesity and alcohol impaired deaths are consistent between Cabell County and the State of West Virginia. However, the County and the State both perform significantly worse than the nation as a whole. Also, a higher percentage of both County and State residents have no health insurance compared to the United States (Robert Wood Johnson Foundation).

Overall, air quality, water quality, health and quality of life factors indicate that public health is both a State and County issue, which site interventions should take into consideration.



PATH and Riverfront View
Photo Source: SGA



3rd Avenue Corridor entrance to downtown Huntington
Photo Source: SGA

B
Public Planning Process



Public Participation Process

INTRODUCTION

The existing residents of a community should always be a primary focus of any successful planning effort. This section includes a discussion of the public participation element that informed the vision and goals of the Area-Wide Plan.

The planning process employed a strategy of inclusiveness, transparency, education, careful design and commitment to identifying real and implementable actions. Over the course of the process, the project brought together public private and civic interests to give form to a vision and to prioritize the numerous elements needed to ultimately achieve the vision. The over-arching intent is to create a comprehensive redevelopment strategy for the Highlawn neighborhood that includes the redevelopment of the former industrial sites, in a manner that is fully inter-connected with the surrounding context, is complimentary between development sites (so they are not competing with each other for market share) and compliments the overall economy of the City (i.e. especially downtown). The visioning process utilized several key steps to gather input, explore opportunities and solidify recommendations to achieve these results.

BROWNFIELDS TASK FORCE

The Brownfields Task Force includes representative members from the City as well as representatives from key agencies, property owners and local business leaders. Many of the members of the task force are also active in other local or regional planning efforts and provided valuable insight and direction throughout the planning, review and recommendation development process. The task force meetings were held on a regular basis, either separately or in conjunction with public workshops to discuss the vision, goals and objectives for the project as well as to develop specific redevelopment and infrastructure improvement concepts and evaluate alternatives as they were developed.

KEY PROPERTY OWNER INTERVIEWS

Numerous individuals were interviewed, one-on-one or in small groups, to obtain community specific information, policies, ideas and concerns. Interviews ranged from …. [EXPAND]

COMMUNITY PLANNING AND DESIGN WORKSHOPS

Eight community meetings were held throughout the course of this project. Public participation is critical to a complete understanding of the dynamics of the study area. An introductory public information presentation was held in May 2016. This presentation was open to everyone and was focused on explaining the City's intentions for the effort, the schedule, the visioning process and an overview of how everyone can get involved in developing the plan and its recommendations. Approximately 50 people attended this introductory meeting.

Intensive Multi-Day Planning and Design Workshop – "The Charrette"

The multi-day planning and design workshop, or what planners often refer to as a "charrette" was an intense, time compressed series of on-site work sessions coordinated around community and key stakeholder engagement. Many of the sessions were focused on specific topics while others were intended to gather and provide general information.

The intent of a charrette is to gather interested stakeholders together to efficiently inform the planning process and lead to expedited and well informed decisions. Through the effective on-site interactions with the place and the people of that place, planners can best learn how to craft and apply the ideas, tools and techniques needed. Listening to the voices of those that have the most direct relationships to the place, and having the ability to directly see concepts as they are developed, allows planners and designers to thoroughly understand the complex issues that exist in urban environments. Furthermore, the charrette process allows for "ground-proofing" of ideas, in real time. The intense interaction also fosters a creative design environment of discovery for planners, designers, and community participants.

VISIONING WORKSHOP

This evening public workshop was held in September and was part of the multi-day charrette. After an overview of the overall project, the participants separated out into smaller groups around a series of tables. The progression of activities focused on getting the participants thinking about various aspects of their neighborhood in a different, and potentially, new manner.

The participants were provided large maps at each breakout group. A series of sealed envelopes were

provided to each group, numbered one through five. The groups were asked to open each envelope, one-at-a-time, allowing for approximately 10 minutes of discussion for each question written inside. The participants were asked to use colored dots to locate their geographical responses to each question, along with written comments on the maps or on the corresponding envelopes. The following is a general summary of all of the participant's responses to each question. In many cases participants had the same response to the questions; in those cases, answers are only recorded here once, under each question.

Activity #1: Retail, Food & Dining: What other commercial uses would you like to see in the Highlawn Area?

- Across from Kroger there is a lot for sale, between the Credit Inion and Dollar General. A Hot Pot Restaurant (specifically Chinese Cuisine) (on the map they indicated this should go next to the soccer complex)
- At the McGinnis property or the ACF parking lot there should be a Hard Rock Café and a restaurant complex (maybe a Burrito as Big As Your Head restaurant- Huntington loves burritos)
- First thought about the ACF parking lot, they want to revitalize but they do not want to put people out of jobs.
- Souvenir shops
- Kayak and Boating supply shops
- Outlet Mall
- Upscale restaurant, and retail and outlet shopping at the ACF Industries site
- TJ Max, Home Goods, Marshall's and a Cheesecake Factory in the middle of the ACF Industries site
- Little lunch places
- Chelsea Piers (like 30th and 10th avenue of Manhattan) at the ACF property
- Golf Range
- Small diner in the Highlawn neighborhood
- Brew pub and restaurants in the tobacco district
- Barge restaurant
- Popeye's chicken, TGI Fridays, Krystals, Red Robin, and a hardware store on the ACF parking lot
- Restaurant with views of the river (in the Ingram Barge Site)
- Locally owned restaurants, not chains if possible. (Brewery, arts, books store, ice cream parlor, shoe store on 3rd Avenue, and a Dave and busters at the ACF Parking Lot)
- Rooftop venues! Parks
- REI or similar at ACF property facing 3rd avenue
- River walk with retail/restaurants possibly connected to a Riverfront Hotel (on the map they indicated riverfront retail, restaurants along Ingram Barge, along the end of the ACF Industries site and another restaurant in the middle of ACF Industries site between Collis and 1st Ave)
- Tamarack-like retail
- We would love an Aldi's and a department store in the middle of the ACF Industries site or left of Huntington Steel.
- Retail and food should be located at the front of the ACF Industries site fronting 3rd avenue, more specifically a health food store, Panera and a Starbucks.
- On the Ingram Barge site that there should be a nice bar/dining and a riverfront restaurant.
- Food and dining facility near the Marshall softball field to support games in the softball facility, the indoor practice facility (which can support indoor track meets) and the football stadium. (On the map they want food and dining to be located at the ACF property fronting on 3rd avenue, they have also placed a sticker for food and dining on the Ingram Barge site)
- Riverview Apartments
- Riverfront park/trail/path to connect to Harris riverfront park
- Restaurants near MU baseball field (stickers on the ACF property facing 3rd Ave for a local artisan gallery, a food court and a chick-fil-a, and they would like waterfront retail at the back of the ACF property).

Activity #2: Public Spaces, Parks and the Riverfront: What role might new (or improved) public spaces, parks, and/or access to the riverfront play in improving the Highlawn neighborhood and the catalyst redevelopment area?

- Emmons Property should become a playground
- Some multi-purpose venue like the Highlawn museum in Ashland or a smaller version of the Clay Center in Charleston. – Especially need children and youth activities, STEM, dramatic, play etc.

- Boat dock and/or campground
- Bike/walking trail/extension of PATH (see Yellow Sticker 1)
- Aquarium
- Bird Sanctuary
- Townhouses/Condos
- Railroad Museum and greenspace
- Baseball field
- Park at McGinnis and within Ingram Barge site
- Community center at the current Highlawn elementary school
- Park at Ingram barge
- Banquet hall on 3rd avenue
- Recreation fields, soccer field, walking trails, interior space for children to play games/sports on the Ingram Barge Site
- Central park with sail boat races
- Marina – connected together
- Like the Washington Mall
- The ACF parking lot could become an ice-skating rink or a Christmas tree lot
- String lights alone prime walking routes
- Volleyball courts at the ACF property fronting river
- Ball park
- Rock climbing wall
- Performance space along the riverfront in-front of Huntington Steel
- Linear park along the river like High Line in New York (map indicates trail heads at 27th street, in the middle of the ACF Industries site, at 5th avenue –where the rail line is, and at the Harris Riverfront Park)
- Covered picnic area with a "green roof"
- Connect PATH to the 3 parks in Highlawn
- Mix in green space on the McGinnis site and within the ACF Industries site
- McClelland park outdoor venue for music Etc in the grassy area
- Connect McClelland Park to the Harris Riverfront via bike/walking path w/ lights, trees and grass
- Murals on the floodwalls! And floodwalls add to Pullman
- Plant trees along 3rd and 5th avenues
- Extend the skate/bike park for teens (indoor and outdoor)
- Sprayground!!
- Picnic Shelter @ McClelland Park! (Indicated on the map that parking should be across from the McClelland at 27th avenue)
- Park at the Emmons Field
- Extend Highlawn area park, add parking and Boat access (they placed stickers for boat access on 20th street and 27th street) (they also placed sticker on the Ingram barge site across from 27th street for McClelland park expansion and parking)
- A new park at 20th street
- Extend park at riverfront (towards the McClelland Park)
- Riverfront park recreation facilities, walk/jogging/bike trail to connect to Harris Riverfront Park. (On the map they placed stickers for two marinas, one at the end of 26th street and one at the end of 24th street)
- Museum & Aquarium (on the map they placed these stickers in the Ingram Barge site)
- Museum to illustrate the history of Highlawn area, historical river use of river in Huntington and vicinity (maybe a working model of a lock to illustrate how river traffic traverses the Ohio river)
- Aquarium to house species of aquatic life in Ohio river
- Senior citizen center to be located in Highlawn elementary School after it is closed

Activity #3: Connectivity & Transportation: In you could make transportation improvements and circulation improvements within the study area what would they be and where?

- Biking/Walking PATH extension
- Widen 27th Street
- Finish 24th street to the river and connect to East
- Path of boat docks for motor boating/kayaking
- Side note: it would be nice if there was a shuttle of HMA if there is not one already
- Widen streets
- Wide two-way street along railroad that intersects with ACF property on 3rd avenue

- Make 25th street a one-way street
- Trolley on railroad tracks along the riverfront
- Bike path on Oley Street connected to 22nd through ACF property and a bike path on 3rd Avenue
- Ferry at the Ingram Barge Site
- More Bike Racks
- Extend the PATH trail to be a 3-mile loop
- Repair sidewalks and upgrade bike and pedestrian sidewalks and road routes.
- Reconnect grid
- Trail heads with secure parking
- Sidewalks
- 2-way 3rd avenue all through town
- 2-way 5th avenue all through town
- Bike/walking trails
- Alter bus routes to Riverwalk area (on the map they suggest a bus route up 27th along the Ingram Barge site, through Oley Street and across the ACF Industries site)
- More "take a book, leave a book" libraries
- Biking by the river/walking plus mile markers
- Indicated on map there should be two-way bike lanes on 3rd and a specific truck route on 25th)
- Reduce 3rd and 5th Avenue to three wider lanes to more easily accommodate modern wider vehicles.
- Keep the current TTA bus system
- Fix sidewalks along 3rd and 5th Avenue to remove tripping hazards
- Bike trail signage in Highlawn does not have a bike lane – need to stripe and designate a bike lane – also there are too many signs.
- More riverfront access points
- Expand PATH (along the riverfront)
- Rail access along river – needed or not? (On the map they indicated that Rubberlite might want rail access)
- Expand truck access for businesses such as Rubberlite and allied logistics (on the map they indicated the multiple loading docks at Rubberlite) (they also indicated that truck traffic should be on 26th and 25th street)

Activity #4: Housing and Residential Character: If you were to make recommendations related to improving housing in the study area, what would they be and where?

- New housing on Emmons property
- Rehabilitate highlawn avenue, Elama Court, ARoA, Guyan Ave and some of 4th avenue
- There is a lot of dilapidated houses so maybe there is an opportunity for a lower income, minimum wage people who have proven to be dependable workers
- There needs to be a volunteer/low-income program to assist and identify with updates.
- Better marketing to MU student renters and young professionals, especially those affiliated with St. Marys
- Student Housing (nicer apartments rather than Dorm rooms)
- Condos
- Housing on Ingram Barge site
- Upscale condominium/high end Hotel on ACF Parking Lot
- Make all housing energy efficient with focus on low income homeowners
- Collis Avenue between 24th and 25th street is student housing? Connect Collis to 2nd ave to improve flow of traffic
- Housing development on riverfront
- Address blight
- Provide senior housing
- Provide more undergrad student housing to resolve rental conversion in highlawn neighborhood
- All levels of housing – including higher density tiny houses perhaps!
- Particularly fancy condos along the riverfront
- Fewer duplexes and those restored to single family homes
- Young professional housing
- Emmons school property turn into Senior housing or a splash park
- Housing at the highlawn elementary when it is built new of the former Enslow property.
- Senior Center (Assist Living) at Highlawn elementary

- Move the school to defunct Enslow school
- Indicated on the map that there should be more students housing on 4th avenue between 24th and 25th street. Also want housing on Highlawn Avenue.
- New high-rise apartments overlooking river; could be located beside floodwall with parking underneath and near a new marina for personal pleasure crafts
- Get rid of abandoned and dilapidated houses
- New housing can be accommodated, but parking needs to be considered
- (On the map they indicated that they want a senior citizen center at the current highlawn elementary school)
- Lots in Highlawn are deep but narrow
- Single level residential appropriate for seniors (land bank holdings to consolidate small lots)
- Re-purpose older buildings with character (indicated they would like to see townhouse/condos at the Enslow Middle School site)

Activity #5: Put on your thinking caps…What else do you feel we should know and think about? Do you have any other ideas about improving the Highlawn neighborhood, redeveloping the catalyst sites, and/or improving the surrounding areas of the City?

- Possible industrial park on ACF Industries site. It borders the railroad, river, US 60 and has a street adjoining it
- Or a technological park in association with Marshall University. Will Marshall need this land in the foreseeable future?
- Carpentry might also be nice within the ACF property
- Storage units geared towards Marshall Students
- Place for kids to go, like a Boy's Club or something similar (after school program could take place here)
- Recycling plant near Rubberlite
- More industry on Ingram Barge Site
- Sound stages in ACF property
- New airport!
- More businesses on the McGinnis and ACF Industries sites including Bass Pro shop, Kroger and a Burlington Coat Factory, Target, Marshall's, and a Tractor Supply Company
- Need to plant more trees
- Need to connect sidewalks to businesses
- Community Policing satellite
- Education/events to tell people the new story
- Make Huntington a destination, even if its gritty industrial – don't go to the mall, come here!
- Brewing district
- Year round use!
- Temporary events while development is in process
- Re-purpose current buildings, do not demolish! Reuse!
- Museum about Huntington – children's museum (children's hospital museum?) Science museum, aquarium
- Trail maintenance
- Rubberlite affiliated industries?
- Make industrial that people want to live next to
- Center around a commons!
- Make Hal Greer more inviting- Don't just sell to Marshall/ Hospital, make them a part of the development but not all.
- We want to live on the river!
- Pedicabs! Golf cart parking for fancy condos
- Streetcar to the west of Huntington
- Horse drawn carriage ride to downtown!
- Gym – yoga (in the Ingram Barge site)
- Doctors/medical building (indicated on the ACF and McGinnis Property)
- Hotel/motel complex with patio viewing the river
- MU baseball stadium in highlawn with minor league / wooden team(s) with retail and restaurant space
- Restaurant on a barge ON the river
- "River walk"
- Will need plenty of parking – particularly for the McClelland Park
- Outdoor concert and venue
- MU ball field
- Move highlawn elementary to old Enslow middle school building

- Hotel complex
- MU needs a baseball facility (they placed a footprint of the field on the McGinnis Site)
- More outdoor performance venues (downtown) (raised ground and stage)
- Revamp civic center and conference facilities
- Additional motels/restaurants expanding from Pullman area
- Sports complex for attracting various tournaments (soccer, baseball, softball)
- Would like to keep the neighborhood as many single family dwellings as possible. Owning a home means you are invested in the neighborhood
- Preserve a part of the proposed redevelopment as manufacturing to maintain a balance between service jobs and production jobs
- More medical accessory business to support hospital

TOPIC SPECIFIC ISSUES AND OPPORTUNITIES MEETINGS

In September 2016 topic specific meetings were held to encourage public participation in the planning process. Three main topics that were brought to public attention were economic development, stormwater and Transportation Infrastructure, and parks and recreation. The input provided on each of these topics informed the planning process significantly.

Stormwater and Transportation Infrastructure:

This meeting focused on all of the stormwater and transportation-related topics to be considered for the community context as well as the redevelopment of the former industrial sites, including all modes travel. The following is a general summary of the key points raised at the meeting.

