PLAN2035

City of Huntington
Comprehensive Plan

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Acknowledgements

Photos: City of Huntington unless otherwise specified

It is with great pleasure that I present to you Plan2035. This document is the blueprint on which we will continue to build our city of excellence, and I invite you to join us in making this vision for Huntington a reality.

Our city has experienced many changes since its infancy in 1871, and it is crucial that we tackle the issues that face us today and embark on a redefined path that will lead us to a new Huntington. Much strength from our past remains constant and continues to guide us. Our rich history is determined by the river and rail, along with the natural beauty of the West Virginia hills, and our insistence on the permanency of family, friends and faith remain as solid and true as ever.

We have experienced exciting growth and change over the last ten years, but there is still much to do. Many challenges face us and require self-reflection about who we are and where we want to be. This plan, created with the participation of our citizens, answers those questions and renders a portrait of a city that wants to acknowledge its past while embracing modern concepts.

We can use this valuable tool to help chart a course to our economic future by examining ways to promote entrepreneurship and job creation. We can redefine our city as a destination for a vibrant downtown, unbeatable parks and trails, and rich with history and culture. We can promote residential growth within our boundaries and grow responsibly without compromising our identity.

These goals are all well within our reach if we work together as a community to make a determined and planned leap toward a reimagined city of Huntington. It will require a team effort to make the vision presented here a reality. Collis P. Huntington, from whom this city takes its name, went from farm to fame by embracing change with imagination and tenacity. In that spirit, I ask that you ride ahead with me as we embark on a journey toward vitality, prosperity and, of course, excellence.

Steve Williams
Mayor, City of Huntington

1 INTRODUCTION

2 COMMUNITY PROFILE

1

Introduction

Executive summary

Plan2035 is the 10-year update to the City of Huntington's previous comprehensive plan, Plan2025. Plan2035 is a vision- and decision-making tool that was developed to help the City of Huntington shape its future. This venture entails understanding Huntington's history and how it formed the city of today as well as reflecting on Huntington's values and principles, all of which will guide Huntington toward achieving its desired future.

Plan2035 is organized into four sections: the Community Profile; the Values, Principles, and Priority Areas; the Future Land Use Map; and the Action Plan.

The first section, the Community Profile, describes Huntington's recent and current conditions through a collection of the City's demographics, economic trends, and development trends. The section provides a common baseline to measure the City's progress in advancing its vision.

The second section, Values, Principles, and Priority Areas, details the City's shared core values, guiding planning principles, and priority areas and explains how they provided a framework for Plan2035 and how they are used to make decisions. For core values, the community expressed the goal of being welcoming, innovative, and resourceful. Planning principles include a livable built environment, resilient economy, healthy community, working with nature, and responsible regionalism. The four areas the community chose to prioritize include promoting economic development, improving the quality of housing, keeping downtown strong and thriving, and preserving green spaces like parks and trails.

The third section, the Future Land Use Map, begins the implementation of the City's vision and interprets Huntington's planning principles onto the ground and into the built environment. Through community input and a detailed analysis of conditions, trends, and needs, the Future Land Use Map describes the location, type, and character of land uses for the growth and preservation of Huntington over time.

Finally, the Action Plan section provides policies, objectives, and action items. The Action Plan, informed by the previous three sections, lays out practical short-, medium-, and long-term goals that will help steer Huntington along its preferred path over the next 10 years.

WEST VIRGINIA BUILDING

Legal requirements

Chapter 8A of the West Virginia Code provides for mandatory objectives and components for all comprehensive plans. Many municipalities in the state use these components to organize their comprehensive plan documents. Because Huntington's goals are crosscutting amongst multiple components, Plan2035 provides planning principles and actions based on priority areas that are interwoven in the Action Plan. As a result, this section defines the required components and their locations found in the Comprehensive Plan.