- The Highlawn neighborhood has beautiful brick paved streets which creates character and naturally calms traffic, these brick pavers should be maintained and implemented on more streets throughout the neighborhood.
- Some of the neighborhoods in Highlawn are taxed in terms of on and off-street parking
- Truck traffic is a constant issue within the Highlawn neighborhood; there should be a designated truck route.
- Overhead utilities should be put underground
- We need to address the flooding on 5th Street via local capacity storage tanks.
- Significant storm events cause the combined sewer and stormwater system to overflow, creating a health and safety concern.
- Nine years ago, the brick stormwater culvert collapsed between 4th and 5th Avenue at 9th Street.
- Most of the flooding within the area comes from Fourpole Creek
- Traffic signaling and timing needs to be improved.

Parks and Recreation

This meeting focused on all of the parks and recreation-related topics to be considered for the community context as well as the redevelopment of the former industrial sites. The following is a general summary of the key points raised at the meeting

- The City does not have enough lighted ball fields to serve little league teams.
- Marshall University desperately wants a baseball stadium
- The district does not have a central recreation facility to hold events, so they move around to the different parks, specifically Ritter Park. This has not been a huge issue since there are so many parks throughout the district.
- Additional parks would require the park district to hire additional staff and acquire additional funding.
- The Park's District maintains one section of the PATH, while the section along the floodwall is maintained by the Army Core of Engineers. The rest of the PATH network is maintained by the City.
- Recreation programming has been historically unsuccessful, public/private partnerships should be explored to run events
- The PATH should branch off from McClelland Park and also run along the Ohio River. In addition, paths should connect each park in Highlawn.
- There is a need for ADA accessible swings and other equipment for disabled children
- Need more parking at McClelland Park
- Concern for the safety issue posed when allowing people to get so close to the river's edge.

- Marshall University wants a baseballs stadium more ball fields and place to hold tournaments. Marshall has hesitated to host nationally televised events because there are no hotels around the football stadium.
- Alternative uses for the stadiums during off seasons should be explored. Princeton has a lot of programmed uses within their stadium but that facility was especially designed to accommodate that.
- There are no places to sled in Highlawn, except for at Ritter Park behind the Amphitheater.
- Signage and wayfinding is a significant issue for people trying to find parks and trails.
- Montgomery Alabama has a railroad park with walking trails, open space, playgrounds and a covered pad for Zumba.
- Micro insertions into public space like adult swings should be explored.
- There could be a water taxi to bring people from Ohio across the river.

SUMMARY OF PUBLIC PARTICIPATION FINDINGS

- Economy:
  - Maintain a balance between service jobs and production jobs.
  - Delineate designated truck access
  - Provide additional railroad access.
  - Provide more opportunities for industries, manufacturing and businesses particularly those that support the hospital.
- Housing:
  - Address abandoned, dilapidated housing
  - Keep Highlawn a single family dwelling neighborhood
  - Provide new modern housing for students, seniors and young professionals.
  - Promote investment in current housing stock.
  - Housing with access to the river
  - High end hotel
- Infrastructure:
  - Improve sidewalk infrastructure
  - Extend the PATH along the river's edge.
  - Upgrade/improve and provide more bike routes
  - Reconnect street grid
  - Provide more parking at parks.
  - Offer a designated truck route

Urban Environment:

- String lights along prime walking routes,
- Plant more trees along 3rd and 5th Avenues.
- Implement temporary events while development is in process.

- Recreation:
  - Multipurpose venue, particularly an outdoor performance venue
  - Provide riverfront recreation facilities and access points (boat docks, marina, lookout platforms, campgrounds, sailboat races, parks at river's edge etc)
  - New uses: Museum, aquarium, bird sanctuary, ice skating rinks, rock climbing wall, volleyball courts, spray pad, new parks at riverfront.
  - Expanded and improved uses: expand skate park a Harris Riverfront Park, provide covered picnic shelter at McClelland Park.
  - Revamp civic center and conference facilities.
  - Baseball facility for the University.
  - Connect PATH to parks in Highlawn and rest of the City
- Food/Retail:
  - Riverfront Restaurant.
  - Retail fronting 3rd Avenue and facing the river.
  - Diversified retail opportunities: health foods, upscale restaurants, sports bars

PUBLIC ENGAGEMENT CONCLUSIONS

The Huntington Community Clearly Cares about its Future!

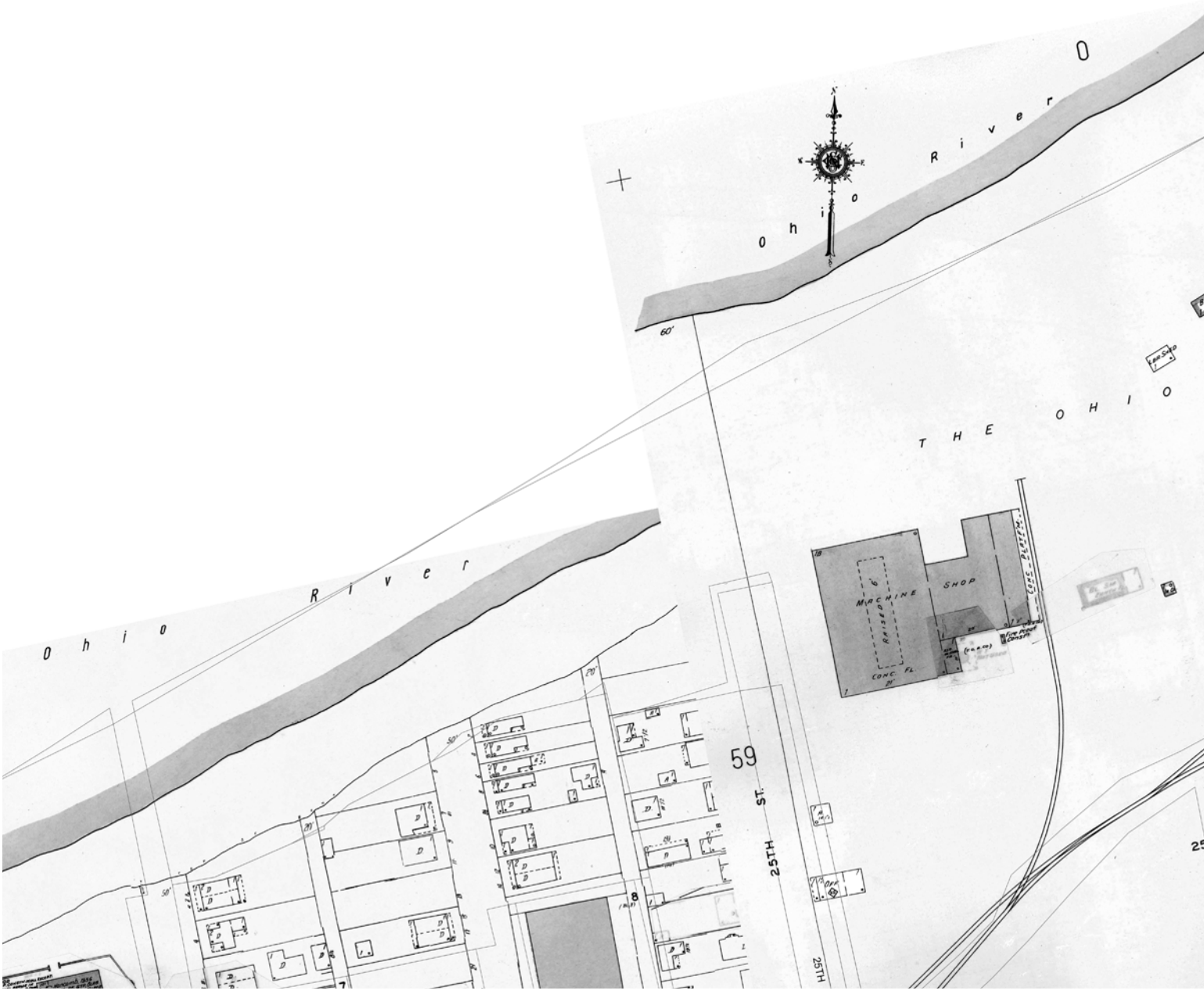
Representatives from all aspects of the Huntington and Highlawn community are very concerned about protecting current assets and informing and directly participating in ways to make it better. Over the course of the project, hundreds of participants came out to get involved in workshops and provide meaningful ideas and input into the planning and design of what happens in their neighborhood.

It is difficult to quantify all of the valuable information that was gathered and specifically state how it directly informed the Area Wide Plan. To-date, even the most critical comments have been constructive and sensitive to the goal of improving the plan recommendations.

When considered in their totality, the community's input can be summarized with a few key over-arching themes.

KEY THEMES DEVELOPED FROM COMMUNITY VISIONING PROCESS

- The right mix and placement of retail uses are a key concern, and there is an overwhelming desire for expanded food options: ranging from health food stores, to upscale restaurants with views of the river, and small neighborhood diners. All these uses should be located around high quality public spaces, particularly along 3rd Avenue, making placemaking along this corridor crucial.
- New developments must physically mesh with the established: extending the existing street grid through redevelopment sites, while minimizing impact to surrounding neighborhoods by creating "complete" streets which consists of the careful mix of: density; building scale; and the relationship of buildings to the street, are all related. All forms of transportation must be considered and transportation improvements cannot be auto-centric. There are significant concerns regarding the impact of additional truck traffic on existing neighborhoods as well as the lack of parking opportunities for residents.
- More recreation opportunities are critical, particularly along the river's edge.
- The new developments should promote increased industrial and manufacturing uses in order to provide more varied employment opportunities.



Sanborn Fire Insurance Map - Northern Portion of ACF Industries site shown
Photo Source: Fire Insurance Maps in the Library of Congress. 1981

C
Parcel Inventory

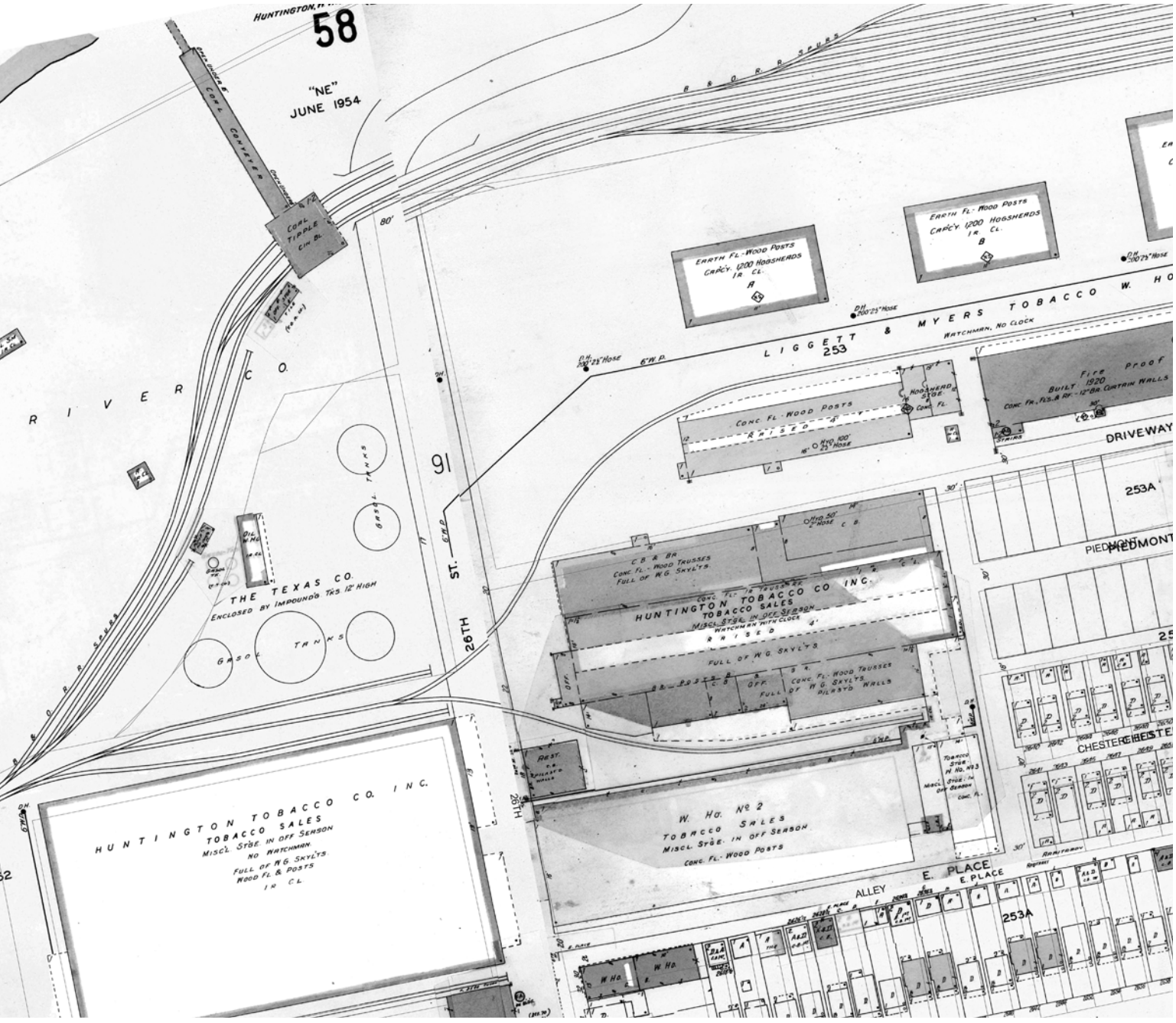


Figure C.1 Parcel Inventory Map Key



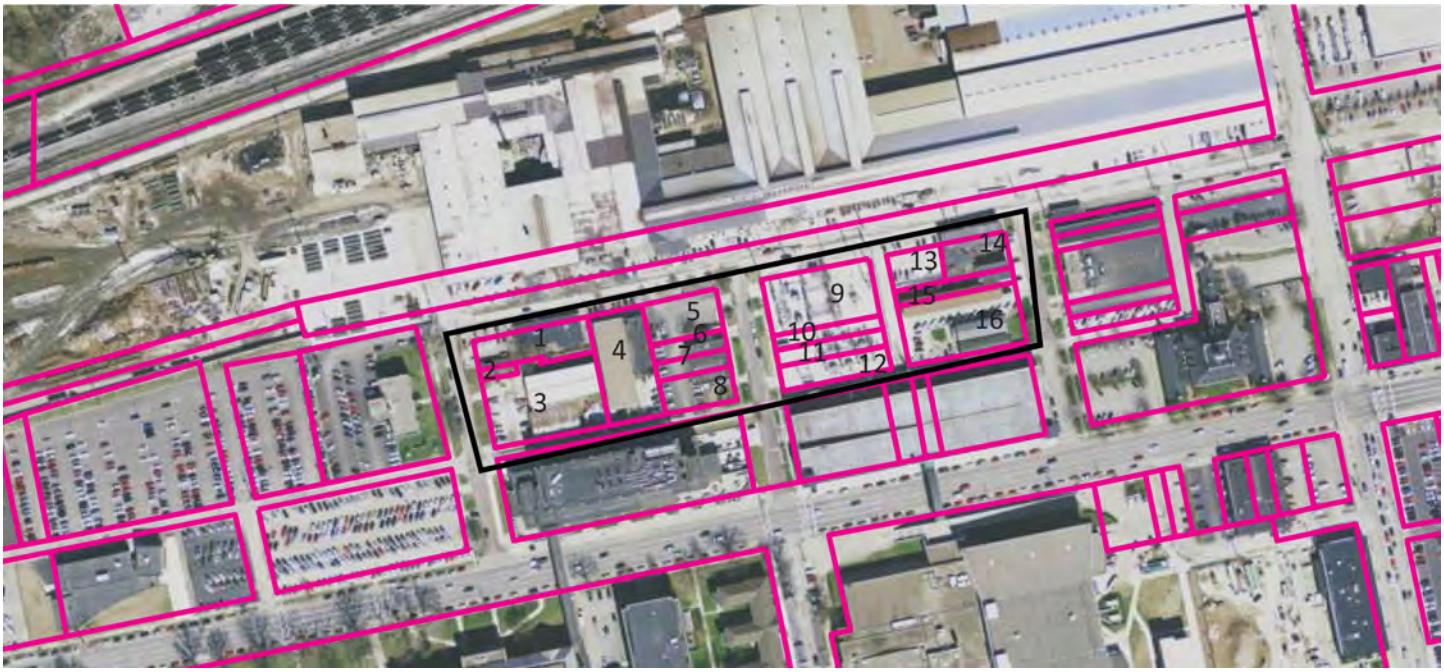


Figure C.2

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 9001600000000	206 17th Street	0.25	Parking Lot	Steel of West Virginia
2	05 9001500000000	210 17th Street	0.03	Commercial	Vacant
3	05 9001400000000	212 17th Street	0.58	Commercial	Soles Electric Co.
4	05 9001700000000	1717 2nd Avenue	0.42	Commercial	Steel of West Virginia
5	05 9001800000000	209 18th Street	0.21	Commercial	Metro Community Bank
6	05 9001900000000	209 18th Street	0.09	Commercial	Metro Community Bank
7	05 9002000000000	209 18th Street	0.09	Commercial	Metro Community Bank
8	05 9002100000000	215 18th Street	0.16	Parking Lot	NA
9	05 9003500000000	201 19th Street	0.42	Residential	NA
10	05 9003400000000	212 18th Street	0.10	Industrial	Appalachian Power
11	05 9003300000000	212 18th Street	0.12	Industrial	Appalachian Power
12	05 9003200000000	215 19th Street	0.18	Residential	NA
13	05 9003600000000	1849 2nd Avenue	0.13	Vacant	NA
14	05 9003700000000	203 19th Street	0.16	Residential	NA
15	05 9003800000000	207 19th Street	0.12	Residential	NA
16	05 9003900000000	209 19th Street	0.49	Residential	University Apartments



Figure C.3

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 9005900000000	202 19th Street	0.11	Commercial	Faith in Action
2	05 9005800000000	204 19th Street	0.11	Commercial	Vacant
3	05 9005700000000	208 19th Street	0.38	Civic/Institutional	United States Wrestling Association
4	05 9000x00000000	208 19th Street	0.11	Parking Lot	NA
5	900000x00000000	NA	0.11	Parking Lot	NA
6	05 9006000000000	20th Street	0.14	Parking Lot	NA
7	05 9006100000000	205 20th Street	0.21	Parking Lot	NA
8	05 9006200000000	1900 3rd Avenue	1.90	Commercial	City Bank National



Figure C.4

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 9007100000000	20th Street	0.25	Parking Lot/Vacant -Commercial	Twelve-0-Six Virginia Inc.
2	05 9007000000000	208 20th Street	0.25	Warehouse/Parking Lot	Twelve-0-Six Virginia Inc.
3	05 9006900000000	210 20th Street	0.31	Parking Lot/Vacant -Commercial	Twelve-0-Six Virginia Inc.
4	05 9012100000000	519 John Marshall Drive	.11	Parking Misc.	Marshall University Realestate
5	05 9007200000000	209 21st Street	0.81	Warehouse - Marshall University Art Center	Marshall University Real Estate
6	05 9008000010000	212 20th Street	0.13	Commercial - In Between Bar & Grill	Michael and Delena Ashworth
7	05 9008000000000	2002 3rd Avenue	0.12	Commercial - Manchini's Pizza	Highlawn Holding Company
8	05 9007900000000	2010 3rd Avenue	0.24	Commercial - El Ranchito	119 South Properties LLC
9	05 9007800000000	2016 3rd Avenue	0.10	Vacant -Commercial	Leonard Spodek
10	05 9007700000000	2018 3rd Avenue	0.27	Warehouse - Commercial - Stadium Frame & Art	J & J Property Management LLC
11	05 9007600000000	2020 3rd Avenue	0.23	Commercial - Rival Sports Bar	John Montanez
12	05 9007500000000	2048 3rd Avenue	0.12	Parking/Commercial (For Sale)	John Montanez
13	05 9007400000000	2050 3rd Avenue	0.08	Commercial - Fastenal	Sandra McCabe and P Blankenship
14	05 9007300000000	2060 3rd Avenue	0.41	Parking Lot/ Commercial	Miracle Investments LLC



Figure C.5

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 9008200000000	204 21st Street	0.51	Office/ Warehouse	Triple D Properties LLC
2	0510000100000000	2144 Manchester Avenue	0.16	Vacant -Commercial	Twelve-0-Six Virginia Inc.
3	05 9008500000000	218 21st Street	0.07	Warehouse	Edison & Grace Adkins
4	05 9008600000000	2113 Manchester Avenue	0.32	Manufacturing	Edison Adkins
5	0510000200000000	219 22nd Street	0.43	Warehouse	Joseph Adkins
6	05 9009400000000	2102 3rd Avenue	0.48	Auto Service- Tic Toc Tire Co	Third Avenue Realty Corporation
7	05 9009300000000	2116 3rd Avenue	0.16	Vacant -Residential	David and Marcy Randolph
8	05 9009200000000	2120 3rd Avenue	0.07	Vacant -Residential	David and Marcy Randolph
9	05 9009100000000	2130 3rd Avenue	0.48	Commercial	University Car Wash Inc..
10	0510000500000000	221 22nd Street	0.23	Commercial	American Medical Imaging Solutions
11	0510000400000000	2144 3rd Avenue	0.06	Parking Lot	Huntington Hose & Hydraulics
12	0510000600000000	2146 3rd Avenue	0.18	Commercial	Huntington Hose & Hydraulics



Figure C.6

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 9000400010000	20th Street and 2nd Avenue	0.73	Industrial - Warehouse	CEM Family & JTS Family LLC
2	05 9004000000000	2010 2nd Avenue	2.72	Office/Warehouse - State Electric Supply Company	CEM Family & JTS Family LLC
3	05 9000500000000	121 21st Street	1.12	Manufacturing	Larry Mayne
4	05 9000600000000	125 21st Street	2.02	Industrial - Warehouse - State Electric Supply Company	CEM Family & JTS Family LLC
5	05 9000700000000	120 21st Street	2.00	Industrial - Meat Packing and Slaughterhouse	S.S. Logan Packing Company
6	05 9000800000000	21st Street	1.19	Industrial - Meat Packing and Slaughterhouse	S.S. Logan Packing Company



Figure C.7

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 9000900000000	101 22nd Street	0.56	Vacant - Commercial	McGinnis Investment Corporation
2	05 9000900030000	22nd Street	.14	Vacant - Commercial	McGinnis Investment Corporation
3	05 9001000000000	103 22nd Street	3.41	Vacant - Warehouse	McGinnis Investment Corporation
4	05 9000900020000	500 Water Street	.26	Vacant - Utility	CSX Transportation Inc.
5	05 9000900010000	11 22nd Street	0.06	Vacant - Industrial	ACF Industries LLC
6	05 1000080000000	2nd Street	3.93	Vacant - Industrial	ACF Industries LLC
7	05 1001300000000	2300 3rd Avenue	26.45	Industrial - Metal Working	ACF Industries LLC
8	05 1000080001000	2 22nd Street	0.56	Vacant	Unknown
9	05 1000090001000	2 22nd Street	0.71	Vacant	Unknown
10	05 1000100000000	1 John Marshall Drive	0.28	Civic/Institutional	Marshall University
11	05 1000110000000	1 John Marshall Drive	0.53	Civic/Institutional	Marshall University
12	05 1000900020000	1 John Marshall Drive	0.49	Civic/Institutional	Marshall University

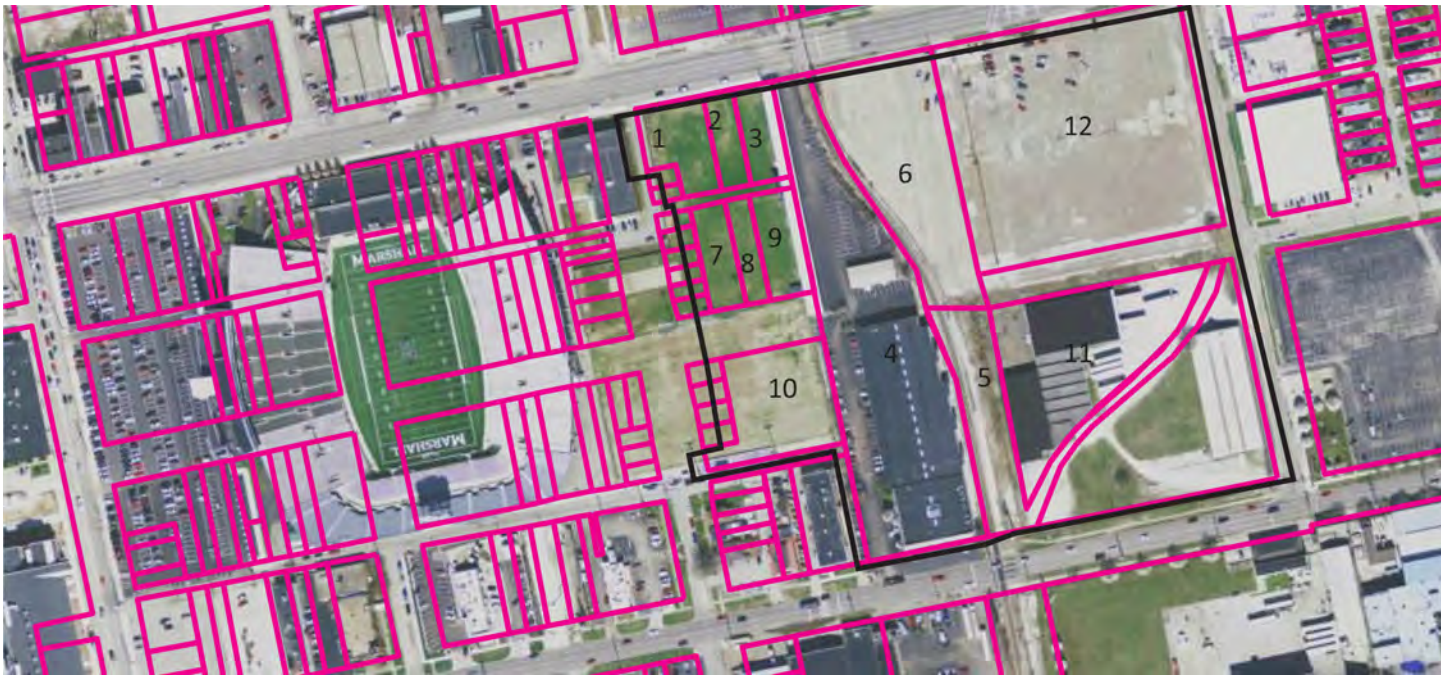


Figure C.8

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	0510026500000000	2207 3rd Avenue	0.43	Civic/ Institutional	Marshall University BD of GOV
2	0510026700000000	2219 3rd Avenue	0.19	Civic/Institutional	Marshall University BD of GOV
3	0510026800000000	2235 3rd Avenue	0.26	Civic/Institutional	Marshall University BD of GOV
4	0520003200000000	2240 5th Avenue	3.05	Medical Office	MO Limited Liability Company
5	05 20004200000000	23rd Street	1.07	Vacant -Utility	CSX Transportation Inc.
6	05 10027100000000	3rd Avenue	2.34	Vacant - Commercial	ACF Industries Inc.
7	05 10025600000000	2214 4th Avenue	0.25	Civic/Institutional	Marshall University BD of GOV
8	05 10025500000000	2214 4th Avenue	0.17	Civic/Institutional	Marshall University BD of GOV
9	05 10025400000000	2214 4th Avenue	0.32	Civic/Institutional	Marshall University BD of GOV
10	05 20002600000000	418 22nd Street	0.79	Recreation/Health	Marshall University BD of GOV
11	05 20004300000000	5th & 24th Street	4.35	Chemical Plant	BPS Printing Systems LLC
12	05 1000130000000	2301 3rd Avenue	3.90	Parking Lot	ACF Industries LLC



Figure C.9

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	0510028900000000	2429 3rd Avenue	0.07	Parking Lot	Brass Room
2	0510028800000000	2421 3rd Avenue	0.07	Commercial	Brass Room
3	0510028700000000	312 Elaine Court	0.05	Residential	NA
4	0510028600000000	316 Elaine Court	0.05	Residential	NA
5	0510028500000000	320 Elaine Court	0.05	Residential	NA
6	0510029100000000	2463 3rd Avenue	0.48	Commercial	Sherwin Williams
7	0510029200000000	2467 3rd Avenue	0.32	Residential	NA
8	0510029300000000	2475 3rd Avenue	0.08	Residential	NA
9	0510029300020000	2475 3rd Avenue	0.03	Residential	NA
10	0510029300010000	2475 3rd Avenue	0.06	Residential	NA
11	0510029400000000	2483 3rd Avenue	0.16	Commercial	Trav's Scents
12	0510029500000000	2485 3rd Avenue	0.16	Residential	NA
13	0510029600000000	2495 3rd Avenue	0.09	Residential	NA
14	0510029700000000	2499 3rd Avenue	0.06	Residential	NA
15	0510029800000000	309 25th Street	0.03	Vacant	NA
16	0510029900000000	315 25th Street	0.04	Residential	NA
17	0510030000000000	317 25th Street	0.04	Residential	NA
18	0510030100000000	319 25th Street	0.04	Residential	NA
19	0510028400000000	2400 4th Avenue	0.64	Industrial	Star Technologies LLC
20	0510027900000000	321 Elaine Court	0.06	Residential	NA
21	0510028000000000	327 Elaine Court	0.06	Residential	NA
22	0510028100000000	329 Elaine Court	0.06	Residential	NA
23	0510028200000000	331 Elaine Court	0.06	Residential	NA
24	0510028300000000	333 Elaine Court	0.06	Residential	NA



Figure C.10

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	0510009000000000	2401 1st Avenue	0.37	Commercial	Vacant
2	0510012600000000	2412 Collis Avenue	0.50	Commercial	M&S Pool & Spa
3	0510016500000000	2401 Collis Avenue	0.30	Residential	NA
4	0510020300000000	2402 3rd Avenue	0.33	Commercial	East End Cycle Sales
5	0510020200000000	2406 3rd Avenue	0.16	Commercial	Vacant
6	0510019700000000	2444 3rd Avenue	1.84	Commercial	Turnpike Ford
7	0510019400000000	2444 3rd Avenue	0.50	Commercial	Turnpike Ford
8	0510019200000000	2476 3rd Avenue	0.34	Residential	NA
9	0510018900000000	2498 3rd Avenue	0.54	Commercial	Speedway Gas
10	0510018800000000	249 25th Street	0.12	Commercial	Scratches
11	0510027400000000	2403 3rd Avenue	0.26	Commercial	Scotch Clean Center
12	0510027500000000	2419 3rd Avenue	0.17	Commercial	Enterprise Rent a Car
13	0510027300000000	24th Street	0.30	Civic/ Institutional	Appalachian Power
14	0510027600000000	311 Elaine Court	0.05	Residential	NA
15	0510027700000000	317 Elaine Court	0.05	Residential	NA
16	0510027800000000	319 Elaine Court	0.05	Residential	NA



Figure C.11

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 2002000000000	Oley Avenue	1.17	Civic/ Institutional	Water Treatment Plant
2	05 2002100000000	20 24th Street	1.44	Industrial	ITT Pro Services
3	05 2002200000000	2450 1st Avenue	5.77	Industrial	Champion Industries
4	0510042500000000	2400 1st Avenue	0.70	Industrial	Kraft Foods
5	0510042500000000	2400 1st Avenue	0.23	Industrial	Kraft Foods
6	0510042400000000	2400 1st Avenue	0.23	Industrial	Kraft Foods
7	0510042400000000	2436 1st Avenue	0.56	Industrial	Kraft Foods
8	0510042500000000	2400 1st Avenue	0.43	Commercial	Ryder Truck Rental
9	0510042400000000	2436 1st Avenue	0.75	Commercial	Ryder Truck Rental