Objective	Location	Explanation
A statement of goals and objectives for a governing body, concerning its present and future land development	Future Land Use Map; Action Plan	A statement of goals and objectives is provided and organized by principle and further refined into objectives and items in the Action Plan section. For present and future land development, specifically, the Future Land Use Map section provides descriptions for location, intensity, and design for future development.
A timeline on how to meet short- and long-range goals and objectives	Action Plan	Each action within the Action Plan section provides a timeline for all short-, medium-, and long-range objectives in a workable, readable table.
An action plan setting forth implementation strategies	Action Plan	An action plan organizing objectives and actions by planning principle is provided in the Action Plan section.
Recommend to the governing body a financial program for goals and objectives that need public financing	Action Plan	The action plan, in the Action Plan section, provides recommendations for financial resources available to each action.
A statement of recommendations concerning future land use and development policies that are consistent with the goals and objectives set forth in the comprehensive plan	Future Land Use Map; Action Plan	A statement of recommendations for land use is provided in the Future Land Use Map section. A statement of recommendations for development policies is provided in the Action Plan section. Both land use and development policies are consistent with the planning principles and objectives set forth in the Comprehensive Plan. Additionally, this Plan construes the terms "goals" and "objectives" with the same plain meaning: "a thing aimed at; a goal" (Oxford). Therefore, all objectives in the Plan are considered goals.
A program to encourage regional planning, coordination, and cooperation with other governing bodies, units of government, and planning commissions	Values, Principles, and Priority Areas; Action Plan	A program to encourage regional planning, coordination, and cooperation with other governing bodies, units of government, and planning commissions is one of the guiding planning principles, responsible regionalism, in the Values, Principles, and Priority Areas section. Additional detail is provided in the Action Plan section.

Component	Location	Planning principle
Mandatory		
Land use	People and Households; Built Environment	Livable built environment
Housing	People and Households; Built Environment	Livable built environment
Transportation	Built Environment	Healthy community
Infrastructure	Built Environment	Livable built environment
Public services	Built Environment	Livable built environment
Rural	Built Environment	Working with nature
Recreation	Environmental Quality and Natural Assets	Healthy community
Economic development	Workforce and Economy	Resilient economy
Community design	Built Environment	Livable built environment
Preferred development areas	Built Environment; Future Land Use Map	Livable built environment
Renewal and/or redevelopment	Built Environment; Future Land Use Map	Livable built environment
Financing	Action Plan	Resilient economy
Historic preservation	Built Environment	Livable built environment
Optional		
History	History of Huntington; Comprehensive planning in Huntington	Livable built environment
Environmental	Environmental Quality and Natural Assets	Working with nature
Safety	Action Plan	Healthy community

How to use this document

While the Comprehensive Plan was compiled as a reflection of the recent past and current conditions using input from the City's partners (public, non-profit, and private) at the time, Plan2035 establishes a broad policy foundation and decision-making tool to guide future growth and reinvestment in Huntington.

This Comprehensive Plan is used to:

1. Reinforce and build on the core values and planning principles established in Plan2035;
2. Provide a decision-making guide for City Council, boards, commissions, staff, and City officials;
3. Guide City staff's day-to-day decision-making involving the location, intensity, and design of future development;
4. Inform residents, property and business owners, developers, and others interested in Huntington's plans about the City's priorities and expectations for development; and
5. Maintain an Action Plan to achieve the community's vision.

Finally, the Comprehensive Plan should be reviewed and revised periodically to address shifts in economic or demographic conditions, changes in state and federal law, the impacts of existing policies and past decisions, and new implementation tools or resources to achieve Huntington's desired future. At least once a year, the Planning Commission should review the Comprehensive Plan. Chiefly, the effectiveness in achieving and upholding Huntington's shared vision is regular evaluation and monitoring of the Comprehensive Plan's progress.

Comprehensive plan process

Beginning in 2023 and developed over five phases, the Comprehensive Plan Update was guided by public input from a steering committee and the community to ensure that Huntington's plan reflects community-wide values, principles, and priorities. The complete Public Engagement Plan is provided in Appendix A, and the Public Engagement Results are summarized in Appendix B.