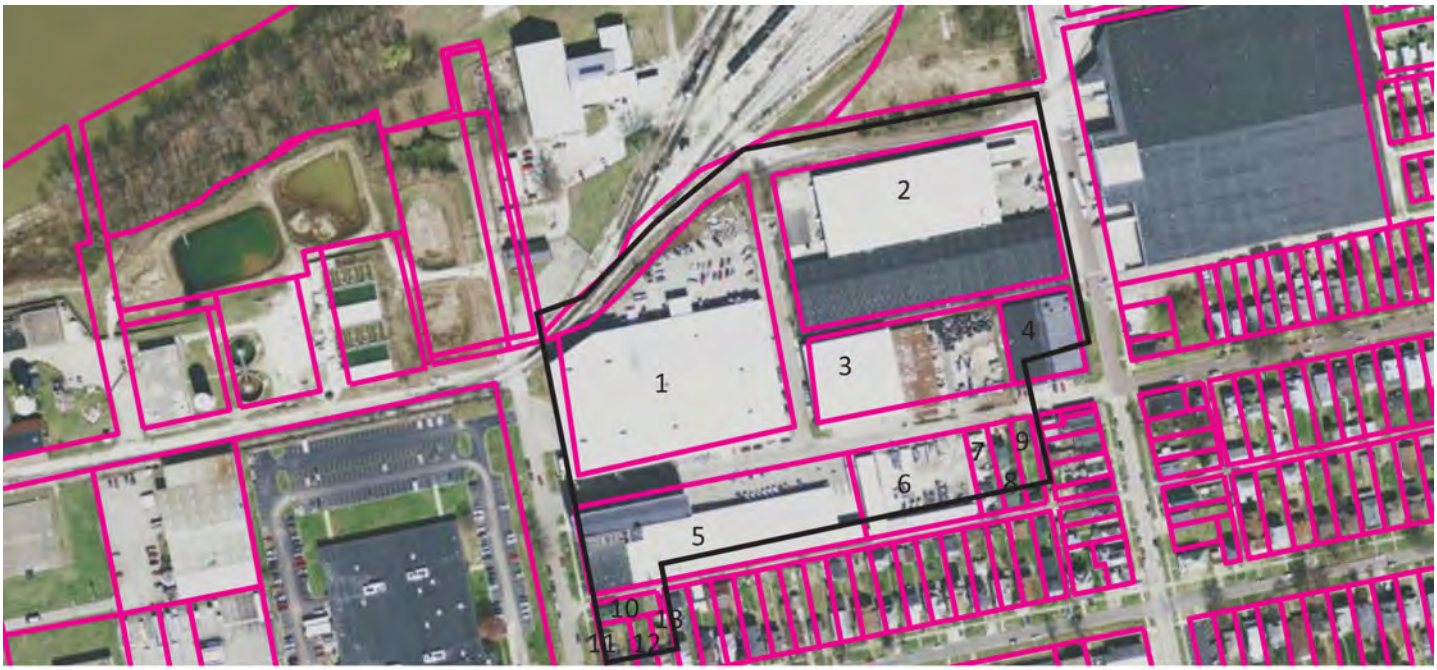


Figure C.12

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 2007500000000	2506 Guyan Avenue	2.85	Industrial	Rubberlite Inc.
2	05 2008000000000	15 26th Street	2.85	Industrial	Rubberlite Inc.
3	05 2008100000000	2546 Guyan Avenue	1.11	Industrial	Rubberlite Inc.
4	05 2008100010000	2586 Guyan Avenue	0.41	Industrial	Rubberlite Inc.
5	05 2008200000000	2501 Guyan Avenue	1.68	Industrial	Rubberlite Inc.
6	05 2008200010000	2525 Guyan Avenue	0.70	Parking Lot	Rubberlite Inc.
7	05 2008300000000	2575 Guyan Avenue	0.14	Residential	NA
8	05 2008400000000	2579 Guyan Avenue	0.14	Residential	NA
9	05 2008500000000	2581 Guyan Avenue	0.12	Residential	NA
10	0510006700000000	58 25th Street	0.09	Residential	NA
11	0510006800000000	2502 1st Avenue	0.13	Residential	NA
12	0510006900000000	2506 1st Avenue	0.09	Residential	NA
13	0510007000000000	2512 1st Avenue	0.09	Residential	NA



Figure C.13

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 3000100000000	Emmons Avenue	8.54	Industrial	Vacant
2	05 3000200000000	20 26th Street	5.06	Industrial	Reo Logistics
3	05 3000200000000	20 26th Street	0.79	Industrial	Reo Logistics



Figure C.14

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 200050000000	Oley	2.9	Office/Warehouse - Public Facilities	WV American Water Company
2	05 200060000000	Oley	2.01	Office/Warehouse - Public Facilities	WV American Water Company
3	05 200100000000	Oley	0.60	Office/Warehouse - Public Facilities	WV American Water Company
4	05 200110000000	Oley	0.64	Office/Warehouse - Public Facilities	WV American Water Company
5	05 200230000000	Oley	0.71	Office/Warehouse - Public Facilities	WV American Water Company
6	05 200230000000	Oley	1.21	Office/Warehouse - Public Facilities	WV American Water Company
7	05 2000200000000	24th Street	.68	Utility Vacant	CSX Transportation Inc.



Figure C.15

Map Key	Parcel ID	Address	Acreage	Current Use	Owner
1	05 2007700000000	25th and 26th Street	24.6	Warehouse - Commercial	The Ohio River Terminals Inc.
2	05 2007800010000	26th Street	.74	Vacant - Commercial	The Ohio River Terminals Inc.
3	05 2007800020000	West of 26th & North of Guyan Avenue	1.79	Vacant - Commercial	Lewpol Co.

Appendix D

Center for Business and Economic Research

September 2016

Market Analysis of the Highlawn Neighborhood: Huntington, WV Brownfield Area-Wide Plan

CBER
CENTER FOR BUSINESS AND ECONOMIC RESEARCH

Market Analysis of the Highlawn Neighborhood: Huntington, WV Brownfield Area-Wide Plan

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The contents of this report reflect the views of the authors, who are responsible for the accuracy of the data presented herein. The views expressed in this report are those of the authors and do not reflect the official policy or position of Marshall University or its governing bodies. The use of trade names, if applicable, does not signify endorsement by the authors.

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Summary and Highlights

Examination of available data of the Highlawn neighborhood (AWP area) in Huntington, WV illustrates the current composition of the area. The neighborhood currently is heavily characterized by a mix of land uses – residential, industrial and commercial. While residential property accounts for the majority of parcels within the neighborhood, most of the acreage is currently classified by a commercial or industrial land use.

Demographic data indicates that residents of the AWP area are predominantly young and households tend to be smaller, 1 – 2 persons. Additionally, the area is characterized by a high proportion of renters. These patterns, along with proximity to Marshall University, indicate the population is characterized by a large student population. One Census Tract that covers the largest portion of residential property within the AWP area also reflects a higher household income than the city as a whole. Proximity to a local hospital suggests residents in this area may hold higher earning occupations associated with the health care sector such as physicians.

Analysis of property characteristics illustrate the importance of commercial and industrial property in the AWP area. The neighborhood accounts for about one-third of the city's industrial parcels. Average parcel sizes are slightly larger for Commercial and Industrial land within the AWP area, compared with the city as a whole. Local and emerging industries represent an opportunity to support industrial development on these parcels.

Interviews with local employers and organizations closely engaged in real estate and construction underscore strengths and challenges for redevelopment in the city broadly and the AWP area specifically. Leveraging proximity to Marshall University and the hospitals is repeatedly cited as important components to a redevelopment strategy, providing opportunities for academics, research facilities, incubator space and short to mid-term occupancy residential housing. Out-of-area recruiting by major employers, particularly for younger, high-skilled professionals, illustrates the need for a more flexible, and newer housing stock to accommodate this target population.

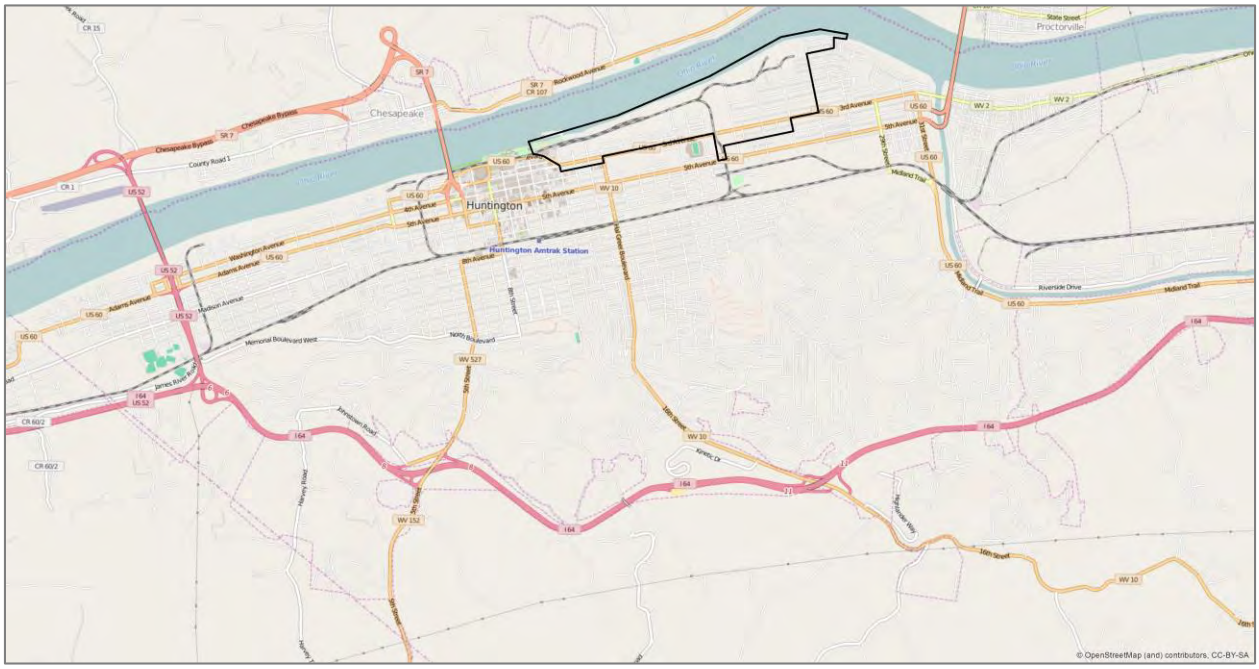
Expanded retail potential may be limited for the AWP area in part due to the presence of a well-developed retail center in the downtown business district. The AWP area also already has a well-developed retail base that serves consumers well beyond the neighborhood. A sustainable redevelopment strategy may be focused more on modifying the mix of retailers within the AWP area with targeted recruitment rather than simply adding to the retail capacity of the area. This could be accomplished by adding various eating establishments and limited specialty and service oriented retail.

Finding and effectively managing resources, and maintaining focus amidst myriad priorities for the City, were noted as potential challenges to redevelopment. Having a plan and vision for redevelopment that is flexible is crucial for garnering support among local stakeholders and property owners, overcoming communication and coordination difficulties, and for generating investment and funding.

Introduction

To assist the consultant team with assessing redevelopment opportunities for the Highlawn Area (AWP Area) of Huntington, West Virginia the Center for Business and Economic Research (CBER) at Marshall University conducted a market analysis of the target neighborhood and region. The Highlawn neighborhood in Huntington, WV consists of parcels located along the Ohio River and adjacent to Marshall University. Figure 1 illustrates the area.

Figure 1 Huntington and AWP Area



The analysis considered demographic data on population and household composition in the area, income and retail potential, employment and industry composition. As noted in Figure 2, the Highlawn neighborhood contains portions of four census tracts, with Census Tracts 03 and 06 representing the majority of the AWP Area. Census Tracts 04 and 05, while accounting for small portions of the area identified as the AWP, are more illustrative of proximal surrounding neighborhoods and dynamics that may influence the AWP area.

Figure 2 Census Tracts within AWP Area



CBER also analyzed business data available through the West Virginia Development Office (WVDO)[1] and parcel level property data from the Cabell County Assessor[2]. Analyses of these data provide a basic description of the current economic and property composition of the local area, as well as characterize the AWP area relative to the city as a whole. Along with interviews of key property market and development stakeholders and local major employers, the market analysis will enable the city to focus on specific types of redevelopment and the locations in which they would be most suitable.

Household Characteristics

In general, the AWP area contains a high proportion of smaller, renter households. This pattern is consistent with serving a student or young professional population given proximity to the university as well as St. Mary's Hospital. While owner-occupancy is fairly low, tenure for owners tends to be long. Thus there is a high turnover of the renter population, consistent with student renters and some young professionals (e.g. doctors in fellowship or residency programs), but lower turnover of owner-occupied dwellings.

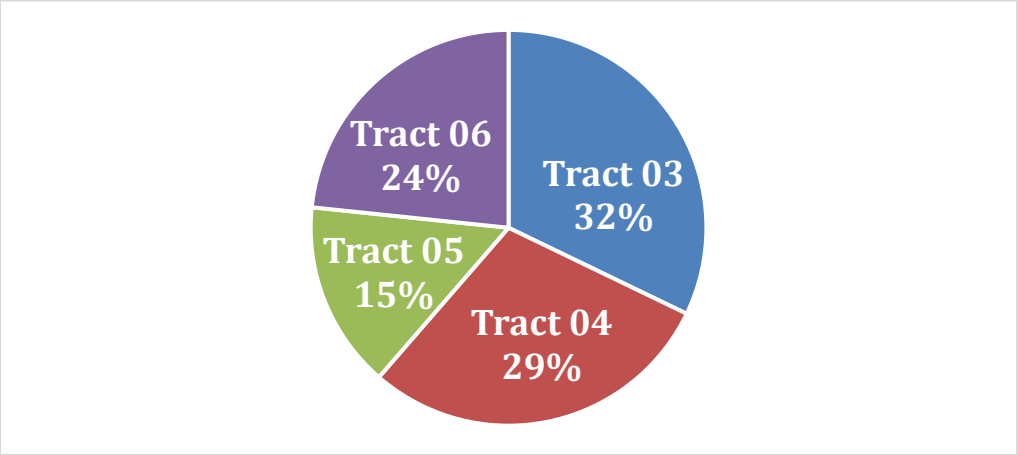
AWP Area Composition

The AWP study area makes up 14.2 percent of total households in the City of Huntington. The AWP area contains residential, commercial and industrial property. When comparing the size of the census tracts to one another, Tracts 03 and 04 contain 61 percent of households, while Tracts 05 and 06 contain the remaining 39 percent and the majority of commercial and industrial properties.

[1] http://www.wvcommerce.org/business/default.aspx
[2] http://cabellassessor.com/index.html

However, Census Tracts 03 and 06 make up a larger percentage of the AWP Area. Thus the AWP area is comprised of mixed use parcels.

Figure 3 Population by Census Tract



Source: ESRI, U.S. Census Bureau, 2010

Size of Households

Households in the AWP study are relative small, consisting primarily of 1 and 2-persons which comprise 74.7 percent of the total households. Thus, the residential market for the AWP are currently serves individuals and small families.

Table 1 Distribution of Household Size

Household Size	Number	Percent
1 Person	218	38.8
2 Person	202	35.9
3 Person	81	14.4
4 Person	37	6.58
5 Person	12	2.1
6 Person	11	2.0

Source: Applied Geographic Solutions

Number of Rooms/Bedrooms

Just as households tend to be small, houses are also mostly smaller. One and two bedroom structures make up 57.7 percent of the housing stock.

Table 2 Housing Stock Characteristics, Number of Bedrooms

Number of Bedrooms	Percent
None	6.3
One	19.5
Two	38.2
Three	21.0
Four	12.2
Five or more	2.8

Source: U.S. Census Bureau, 2010

Housing Occupancy

Consistent with serving individuals and small households, renters represent the largest number of residents in the AWP study area. Among occupied housing units in the area, 75.2 percent are rented with the remaining 24.8 percent owner occupied. Of the total housing units, 14.8 percent of the study area housing units are vacant.

Table 3 Occupancy Status

Occupancy Status	Number	Percent
Total Housing Units	5,651	-
Occupied Units	*4,812*	*85.2*
Vacant Units	*839*	*14.8*
Owner Occupied	1,191	24.8
Renter Occupied	3,621	75.2

Source: U.S. Census Bureau, 2010

Tenure by Occupancy

The majority of houses in the AWP Area are occupied by renters; however, owners represent the longest tenures as approximately 52.3% of homeowners moved into their residence in 1999 or earlier. A large majority (94.1%) of renters have lived in their residence since 2000.

Table 4 Tenure Status

Tenure	Owner	Renter
Moved in 2005 or later	487	4,212
Moved in 2000 to 2004	542	401
Moved in 1990 to 1999	341	180
Moved in 1980 to 1989	275	25
Moved in 1970 to 1979	278	0
Moved in 1969 or earlier	235	82

Source: U.S. Census Bureau, 2010

Employment and Income Characteristics

Employment characteristics further indicate that residents within the AWP area are most likely university students and young professionals.

Employment Status

Overall, approximately half of the residents aged 16 and older in the AWP area are in the labor force. A significant number of individuals living in the AWP study area are in the labor force or employed, particularly among the younger age groups; however, these same groups also report the highest rates of unemployment. Unemployment rates decrease in the older age groups as these individuals are most likely retired and not actively seeking employment.

Table 5 Labor Force and Employment Characteristics, 2013

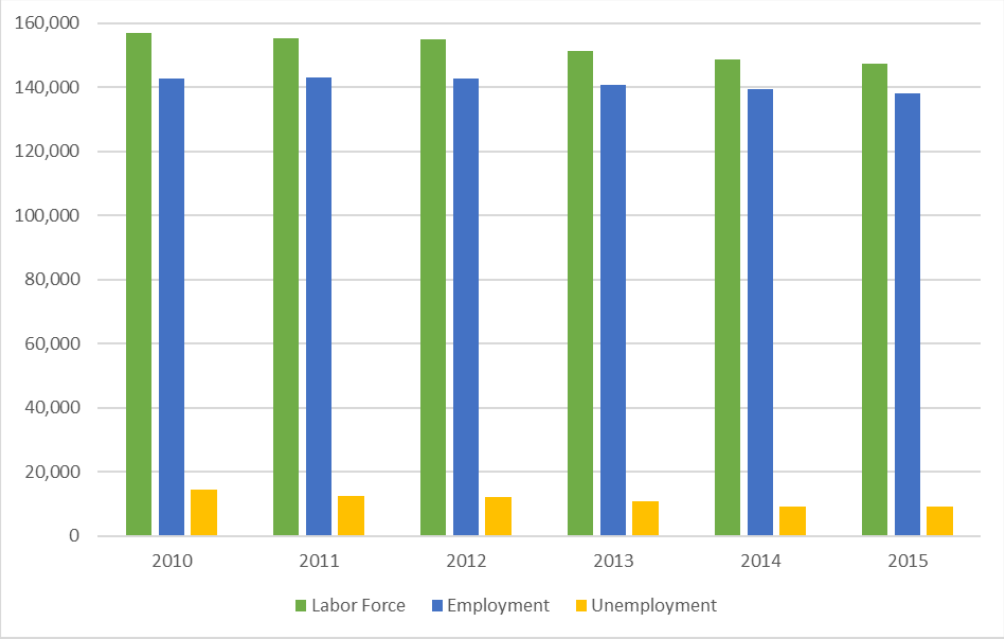
Age Group	Number	Labor Force (%)	Employed (%)	Unemployed (%)
16 to 19 years	1,397	27.1	24.7	10.0
20 to 24 years	3,056	64.2	59.4	7.7
25 to 44 years	2,272	70.8	63.2	10.9
45 to 54 years	1,347	45.2	45.2	0.0
55 to 64 years	727	40.7	40.0	0.9
65 to 74 years	532	18.2	18.2	0.0
75 years and over	641	3.6	3.6	0.0
*Total**	*9,972*	*49.9*	*46.3*	*6.3*

Source: 2013 American Community Survey - 5YR Estimates Series

**CBER calculations. Numbers may not sum due to rounding.*

It should be noted that while unemployment has declined in the larger Huntington-Ashland, WV-KY-OH Metropolitan Statistical Area (MSA), so too has the size of the labor force. Employment has remained around 140,000 with slight declines beginning in 2013.

Figure 4 Huntington-Ashland, WV-KY-OH MSA Employment Measures, 2010-2015



Source: Bureau of Labor Statistics, 2015

Household and Personal Income

There is considerable variation in household incomes across the AWP census tracts. Census tract 03 contains higher earning households than the remainder of the neighborhood, with average incomes that exceed those of the City (112% of the city average). Per capita income in Census Tract 03 is also more similar to the city average. Both average household and per capita incomes in the remaining census tracts of the AWP Area are less than half of those citywide.

Table 6 Income Characteristics, 2013

Census Area	Average Household Income	Per Capita Income
Census Tract 03	$51,045	$23,594
Census Tract 04	$29,906	$13,143
Census Tract 05	$22,080	$10,867
Census Tract 06	$21,934	$13,599
City of Huntington	$45,701	$26,570

Source: ESRI, U.S. Census Bureau 2013

Household Income Distribution

Household income in the AWP study area is relatively low and 57.7 percent of households earn less than $30,000 a year and 73.4 percent of households earn less than $40,000 per year. The relatively low income in the AWP area is also consistent with the large percentage of small, young households and rental properties.

Table 7 Household Income Distribution, 2016

Income Range	Number	Percent
Less than $10,000	65	11.6
$10,000 - $20,000	109	19.4
$20,000 - $30,000	150	26.7
$30,000 - $40,000	88	15.7
$40,000 - $50,000	5	0.89
$50,000 - $60,000	49	8.7
$60,000 - $75,000	37	6.6
$75,000 - $100,000	29	5.2
More than $100,000	30	5.3

Source: Applied Geographic Solutions

Huntington-Ashland, WV-KY-OH MSA Top Occupations, 2010

While occupational data are not available at the neighborhood level, they are available for the Huntington-Ashland, WV-KY-OH Metropolitan Statistical Area (MSA). The largest employment sector in the MSA is Office and Administrative Support, followed by Sales, Food Preparation/Serving and Healthcare Practitioners. It is not unreasonable that the occupational profile of AWP residents, and the City as a whole, may reflect patterns for the larger MSA.

Table 8 MSA Top Occupations by Employment, 2010

SOC Code	Title	Total Employment
43-0000	Office and Administrative Support	17,680
41-0000	Sales and Related	12,100
35-0000	Food Preparation and Serving Related	10,750
29-0000	Healthcare Practitioners and Technical	10,620
53-0000	Transportation and Material Moving	7,520
25-0000	Education, Training and Library	6,830
51-0000	Production	5,920
47-0000	Construction and Extraction	5,570
49-0000	Installation, Maintenance and Repair	5,060
31-0000	Healthcare Support	4,700

Source: U.S. Census Bureau, 2010

Not only is Healthcare a large employment sector, but is also one of the highest paying sectors in the MSA. High incomes for residents of Census Tract 03 further support the presence of individuals in the medical profession, which is reasonable given proximity to St. Mary's Hospital and other physicians' offices.

Table 9 Top Occupations by Average Earnings, 2010

SOC Code	Title	Average Annual Wages
29-1069	Physicians and Surgeons	$207,620
29-1062	Family and General Practitioners	$185,010
29-1066	Psychiatrists	$171,930
11-1011	Chief Executives	$154,030
29-1021	Dentists, General	$115,480
11-9041	Architectural and Engineering Management	$108,550
29-1051	Pharmacists	$107,430
11-3021	Computer and Information Systems Managers	$89,780
29-1123	Physical Therapists	$85,920
13-2051	Financial Analysts	$85,800

Source: U.S. Census Bureau, 2010

Business Characteristics

The AWP area contains nearly 10 percent of the city's Banking, Finance and Insurance businesses, and accounts for almost one-third of employment among the city's wholesalers. The AWP area demonstrates significant potential ties to the larger region's healthcare sector not only through the likely occupation of many residents but also through occupancy of commercial space.

Huntington Business Mix

Throughout the City, with the presence of Cabell Huntington and St. Mary's Hospital, Health Care and Social services represents the largest sector, with 313 total businesses and an estimated 12,935 employees. However, wholesalers generate almost $2 billion in estimated sales which is substantially higher than all businesses other than health care and social services ($1.5 billion). Banking, Finance and Insurance is also significant in the City accounting for 248 businesses and almost 1,700 employees.[3]

Table 10 Establishments, Sales and Employment, Citywide

Sector	Total Businesses	Estimated Sales	Estimated Employees
Health Care and Social Services	313	$1,543,763,000	12,935
Other Services Repair, Personal Care, Laundry, Religious, etc.	305	$56,737,000	1,617
Banking, Finance and Insurance	248	$505,834,000	1,676
Professional, Scientific, and Technical Services	193	$216,189,000	1,597
Retail: Home, Food, Automobiles, Personal Care	188	$574,646,000	2,139
Accommodation and Food Services	178	$122,814,000	2,817
Public Administration	136	$0,000	2,060
Construction	132	$219,503,000	1,511
Real Estate and Rentals	120	$90,008,000	486
Wholesalers	99	$1,966,598,000	1,600
Administrative and Support and Waste Management and Remediation Services	88	$143,464,000	1,642
Retail: Hobby, Media, General Merchandise	87	$131,779,000	810
Education	64	$1,852,000	3,720
Unclassified	60	$0,000	25
Manufacturing Electronics, Furniture, Machinery, Metal, Transportation, Misc.	55	$343,335,000	1,077
Information	55	$321,647,000	1,143
Arts, Sports, Entertainment, and Recreation	36	$14,677,000	278
Transportation and Warehousing: Private and Public Transportation, Oil and Gas Pipelines, Sightseeing	28	$76,656,000	425
Manufacturing Chemical, Fuel, Paper, Plastic, Wood	21	$121,240,000	724
Utility Services: Power, Gas, Steam, Water, and Sewage	10	$234,668,000	163
Manufacturing Processed Food, Textiles, Clothing	10	$68,633,000	143
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	8	$358,000	320
Holding Companies and Managing Offices	8	$35,111,000	134
Agriculture, Forestry, Fishing and Hunting	1	$1,038,000	1
Mineral, Oil and Gas Extraction	1	$2,365,000	6
Total	2,444	$6,792,915,000	39,049

Source: Info USA, 2016, West Virginia Department of Commerce, Development Office

[3] West Virginia Department of Commerce, Development Office, 2016

AWP Area Business Mix

The business mix in the AWP Area mirrors the city as a whole. Banking, finance and insurance represents largest number of total businesses. The wholesalers sector employs the most individuals (617) and produces substantially higher yearly sales ($295,795,000) than other businesses in the AWP. Health care and social services is also significant, consisting of the second largest number of employees and more than $30 million in estimated sales.[4]

Table 11 Establishments, Sales and Employment, AWP Area

Sector	Total Businesses	Estimated Sales	Estimated Employees
Banking, Finance and Insurance	23	$18,993,000	70
Health Care and Social Services	16	$30,597,000	349
Other Services	16	$5,799,000	166
Wholesalers	13	$295,795,000	617
Retail: Home, Food, Automobiles, Personal Care	10	$52,522,000	167
Accommodations and Food Services	10	$5,233,000	126
Manufacturing: Electronics, Furniture, Machinery, Metal, Etc.	7	$71,373,000	163
Real Estate and Rentals	7	$6,434,000	41
Professional, Scientific and Technical	5	$9,143,000	42
Manufacturing: Chemical, Fuel, Paper, Plastic, Wood	3	Not Disclosed	485
Education	3	$366,000	58
Transportation and Warehousing: Private and Public Transportation, Oil and Gas, Sightseeing	2	Not Disclosed	39
Administrative and Support and Waste Management/Remediation	2	$1,502,000	31
Transportation and Warehousing: Couriers and Messengers, Warehousing and Storage	1	Not Disclosed	20
Arts, Sports, Entertainment and Recreation	1	$1,444,000	3
Unclassified	1	Not Disclosed	0
Total	120	$499,201,000	2,377

Source: Info USA, 2016, West Virginia Department of Commerce, Development Office

[4] West Virginia Department of Commerce, Development Office, 2016

Retail Market and Potential

Retail Sales

The AWP Area contains 55 Retail Trade establishments (not including food and beverage), approximately 14 percent of the city's total and are responsible for 36 percent ($223,818,866) of all Retail Trade sales in Huntington. When including food and beverage sales, the number of retail establishments in the Study Area increases to 98, or 19 percent of the city's total. Approximately 26 percent of Huntington's retail employment occurs in the AWP study area with 46 percent occurring in Census Tract 6.[5]

Table 12 Retail Establishments and Employment, 2013

Census Area	Retail (no food & beverage)	Including food & beverage	Total Employment (including food & beverage)
Census Tract 03	11	16	75
Census Tract 04	20	38	594
Census Tract 05	4	6	181
Census Tract 06	20	38	431
Total	55	98	1,281
Huntington	396	522	4,975

Source: ESRI, 2013 Retail Marketplace

Retail Sales Potential

ESRI's Retail Sales Potential helps measure the amount expected to be spent by consumers on products in the retail market.[6] Consistent with containing the highest household income in the AWP Area, Census Tract 03 also holds the largest amount of retail sales potential ($19,643,589), with the entire AWP Area representing 16% of the city's potential. When including food and drink, again Census Tract 03 manifests as the largest ($23,698,042) and the AWP Area possessing 16% of the city's total potential.

Overall, however, the census tracts associated the AWP area have estimated retail sales in significant excess to the local sales potential. The pattern varies by tract. Consistent with being largely residential, Census Tract 03 contains potential three times that of estimated sales. In contrast, sales in Census Tract 04 outpace potential by more than four times suggestive of a large commercial presence and relatively low residential population.

Thus, the data suggest that while the residents associated with the AWP area represent a source of retail demand for the city, the neighborhood already has a well-developed retail base that serves consumers well beyond the neighborhood. A sustainable redevelopment strategy may be focused more on modifying the mix of retailers within the AWP area with targeted recruitment rather than simply adding to the retail capacity of the area.

[5] ESRI, 2013 Retail Marketplace
[6] https://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Table 13 Retail Sales Potential, 2013

Census Area	Retail (no food & beverage)		Including food & beverage	
	Sales Potential	Estimated Sales	Sales Potential	Estimated Sales
Census Tract 03	$19,643,589	$6,059,089	$23,698,042	$7,666,737
Census Tract 04	$14,874,540	$82,624,367	$16,537,282	$96,967,481
Census Tract 05	$9,411,049	$15,206,118	$10,568,210	$31,917,938
Census Tract 06	$15,173,906	$24,600,701	$17,039,656	$34,309,270
Total	$59,103,589	$223,818,866	$67,843,190	$279,141,242
City of Huntington	$439,514,970	$615,797,744	$485,207,743	$710,411,879

Source: ESRI, 2013 Retail Marketplace

Real Estate and Parcel Analysis

Parcel Distribution

The AWP Area contains 3 percent of all the parcels within the city. Similar to the city as a whole, the majority of parcels within the AWP area are residential, followed by commercial usage. While 82 percent of the parcels within the city overall are for residential use, only 65 percent within the AWP are residential. Throughout the city, 11 percent of the parcels are for commercial use. Within the AWP area, however, commercial property constitutes 22 percent of the parcels. Additionally, while few in number the AWP area contains about one-quarter of all the city's industrial parcels.[7]

Table 14 Land Use Distribution, 2016

Land Use	Citywide	In AWP Area
Apartment	262	18
Commercial	2,304	156
Exempt	1,153	43
Industrial	86	22
Residential	17,654	463
Utilities	108	7
Total	21,639	709

Source: Cabell County Assessor, 2016

[7] Cabell County Assessor, 2016

Total Acreage

In terms of acreage, the city as whole is approximately half residential, one-quarter of the city acreage is in a tax exempt category. Only 16 percent of the city acreage is commercial and 4 percent industrial use. Within the AWP, about 18 percent of the acreage is for residential use. Commercial acreage is the most significant at 45 percent, followed by industrial land which accounts for 26 percent of acreage within the AWP area. Land within the AWP area accounts for 31 percent of all the industrial acreage in the city. Thus, while commercial and residential land uses are significant to the AWP area, the AWP area is an important location for the city's industrial land.[8]

Table 15 Total Acreage by Land Use Category, 2016

Land Use	Citywide	In AWP Area	Share in AWP
Apartment	107.7	6.3	6%
Commercial	1133.9	145.7	13%
Exempt	1,717.5	29.0	2%
Industrial	280.6	86.4	31%
Residential	3,731.8	57.7	2%
Utilities	196.3	1.6	1%
Total	7,167.8	326.6	-

Source: Cabell County Assessor, 2016

Further substantiating the significance of the AWP to the City, average parcel sizes are slightly larger for Commercial and Industrial land within the AWP area, compared with the city as a whole. Thus, not only does the AWP contain a significant share of these parcels, they also tend to be larger.

Table 16 Average Parcel Size by Land Use Category, 2016

Land Use	Citywide	In AWP Area
Apartment	0.4	0.3
Commercial	0.5	0.9
Exempt	1.5	0.7
Industrial	3.3	3.9
Residential	0.2	0.1
Utilities	1.8	0.2
Total	0.3	0.5

Source: Cabell County Assessor, 2016

Examination of detailed land use codes further illustrates the current composition of the AWP area. The AWP area houses the city's steel mill establishment, containing 34 of the 36 such allocated acres in the city. Additionally, the AWP area accounts for one-third of the warehousing land in the city. See the appendix for a table of detailed land uses.

[8] Cabell County Assessor, 2016

Sales Activity and Turnover

Number of Sales

Throughout both the city, and within the AWP area, just under half of the parcels have a recorded sale associated with them. The vast majority of sales are of residential properties, 80 percent of sales in the AWP area and 92 percent in the city overall. Commercial parcels account for 16 percent of sales within the AWP and about 7 percent of citywide sales. Only two industrial parcels have a recorded sale, both of these properties are located within the AWP area.[9]

Table 17 Recorded Sales by Land Use Category

Land Use	Citywide	In AWP Area
Apartment	102	9
Commercial	658	49
Exempt	31	1
Industrial	2	2
Residential	8,988	247
Utilities	3	-
Total	9,784	308

Source: Cabell County Assessor, 2016

Average Time since Last Sale

On average, sale dates throughout the city and within the AWP area are about 20 years old, suggesting a slow rate of turnover. The most recent sales in the city are the Industrial properties, which occurred about 16 years ago. Thus, ownership tends to be persistent throughout the city.[10]

Table 18 Time Since Most Recent Sale (years)

Land Use	Citywide	In AWP Area
Apartment	17.8	20.1
Commercial	20.6	20.3
Exempt	20.9	20.8
Industrial	16.0	16.0
Residential	16.7	17.8
Utilities	32.8	-
Total	17.0	18.3

Source: Cabell County Assessor, 2016

[9] Cabell County Assessor, 2016
[10] ibid

To better illustrate property turnover dynamics, sales were categorized into five year increments. Through the city, about 10 percent of all recorded sales occurred within the last 5 years.