Five phases:

1 | INITIATE →

The Comprehensive Plan process was presented to the public, and the Comprehensive Plan Update website was launched in the Initiate phase. A steering committee of 13 individuals who represented the community was established to further guide the Project Team. The first public survey was conducted to help understand and prioritize Huntington's issues and opportunities.

2 | DISCOVER

During the Discover phase, the Project Team inventoried the existing facilities and performed a close analysis of Huntington's statistics, demographics, and trends. The analysis is summarized in Section 2, Community Profile.

3 | DREAM

The intent of the Dream phase was to better understand and express the community's principles and vision for Huntington in the next 10 years. This included gaining additional public feedback through the first public open house, focus groups, and the steering committee to identify themes for the future of Huntington.

4 | PLAN

The Project Team then assembled a plan with a consistent set of principles, goals, policies, objectives, and actions that are based on Huntington's conditions, issues and opportunities, and impacts.

5 | BUILD

Over this phase, the Action Plan was devised with short-, medium-, and long-term goals to achieve the City's vision. Additionally, the Future Land Use Map was created to help guide development.

Public engagement

Steering committee
A steering committee of 13 individuals who represented the people of Huntington with the purpose of guiding the Project Team.

Neighborhood conversations
Eight neighborhood conversations were held with the city's neighborhood associations and community members to inform the community about the planning process and increase discussion for neighborhood-specific issues and opportunities.

Open house
An interactive open house was held in Huntington to provide information on the planning process, gain feedback on Huntington's future and the unfolding plan, decide core values, and prioritize Huntington's focus areas and projects.

Public surveys
The Huntington community provided and prioritized feedback on major issues, opportunities, and ideas on two public, online surveys with more than 1,400 responses.

Plan organization

Plan2035 is organized into four sections that make up the Plan's overall vision for Huntington in 2035.

1 | Community Profile
Huntington's recent past and its current conditions are described in this section. This collection of demographics, trends, and conditions analyzed during the Discover phase of the comprehensive planning process describes how Huntington has changed and provides important background for the choices made about its future. Importantly, monitoring these trends going forward will determine the success of the implementation process and inform progress towards Huntington's vision and goals.

2 | Values, Principles, and Priority Areas
Huntington's underlying values, guiding planning principles, and priority areas are illustrated in this section. The values and planning principles are the foundation of Plan2035's role as a decision-making tool. This section presents, summarizes, and explains how the values and principles should be used for decisions.

3 | Future Land Use Map
The future land use map renders Huntington's values and planning principles onto the ground with coordinated and compatible development. This section guides the location, intensity, and design of future development by describing future land use areas, the appropriate uses in those areas, and compatible adjacent uses.

4 | Action Plan
Implementation bridges the gap between Huntington's plans and its desired future. Organized by the guiding planning principles, this section provides a workable action plan for the City's and its partners' (public, non-profit, and private) development goals.

2

Community Profile

History of Huntington

The City of Huntington was founded in 1871 by railroad mogul Collis P. Huntington. Seeking a convenient spot to transfer cargo and passengers between the Chesapeake and Ohio (C&O) Railway and the Ohio's riverboats, he selected Holderby's Landing, a stretch of farmland just downstream from the mouth of the Guyandotte River.

Rufus Cook, a Boston civil engineer, was hired to design a town plan featuring a geometric gridwork of intersecting avenues and streets, consecutively numbered so that any address would be easy to find. On February 27, 1871, the West Virginia legislature approved an act incorporating the new city, named after its founder.

The community prospered as a gateway to the coalfields of southern West Virginia. Coal flowed to market via Huntington, and manufactured goods traveled back through Huntington and created thousands of jobs in the area. In addition to its role as a transportation hub and a center of retail and wholesale trade, Huntington also attracted manufacturers who produced a broad array of products, including railcars, steel, glass, china, brick, stoves, furniture, and even church pews.