Table 19 Number of Sales by Time Since Last Sale, Citywide

Land Use	All	< 5 years	5-10 years	10+ years
Apartment	102	9	16	77
Commercial	658	30	53	575
Exempt	31	9	4	27
Industrial	2	0	0	2
Residential	8,988	925	1,456	6,607
Utilities	3	0	0	3
Total	9,784	964	1,529	7,291

Source: Cabell County Assessor, 2016

Within the AWP Area, about 7 percent of recorded sales occurred within the last 5 years. Similar to the city as a whole, the majority of these sales were residential in nature. Thus residential turnover exhibits the highest rate of all property types within the city and AWP, and among the most recent sales. Commercial properties comprise a distant second.

Table 20 Number of Sales by Time Since Last Sale, AWP Area

Land Use	All	< 5 years	5-10 years	10+ years
Apartment	9	0	1	8
Commercial	49	3	1	45
Exempt	1	0	0	1
Industrial	2	0	0	2
Residential	247	18	24	205
Utilities	0	0	0	0
Total	308	21	26	261

Source: Cabell County Assessor, 2016

Most recent average sale prices for properties with a recorded sale are slightly lower within the AWP area than for the city as a whole. The exception to this pattern is Commercial property, which has a higher average sale price for relevant properties than citywide.

Table 21 Average Sale Price

Land Use	Citywide	In AWP Area
Apartment	$ 161,717	$ 132,944
Commercial	$ 120,926	$ 145,653
Exempt	$ 77,999	$ 48,000
Industrial	$ 177,500	$ 177,500
Residential	$ 73,548	$ 55,156
Utilities	$ 35,385	-
Total	$ 77,677	$ 72,597

Source: Cabell County Assessor, 2016

In general, properties with a recorded sale are slightly smaller than those without a sale history. Within the AWP area, commercial properties that have sold are slightly larger than those throughout the city as a whole. The largest industrial properties both citywide and in the AWP area have not turned over according to the sale history.

Table 22 Size of Sold Properties and Non- (Average Acreage)

Land Use	Citywide		In AWP Area	
	Recorded Sale	None	Recorded Sale	None
Apartment	0.2	0.5	0.3	0.4
Commercial	0.3	0.6	0.4	1.2
Exempt	0.9	1.5	0.1	0.7
Industrial	0.5	3.3	0.5	4.3
Residential	0.2	0.2	0.1	0.1
Utilities	2.6	1.8	0.3	0.2
Total	0.2	0.4	0.2	0.7

Source: Cabell County Assessor, 2016

Annual Sales Activity

Through July of the 2015 calendar year, a total of 77 sales were recorded throughout the city largely residential properties. Only one of these sales occurred within the AWP area.

Table 23 Recent Sale Information, 2015

Land Use	Citywide		In AWP Area	
	Number	Average Price	Number	Average Price
Commercial	3	$ 176,500	-	-
Residential	74	$ 121,576	1	$ 56,000
Total	77	$ 123,716	1	$ 56,000

Source: Cabell County Assessor, 2016

Annual sales data for 2011 through 2014 indicate about 250 parcels on average sold throughout the city, about 4 of which were within the AWP area. Based on the recorded sales for the first half of 2015, twice as many transactions need to have occurred in the latter half of 2015 to maintain the pace of sales for the previous 4 years.

Table 24 Recent Sale Information, 2014

Land Use	Citywide		In AWP Area	
	Number	Average Price	Number	Average Price
Apartment	2	$ 276,850	-	-
Commercial	7	$ 113,713	-	-
Residential	251	$ 123,487	4	$ 81,750
Total	260	$ 124,404	4	$ 81,750

Source: Cabell County Assessor, 2016

Table 25 Recent Sale Information, 2013

Land Use	Citywide		In AWP Area	
	Number	Average Price	Number	Average Price
Apartment	3	$ 230,000	-	-
Commercial	11	$ 200,182	2	$ 193,500
Residential	254	$ 134,779	3	$ 58,333
Total	268	$ 138,529	5	$ 112,400

Source: Cabell County Assessor, 2016

Table 26 Recent Sale Information, 2012

Land Use	Citywide		In AWP Area	
	Number	Average Price	Number	Average Price
Apartment	2	$ 121,500	-	-
Commercial	7	$ 112,093	-	-
Residential	235	$ 118,246	4	$ 112,250
Total	244	$ 118,096	4	$ 112,250

Source: Cabell County Assessor, 2016

Table 27 Recent Sale Information, 2011

Land Use	Citywide		In AWP Area	
	Number	Average Price	Number	Average Price
Apartment	3	$ 127,500	-	-
Commercial	4	$ 148,750	-	-
Residential	240	$ 115,590	5	$ 93,000
Total	247	$ 118,096	5	$ 93,000

Source: Cabell County Assessor, 2016

Retail Square Footage

Within the AWP area presently, approximately 146 acres are used for commercial purposes. The predominant use of these parcels currently is warehousing or vacant, accounting for more than 100 acres.[11]

Table 28 - AWP Land Usage

Land Use Category	Land Use Description	In AWP Area
Commercial	Auto Dealer - Full Service	2.4
Commercial	Auto Service Garage	3.7
Commercial	Bank	2.0
Commercial	Bar/Lounge	0.2
Commercial	Car Wash - Automatic	0.5
Commercial	Car Wash - Manual	0.3
Commercial	Convenience Food Market	1.3
Commercial	Downtown Row Type	0.9
Commercial	Fast Food	1.7
Commercial	General Commercial Vacant Land	46.7
Commercial	Medical Office	1.2
Commercial	Mixed Residential/Commercial	1.7
Commercial	Nursing Home	2.6
Commercial	Office Building Low Rise (1-4 stories)	2.6
Commercial	Office/Warehouse	14.7
Commercial	Parking Miscellaneous	5.1
Commercial	Residential House on Comm Valued Land	0.1
Commercial	Retail - Multiple Occupancy	0.4
Commercial	Retail - Single Occupancy	4.3
Commercial	Savings Institution	0.2
Commercial	Social/Fraternal Hall	1.3
Commercial	Warehouse	50.4
Commercial	Warehouse Prefabricated	1.5

Source: Cabell County Assessor, 2016

[11] Cabell County Assessor, 2016

To estimate the potential square footage of current retail capacity, land uses pertaining to retail, and food and beverage establishments were identified. Approximately 12.5 acres of land within the AWP currently falls within these categories.

Table 29 - AWP Commercial Land Use

Land Use Category	Land Use Description	In AWP Area
Commercial	Bank	2.0
Commercial	Convenience Food Market	1.3
Commercial	Downtown Row Type	0.9
Commercial	Fast Food	1.7
Commercial	Mixed Residential/Commercial	1.7
Commercial	Retail - Multiple Occupancy	0.4
Commercial	Retail - Single Occupancy	4.3
Commercial	Savings Institution	0.2
Total		12.5

Source: Cabell County Assessor, 2016

Data on properties currently leased for retail and office space within the City of Huntington were used to approximate likely building sizes. Building sizes range from 4,709 square feet to almost 29,000 square feet, depending on the height of the building and parcel size. Acreage for these properties ranges from 0.09 to 1.19 acres.[12]

Table 30 - Leased Retail and Office Space

Location	Building Size (ft^2)	Acres	Type	(ft^2)/acre
545 4th Ave.	14,242	0.57	Retail/Office	24,986
919 5th Ave.	28,990	0.62	Retail/Office	46,758
629 1st St.	4,709	0.09	Retail/Office	52,322
2957 5th Ave.	15,332	1.19	Retail	12,884
Average	15,818	0.62		34,238

Source: Showcase.com

As data on building specifications for properties currently in use within the AWP are unavailable, potential ranges for retail square footage were calculated using several methods. The minimum and maximum building size were applied to the 16.3 acres. Alternatively, applying the average building size per parcel ((ft^2)/acre) to the 12.5 acres within the AWP yields an estimated 429,000 square feet of current retail space.

[12] Cabell County Assessor, 2016

Further, as noted previously, the average commercial parcel size with the AWP is 0.9 acres. Normalizing by the average parcel size for available properties and using the average building size yields an average estimated building size of 23,055 square feet. Applying this average to the number of estimated retail acres within the AWP results in a midpoint estimate of 288,895 square feet of current retail space.

Table 31 - AWP Estimated Retail Space Available

Measure	Value
Average Commercial Parcel Size (acres)	0.9
Average Retail/Office Building Space (ft^2)	23,055
Minimum Total Retail/Office Space (ft^2)	59,007
Average Total Retail/Office Space (ft^2)	288,895
Maximum Total Retail/Office Space (ft^2)	363,265
Alternative Maximum Total Retail/Office Space (ft^2)	429,021

Source: CBER Calculations

Additionally, data on retail sales and retail potential by census tract for the AWP study area and the city as a whole for 4-digit NAICS sectors were analyzed to determine existing and future opportunities for types of retail establishments. For context, retail data for census tracts roughly corresponding to the downtown area (inclusive of Pullman Square) were also analyzed to illustrate the diversity of retail opportunities. Disaggregated sales and potential estimates are displayed in the table below.

It should be noted that retail sales and potential focus solely on census tracts contained within the city limits, and do not include other nearby communities within Cabell County, such as Barboursville. Thus, in instances where sales exceed potential it is likely due to individuals from adjacent communities, particularly in Ohio and Kentucky where bedroom communities exist. Sectors in which potential exceed sales represent leakage out of the city, but may be spending contained within the county or state. Thus, adding retail capacity to the city may provide a substitute for consumers and draw sales revenues to the city, but will not produce additional fiscal revenue for the county or state.

Retail sales within the city as a whole are greatest for grocery stores, gas stations and limited-service eating places. Retail potential follows a similar pattern with the addition of other general merchandise spending which represents the second largest source of retail potential. While the AWP census tracts are characterized by grocery store and limited-service eating sales, downtown tracts are most heavily represented by gas stations and limited-service eating. Clothing stores, other miscellaneous retailers also show a larger presence in downtown tracts. AWP tracts contain relatively more beer/wine/liquor and full-service restaurant sales.

Table 32 - Retail and Potential Sales Summary

Sector/Type	AWP Tracts		All Tracts (City Total)		Pullman & Downtown Tracts	
	Potential	Sales	Potential	Sales	Potential	Sales
Grocery Stores (4451)	$9,476,959	$74,003,002	$90,876,499	$188,990,738	$ 10,991,685	$ 5,651,638
Specialty Food (4452)	$ 154,425	$ 523,702	$ 1,479,280	$ 1,516,706	$ 179,876	$ 500,295
Beer/Wine/Liquor (4453)	$ 359,906	$ 3,084,086	$ 3,267,845	$ 11,061,590	$ 408,262	$ 2,056,058
Gas Stations (4471)	$7,876,826	$10,172,119	$ 75,863,905	$ 95,501,508	$ 8,886,610	$25,331,663
Clothing Stores (4481)	$2,459,192	$ 122,508	$ 21,195,735	$ 5,564,684	$ 2,705,918	$ 2,662,852
Books/Periodical/Music (4512)	$ 498,621	$ 3,342,861	$ 3,188,576	$ 4,036,326	$ 416,975	$ 693,465
Other General Merchandise (4529)	$8,555,047	$ -	$82,513,888	$ 4,568,216	$ 9,919,282	$ -
Other Misc. Store Retailers (4539)	$ 735,582	$ 1,981,537	$ 7,189,275	$ 10,520,209	$ 830,169	$ 3,512,764
Full-Service Restaurants (7221)	$ 2,513,145	$ 9,005,730	$21,831,078	$ 24,521,453	$ 2,783,945	$ 5,758,048
Limited-Service Eating (7222)	$3,547,787	$31,419,406	$31,509,985	$ 74,744,625	$ 3,991,601	$17,973,881
Special Food Services (7223)	$ 82,109	$ 610,540	$ 697,372	$ 1,219,828	$ 86,983	$ 131,070
Drinking Places (7224)	$ 597,065	$ 1,335,475	$ 5,054,583	$ 5,051,614	$ 662,062	$ 798,365
Total	$36,856,664	$135,600,966	$344,668,021	$427,297,497	$ 41,863,368	$65,070,099

Source: ESRI, 2013 estimates

These data indicate five sectors for which some future retail development may be supported within the city. These sectors are those in which retail potential exceeds retails sales (Clothing Stores, Other General Merchandise, Drinking Places) and those for which retail sales exceed potential by less than 15 percent (Specialty Food and Full-service Restaurants). These sectors are considered those with future unmet potential. The distribution of the sectors with future unmet potential is displayed in the table below.

Sector/Type	Potential	Share
Specialty Food (4452)	$ 1,479,280	1.1%
Clothing Stores (4481)	$ 21,195,735	16.0%
Other General Merchandise (4529)	$ 82,513,888	62.5%
Full-Service Restaurants (7221)	$ 21,831,078	16.5%
Drinking Places (7224)	$ 5,054,583	3.8%
Total	$132,074,564	

Source: ESRI, 2013 estimates, CBER calculations

Current potential is used as it is the best approximation of the relative magnitude of demand for each type of establishment. Using the average estimated current retail square footage within the AWP as the basis (288,895), future development potential is approximated by applying the shares of retail potential for selected sectors for the city as a whole. Resulting estimates simply illustrate the possible

distribution of available retail square footage within the AWP area that may be supported based on existing and possible future demand. Estimates do not indicate to what extent new establishments will satisfy current unmet demand. Additionally, estimates presented may be considered maxima or upper bounds based on the total current estimated retail square footage within the AWP area were it to be allocated among these sectors to serve city demand.

Based on the distribution of demand for selected sectors, and the midpoint estimate for current retail square footage within the AWP, results indicate that the greatest square footage should be allocated to other general merchandise establishments, 180,000 square feet. Full-service restaurants and clothing stores could occupy up to about 46,000 to 48,000 square feet each. The remaining square footage could be allocated to drinking places (such as bars) and specialty food stores, 11,000 square feet and 3,200 square feet.

Table 33 - Recommended AWP Square Footage Distribution

Sector	Share	Square Footage
Specialty Food (4452)	1.1%	3,236
Clothing Stores (4481)	16.0%	46,363
Other General Merchandise (4529)	62.5%	180,488
Full-Service Restaurants (7221)	16.5%	47,752
Drinking Places (7224)	3.8%	11,056

Source: CBER calculations

Other General Merchandise (NAICS 4529) consists of two subsectors: Warehouses and Supercenters (e.g. Costco, Sam's Club, BJ's, Meijer's) (NAICS 452910) and smaller establishments that "retail a general line of new merchandise such as apparel, automotive parts, dry goods, hardware, groceries, housewares or home furnishings, and other lines in limited amounts with none of the lines predominating" (NAICS 452990).[13] Establishments within NAICS 452990 exclude department stores, discount department stores, warehouse clubs, superstores and supercenters.[14] The relevant types of establishments include:

- Catalog showrooms, general merchandise (except catalog mail-order) (e.g. L.L Bean, Coldwater Creek, Plow and Hearth, Brookstone)
- Dollar Stores
- General Stores (e.g Big Lots)
- Home and auto supply stores
- Limited price variety stores
- Trading posts, general merchandise
- Variety Stores

[13]U.S. Census. North American Industry Classification System http://www.census.gov/cgi-bin/sssd/naics/naicsrch
[14] ibid

According to industry data from Economic Modeling Specialists (EMSI) Within Cabell County, currently 22 All Other General Merchandise (NAICS 452990) establishments currently exist, accounting for approximately 80 employees in 2016, which has declined since 2011 by about 30 percent. These types of establishments are more varied, and often associated with online retailers that may or may not have a brick and mortar presence (e.g. Hammacher Schlemmer, Wayfair).

In contrast, EMSI data indicate only one payrolled Warehouse/Supercenter (NAICS 452910) establishment exists in Cabell County. This industry supports about 446 jobs currently and has experienced 18 percent growth in the last 5 years. In each Wayne County, WV, Putnam County, WV, and Lawrence County, OH, all of which border Cabell County, 2 payrolled businesses under NAICS 452910 exist. A typical Costco ranges in size from 143,000 square feet to 205,000 square feet.[15] The presence of warehouses and land appropriate for such facilities within the AWP area suggests that such an establishment could be supported. Additionally, the performance of the industry locally indicates that such an establishment could be a potential employment driver.