In the mid-1900s, Huntington was a thriving industrial hub. The flourishing coal, steel, and associated manufacturing industries attracted workers to the area. As a result, Huntington's population reached a peak of just over 81,000 in 1950.

By the end of World War II, the nation's need for steel and other manufactured supplies began to decline. The 1970s and 1980s saw a further reduction in the industrial sector as automation and the transfer of manufacturing jobs overseas affected the region. The shipment of raw materials like coal and timber also declined around this time. The economic impacts from the downturn of coal production and other industrial sectors have been detrimental to Huntington's population, which continues to decline.

Although Huntington's population and the industrial sectors continue to fall, its economy is shifting toward more modern sectors such as education and health, which are growing in the city. Marshall University remains a catalyst in Huntington's economy—not only in providing jobs, but also in contributing to an educated workforce prepared for modern jobs. The arts and entertainment and social services sectors are also growing. Like other cities across the region that were hit hard by the decline of industrialization, Huntington is embracing sectors such as technology, health care, tourism, and service.

Past Plans

In 1959, Huntington began developing reports to be compiled into its first comprehensive plan, which was adopted in 1963. These reports covered topics like existing land uses and community facilities; population, economic, and development trends; and parking. A second comprehensive plan was completed in 1975. In 1982, the City assessed the two previous plans for a comprehensive plan update.

In 1996, the City of Huntington completed another comprehensive plan. This plan focused on notable changes in the city like the expansion of Cabell-Huntington and St. Mary's hospitals, Marshall University, and the closing of many of the city's industrial employers. Finally, the 1996 Comprehensive Plan was updated in 2013: Plan2025.

Plan2025 was organized into 10 distinct geographical sections, which were supported by robust neighborhood conversations. Action items and strategies for attaining these goals were identified for each neighborhood.

Common themes across many neighborhoods included a desire to maintain existing residential areas, identify abandoned and dilapidated buildings left behind during deindustrialization of the city, and renovate these buildings to fit the modern economy. Stormwater management and flooding were also identified as challenges. The Future Land Use Map primarily focuses on holding steady the strong residential areas throughout the city while prioritizing three areas of neighborhood transformation, as aligned with other planning initiatives.

To continue the momentum of Plan2025 and to implement recommendations that were presented, several planning studies and projects have been accomplished since 2013. Additional details of each plan and links to the plans are available on the City of Huntington's Community Plans page.

Formative Plans

Huntington Innovation Project (2017)
On April 19, 2017, Huntington proudly claimed the title of "America's Best Community" after being named the $3 million grand prize winner in the America's Best Communities competition. The plan compiled strategic improvements in three neighborhoods as well as a goal for deployment of high speed broadband.

One key outcome of the Plan was the creation of three neighborhood-based Community Development Corporations: the Fairfield CDC, Highlawn Alliance, and RenewAll.

Highlawn Brownfields Innovation Zone Plan (2017)
Planning process which initiated the purchase and redevelopment of the 50 acre site in partnership with the Huntington Municipal Development Authority and redevelopment of the historic brownfields.

National Endowment for the Arts Planning Grant (2020)
The National Endowment for the Arts Planning Grant helped solidify the brand and priorities of the 14th Street West district and spearheaded the arts and culture–related focus.

Fairfield Innovation Plan (2020)
This HUD Choice Planning Grant supported the redevelopment plans of the former Northcott Court Housing site in a comprehensive housing and community development approach.