PTECH Facility Specifications

The proposed Polymer Technology Center, Huntington, WV (PTECH) is one example of potential development opportunities within the AWP Area. An example of a public-private partnership, PTECH is an initiative led by Rubberlite, Inc. in collaboration with the City of Huntington and the Marshall University Research Corporation. Rubberlite, Inc. currently occupies property within the AWP. Thus, the PTECH initiative leverages proximity to Marshall University, a primary driver for the City, and a principal manufacturing constituent already within the target area.

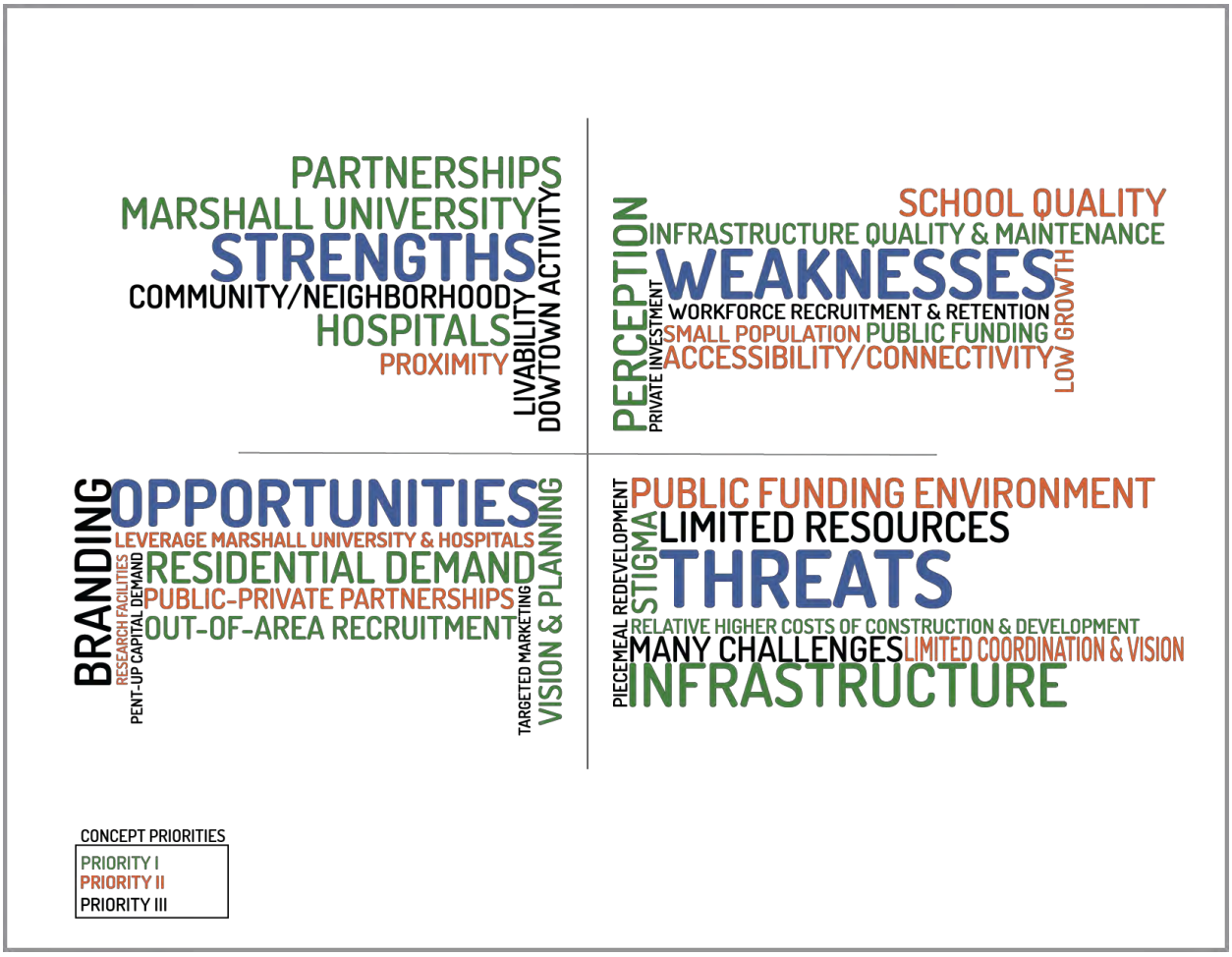
At current, the proposed PTECH consists of two physical facilities – a product development center (PDC) and a light manufacturing center (LMC). The first phase of the proposed PDC, a mixed use commercial/light industrial space, contains 50,000 square feet of laboratory space and office space and 20,000 square feet of shared/common areas. Future phases of construction would increase the size of the PDC to a total of 200,000 square feet. The proposed LMC would initially consist of a 150,000 square facility of flexible production space for light industrial use.[16]

[15] The Wall Street Journal "Costco Targets Mall Space to Expand Its Reach" August 25, 2010.
[16] Center for Business and Economic Research (2016)

Key Local Interviews

Interviews with local development professionals and major employers illustrated key items for consideration. To assist the City with formalizing its development strategy, responses were synthesized and then categorized using a Strength, Weaknesses, Opportunities and Threats (SWOT) format. Concepts were prioritized based on the frequency of mention from respondents. For example, partnerships for redevelopment, particularly with Marshall University, was articulated by several respondents. Figure 5 illustrates the results. The subsequent section provides greater detail on each category of responses.

Figure 5 Full Response Results



Interview Method and Results

To augment the data collected by the market analysis, CBER contacted local stakeholders consisting of real estate developers and property managers, major employers and construction firms to better understand local dynamics.

A topical outline was constructed to guide the interviews. Interviews indicated elements of opportunity and strength, as well as challenges, for local development in the AWP area specifically as well as the Huntington area overall.

TOPICS FOR REAL ESTATE DEVELOPMENT INTERVIEWS:

- Types of properties with which generally involved (e.g. residential, commercial)
- How long have you (or your group) been doing this kind of work?
- Are your properties generally inside the city? Where? Beyond Huntington?
- How has your business and the landscape for development changed in the last few years (up to 10 years)?
    - More or less activity
    - Has mix of development changed?
- What has motivated these changes?
    - Population growth? People moving in or out?
    - Types of businesses?
    - City/County/State policies (e.g. land use, code enforcement, tax abatements or incentives)?
- Impression of pursuing real estate development inside city limits versus outside?
    - What are key differences?
        - Enablers vs barriers to being within the city
- Looking forward, what do you see on the horizon in the next 5 and 10 years:
    - For your business?
    - Regarding real estate developments for the city?
    - Opportunities
    - Challenges

TOPICS FOR MAJOR EMPLOYER INTERVIEWS:

- Size of company – e.g. number of employees, physical facilities located locally
- Are all local operations within (or all outside) the city?
- How has your business/operations locally changed within the last few years?
- What has motivated these changes?
    - Regional economic dynamics?
    - Larger industry dynamics?
    - City/County/State policies? (No specific examples to mention, just thinking if anything from a policy perspective has been viewed as more or less favorable to local growth)
- Experience in recruiting and hiring to local area
    - Any challenges?
    - What do you feel are the “selling points”?
- Experience in expanding/modifying physical facilities
    - Ease of finding appropriate properties
    - Impression of finding locations inside city limits vs outside?
        - Enablers vs barriers to being within the city
- Looking forward, what do you see on the horizon in the next 5 and 10 years:
    - For your business?
    - For your operations within the city?
    - Opportunities
    - Challenges

CBER spoke with eight local stakeholders to collect information regarding historical patterns and prospective outlooks for recruitment of people and expansion of physical facilities within Huntington. Interview responses were then synthesized and categorized in a Strength, Weakness, Opportunities and Threats (SWOT) format.

Synthesis and Results

Figure 6 Strengths



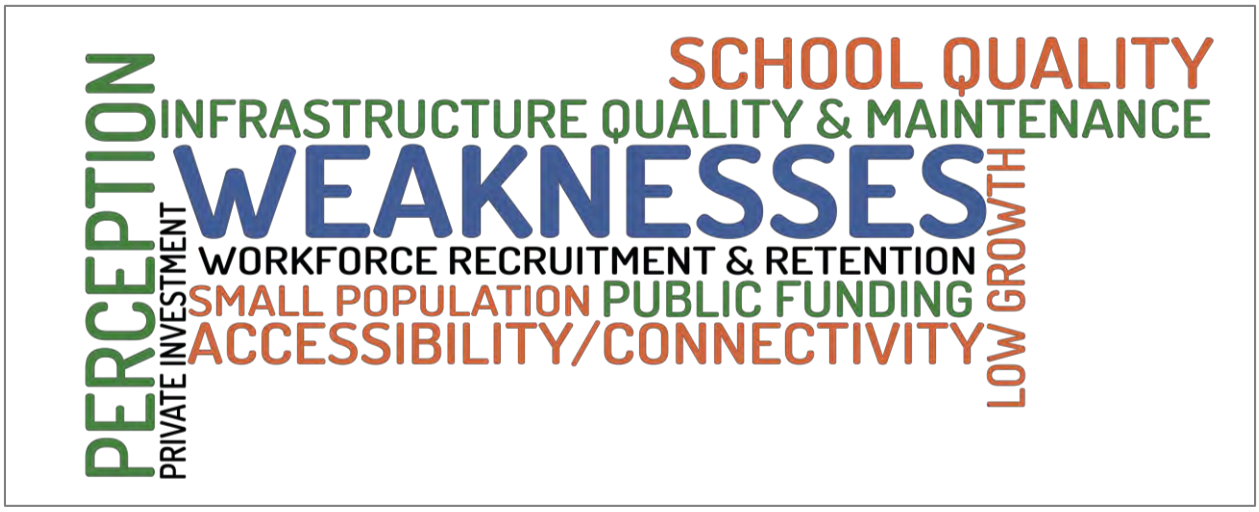
In general, respondents echoed the importance of partnerships for local development projects. One specific example is the presence of Marshall University in the downtown business district. Similarly, the local hospitals were noted as important drivers of economic activity and potential spinoff development opportunities. As the largest entities and employers in the city, Marshall University and the hospital are instrumental in generating demand for commercial space for offices as well as residential demand for housing students and professionals.

Specific to the Highlawn neighborhood proximity to Marshall University was cited as a particular strength. The presence of industrial property and the riverfront may provide opportunities for research facilities for the university. Additionally, proximity to rail and the river were cited as assets for industrial uses.

Respondents discussed specific neighborhoods and areas of the city – Highlawn, Fairfield, West End, Downtown – and how each has its own character, challenges and possibilities. A targeted approach to each of these distinct areas was noted as a strength of the City's recent redevelopment efforts.

Other common themes in the interviews included the community interest in redevelopment of downtown neighborhoods. Additionally, respondents noted other positive characteristics pertaining to livability such as low congestion, low cost of living and the presence of cultural amenities.

Figure 7 Weaknesses



Corroborating data in the market analysis, respondents also cited the small resident population and slow growth as potential weaknesses affecting future development. Other potential weaknesses influencing future real estate development in the city include the quality and maintenance of local infrastructure. While accessibility and roads may pose a challenge, particularly in the Highlawn neighborhood, a lack of adequate sidewalks, lighting and greenspace were also noted by respondents as weaknesses. Public funding for these items, as well as other priorities, also present a potential weakness in the current fiscal environment.

Respondents also indicated that the region possesses weaknesses in recruiting and retaining residents. All major employers engage in heavy out-of-area recruitment as the local labor pool does not provide all of the requisite skills and credentials, nor in sufficient quantity. Quality of the local schools and housing stock, particularly lack of new construction and suitable mixed-income housing, arose as challenges to recruitment and retention.

Figure 8 Opportunities



Overall, respondents felt that having a vision and a plan presented the greatest opportunity for redevelopment efforts. A flexible vision for redevelopment is crucial for engaging stakeholders and securing necessary resources to mitigate weaknesses such as a lack of public funding and threats including lack of coordination among partners. Respondents also indicated that residential demand is high considering the out-of-area recruitment efforts of large employers in the Huntington area. In particular respondents indicated that recruitment of young professionals to the area provides demand for new construction and mixed income housing.

Leveraging Marshall University and the hospitals, opportunities exist for locations geared toward research facilities and related light industrial activity. Others expressed the notion that there is pent up capital demand, private investment is available for redevelopment which should be creatively marketed to the area. Understanding potential tenant needs and engaging in thoughtful, targeted marketing is important. Again, creating a plan to communicate the possibilities and also demonstrating progress towards goals is an important tool for working with local economic drivers.

Figure 9 Threats



Relatively higher costs of construction and development were cited as threats to the Highlawn area and the city as a whole. Respondents also considered the quality and maintenance local infrastructure to be a threat, particularly citing needs for improved lighting and sidewalks. Respondents also indicated that the negative stigma of West Virginia and the Huntington area could hinder development, as the current drug abuse climate makes it difficult to attract industry and employees to the area.

The reliance on public funding for most development, coupled with the current fiscal environment was noted as a threat to future development. Additionally, respondents noted that there are many priorities for the City in a period of waning resources, financial and otherwise. Consequently, loss of focus or momentum on a particular initiative threatens the realization of potential.

Similarly, individual stakeholders and private property owners may have disparate priorities that are not coordinated. Lack of shared vision or priority for adjacent and nearby properties may hamper redevelopment efforts overall. Piecemeal redevelopment could potentially be counterproductive overall, whether speaking of properties within the AWP area specifically or attention to neighborhoods across the city.

Conclusions

The AWP is largely residential and these areas are composed of smaller households, (1 to 2 individuals), smaller houses (1 to 2 bedrooms), and incomes below the citywide average in three of four census tracts. Additionally, the AWP area contains a large proportion of renter households (74 percent) most of whom (94.1 percent) have only lived in their houses since the year 2000 or later. These demographics are highly indicative of student housing, and also young professionals, particularly within Census Tract 03.

While a large portion of AWP parcels are classified as residential, the analysis identified large parcels and considerable acreage for industrial and commercial use. The AWP contains a substantial amount of the city's industrial parcels. Analysis of real estate sales indicates that turnover rates are low for the AWP area as only 21 sales have occurred in the last 5 years.

Discussions with local real estate experts and major employers indicate potential for the city as a whole, highlighting that each neighborhood focus may differ across the city. Implications for the AWP area include pursuing future developments that are complementary to existing assets and efforts in other city neighborhoods. For example, commercial development focused on retail has been a main driver of downtown revitalization around Pullman Square. The Fairfield neighborhood of the city along Hal Greer Boulevard represents opportunities for development related to growth of the hospital.

Leveraging proximity to local drivers such as the University and the hospitals were repeated themes of conversations, suggesting that university growth objectives and needs can support development opportunities in the AWP area. These entities provide demand for academic and research space as well as residential uses and retail uses in the study area.

Modern academic space to accommodate long term growth needs or incubator type workspace close to campus are viable options for redevelopment. These spaces would support University related teaching, research, lab space and facilities for other academic uses. These redevelopment opportunities would assist in the accommodation of long term growth needs close to campus.

Mixed-income housing for graduate students, visiting faculty and researchers present additional opportunities such as high-quality, market rate, urban style housing. These units could range from large one-bedroom studios and include a mix of two or three bedroom units and serve a rental market looking for a short to mid-term occupancy.

Limited retail opportunities may also be available in the AWP area particularly to serve residents and employees in a mixed use environment. The study area could support three to five new eating establishments and some limited specialty and service oriented retail which could include barber shops, nail salons, phone stores or special retailers that focus on clothing and apparel.

Appendix

Detailed Land Use

Table 34 Acreage by Detailed Land Use Description

Land Use Category	Land Use Description	Citywide	In AWP Area
Residential	Active Farm	19.1	
Apartment	Apartment Gardens (1-3 stories)	82.4	5.1
Apartment	Apartment Vacant Land	4.4	
Exempt	Auditorium	2.3	
Commercial	Auto Dealer - Full Service	13.3	2.4
Commercial	Auto Service Garage	16.4	3.7
Commercial	Auxiliary Improvement	5.2	
Residential	Auxiliary Improvements	25.4	0.1
Industrial	Bakery	3.0	
Commercial	Bank	13.0	2.0
Commercial	Bar/Lounge	3.8	0.2
Commercial	Boarding/Rooming House	1.5	
Commercial	Bowling Alley	1.4	
Commercial	Car Wash – Automatic	1.9	0.5
Commercial	Car Wash – Manual	1.0	0.3
Exempt	Cemetery	179.5	
Industrial	Chemical Plant	27.3	
Commercial	Cinema/Theater	4.7	
Commercial	Club House	4.0	
Commercial	Cold Storage Facility	1.5	
Exempt	College or University	62.6	2.1
Commercial	Community Shopping Center	19.1	
Residential	Condominium	2.0	
Commercial	Convenience Food Market	16.6	1.3
Exempt	Correctional	0.2	
Exempt	Cultural	1.5	
Commercial	Day Care Center	0.7	
Commercial	Department Store	0.8	
Commercial	Discount Department Store	12.0	
Commercial	Downtown Row Type	7.5	0.9
Commercial	Fast Food	16.7	1.7
Exempt	Federal/State Building	2.6	
Commercial	Food Stand	2.2	
Commercial	Funeral Home	2.7	
Commercial	General Commercial Vacant Land	281.3	46.7

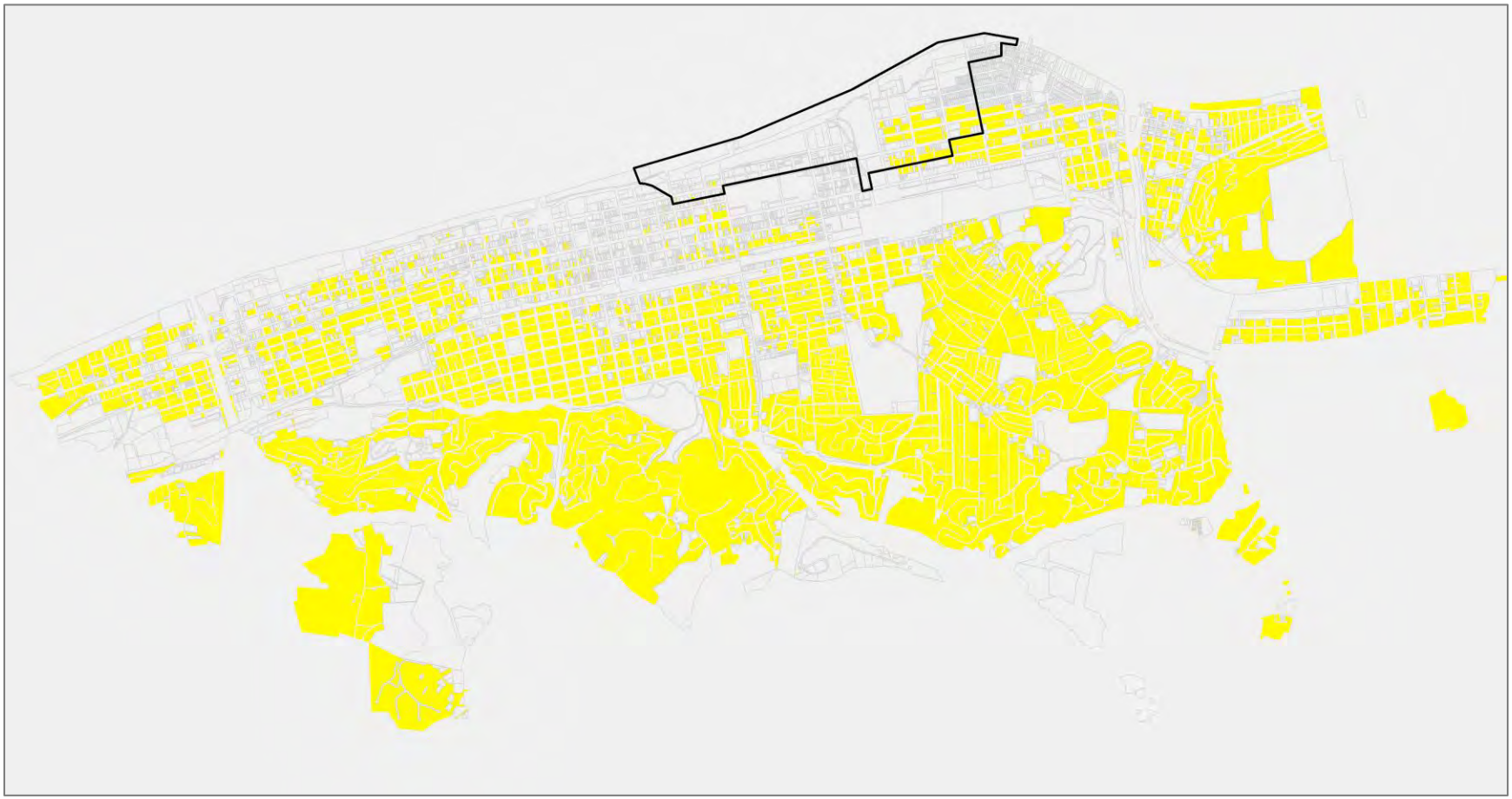
Industrial	Glass Manufacturing	30.0	
Commercial	Greenhouse/Florist	1.6	
Apartment	High rise Apartments	12.1	1.2
Exempt	Hospital	59.7	
Commercial	Hotel/Motel - High Rise	3.0	
Commercial	Legitimate Theater	0.5	
Exempt	Library	2.0	
Industrial	Machinery and Equipment Manufacturing	6.7	
Industrial	Manufacturing	72.4	9.9
Industrial	Meat Packing & Slaughterhouse	3.2	3.2
Commercial	Medical Office	21.7	1.2
Industrial	Metal Working	27.4	27.4
Commercial	Mini Warehouse	5.1	
Residential	Mixed Residential/Commercial	27.7	2.6
Commercial	Mobile Home	16.8	
Residential	Mobile Home Park	7.3	
Apartment	Motel Low - Rise	5.0	
Commercial	Motion Picture Theater	0.6	
Commercial	Neighborhood Shopping Center	5.5	
Commercial	Nickel Manufacturing	49.0	
Industrial	Nursing Home	106.9	2.6
Commercial	Office Building High Rise (>4 stories)	3.6	
Commercial	Office Building Low Rise (1-4 stories)	69.9	2.6
Commercial	Office Condominium	0.9	
Commercial	Office/Warehouse	48.2	14.7
Commercial	Other Miscellaneous Exempt	35.4	
Exempt	Paint Manufacturing	1.7	
Industrial	Parking Garage/Deck	0.9	
Commercial	Parking Miscellaneous	96.9	5.1
Commercial	Police or Fire Station	7.4	
Exempt	Post Office	3.0	2.6
Exempt	Radio TV or Motion Picture Studio	1.4	
Commercial	Rail/Bus/Air Terminal	104.1	8.3
Utilities	Recreational/Health	142.5	1.3
Exempt	Regional Shopping Mall	1.2	
Exempt	Religious	130.6	2.4
Commercial	Residential Four Family	22.3	0.6
Exempt	Residential House on Apt Valued Land	1.5	
Residential	Residential House on Comm Valued Land	0.2	0.1
Apartment	Residential Single Family	2,631.9	47.3

Commercial	Residential Three Family	18.9	1.8
Residential	Residential Two Family	98.6	5.0
Residential	Residential Vacant Land	887.6	2.0
Residential	Restaurant	8.0	
Residential	Retail - Multiple Occupancy	15.3	0.4
Commercial	Retail - Single Occupancy	78.4	4.3
Commercial	Savings Institution	3.1	0.2
Commercial	School	108.4	3.1
Commercial	Service Station with Bays	3.3	
Exempt	Service Station without Bays	3.0	
Commercial	Skating Rink	0.5	
Commercial	Social/Fraternal Hall	6.0	1.3
Commercial	Steel Mill	36.5	34.1
Commercial	Strip Shopping Center	1.2	
Industrial	Super Regional Shopping Mall	0.6	
Commercial	Supermarket	12.3	
Commercial	Telephone Equipment Building	0.7	
Commercial	Truck Terminal	6.0	
Utilities	Unsound Commercial Structure	0.3	
Commercial	Unsound Residential Structure	0.4	
Commercial	Utilities Vacant Land	183.3	1.6
Residential	Vacant Exempt Land	875.7	9.2
Utilities	Vacant Land	21.6	11.8
Exempt	Veterinary Clinic	12.6	
Industrial	Warehouse	161.9	50.4
Commercial	Warehouse Prefabricated	2.1	1.5
Commercial	Woodworking Shop	1.8	
Commercial	(blank)		
Industrial	Radio/TV Transmitter Building	12.2	
	Total	7,167.8	326.6

Source: Cabell County Assessor, 2016

Land Use Maps

Figure 10 Residential Parcels



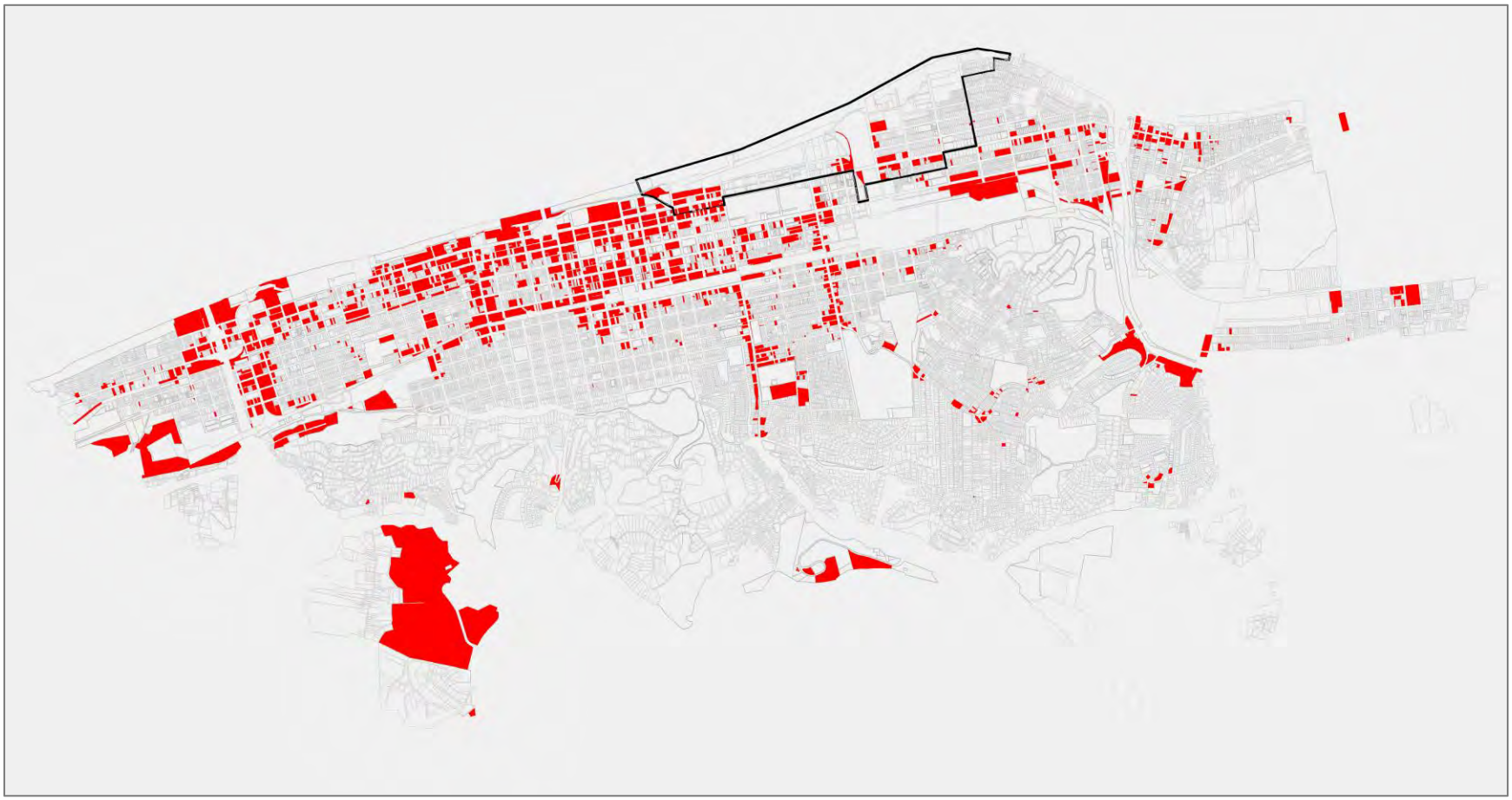
Source: Cabell County Assessor, 2016

Figure 11 Industrial Parcels



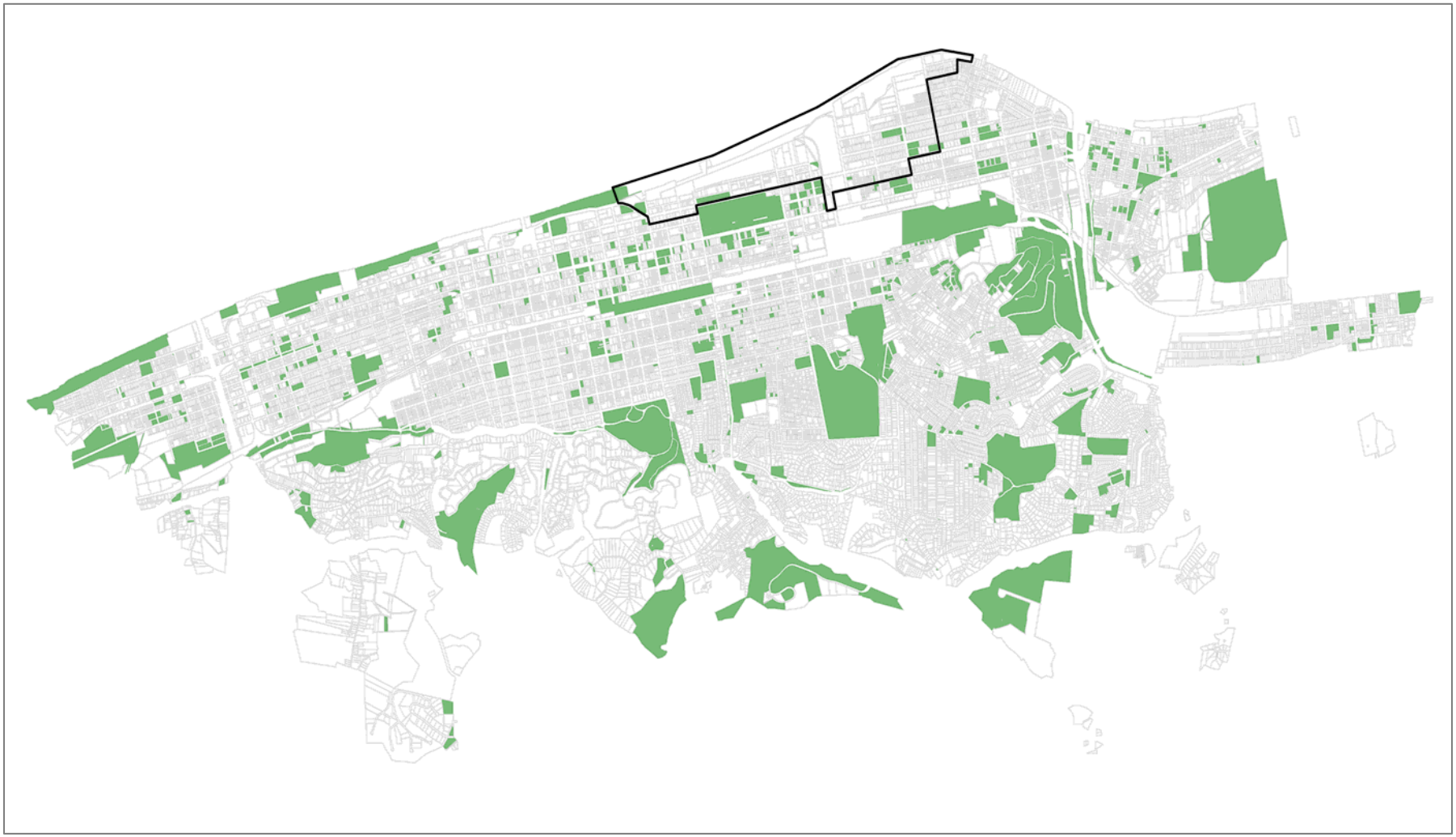
Source: Cabell County Assessor, 2016

Figure 12 Commercial Parcels



Source: Cabell County Assessor, 2016

Figure 13 Exempt Parcels



Source: Cabell County Assessor, 2016

Key Stakeholder Interviews

Contact Name	Organization
Matt Stickler	Touma Real Estate Holdings, LLC
Joseph Touma	Marshall University
Jim Weiler	ReMax
Charlie Neighborgall	Neighborgall Construction
Beth Hammers	Marshall University, Joan C Edwards School of Medicine
Michelle Dixon	Alcon Research, Ltd
Patty Hickman	West Virginia Department of Environmental Protection
Shane Radcliff	Realty Exchange