60s

1960
Comprehensive Plan

70s

1975
Comprehensive Plan

80s

1982
Comprehensive Plan Update

00s

2004
Hal Greer Boulevard Corridor Study

1996
Comprehensive Plan

1990
Neighborhood Institute Formed

In 2024, there are 12 active neighborhood associations in Huntington

90s

10s

2012
Downtown Huntington Access Study

2013
Plan2025 Comprehensive Plan

Marshall University Master Plan

Redevelopment Plan for the Fairfield West Redevelopment Area

2014
Smart Growth America Technical Assistance

2015
Strong Towns Technical Assistance Visit

Urban3 Value per Acre Analysis and Presentation

Riverwalk at the Port of Huntington Master Plan

2019
Hal Greer Boulevard Corridor Management Plan

2018
ONTRAC/Mainstreet: Central City Community Assessment Report

2017
Huntington Street Flooding Mitigation Plan

Huntington Innovation Project

Center for Community Progress TASP Report: What does the Sale of Property Tax Debt mean for WV Communities

WV Statewide Bicycle System Plan

Hal Greer Boulevard Multimodal System

Highlawn Brownfields Innovation Zone Plan

2016
PATH Master Plan

20s

2020
National Endowment for the Arts Planning Grant

Fairfield Innovation Plan

2023
Marshall University Campus Development Plan

2024
Housing Needs Assessment

Huntington Riverfront Master Plan

People and Households

Population outlook

The population continues to decrease across the region.

During the first half of the twentieth century, West Virginia experienced population growth faster than the country. Huntington experienced its highest population of 80,000 in the 1950s. Ever since the 1950s, Huntington's population has declined.

Today, the population continues to decline along with the greater Huntington area and the state of West Virginia.

Race and ethnicity

Minority groups have slightly increased in population.

During the 2020 census, both the white and black population declined compared to 2010. However, the proportion of the black population compared to the overall population slightly increased from 8.8% to 9.3%. Huntington has also added racial diversity in increasing the Asian population and the American Indian and Alaska Native population, which have increased from 0% in 2000 to 1.6% and 0.3% in 2020, respectively.

Huntington's population decline

	2000	2010	2020	2028
Population	51,529	49,138	46,842	44,513 (Estimate)

% Change of population (Huntington and nearby communities)

Huntington: -4.6%, -4.7%, -5%

Cabell County: -0.5%, -2%, -3.4%

Huntington-Ashland MSA: +1%, -3%, -2.8%

West Virginia: +2.5%, -3.2%, -1.9%

United States: +9.7%, +7.4%, +3.4%

(years: 2000, 2010, 2020, 2028)
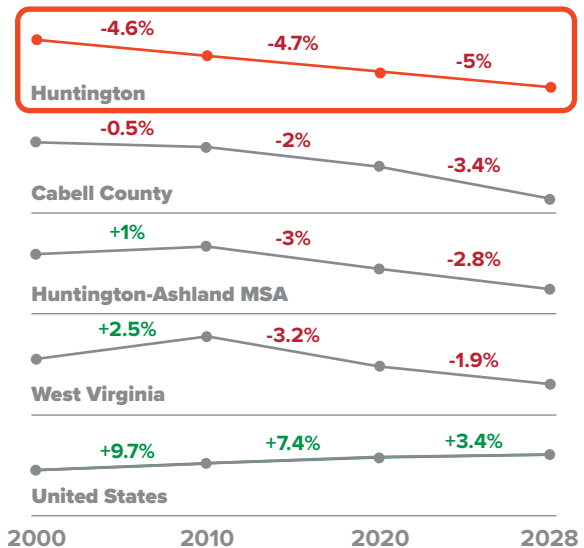
Source: U.S. Census Bureau Decennial Census, ESRI Business Analyst

Population by race in Huntington

White alone: 46,303 (2000), 42,723 (2010), 38,637 (2020)

Detail:
- 2000: Black alone 3,408; Asian alone 12; Other alone 19
- 2010: Black alone 4,202; Asian alone 532; Other alone 175; American Indian and Native Alaskan alone 147
- 2020: Black alone 4,096; Asian alone 690; Other alone 446; American Indian and Native Alaskan alone 152

Legend:
- White alone
- Black alone
- Other alone
- Asian alone
- American Indian and Native Alaskan alone

Source: U.S. Census Bureau

Age

The population of young adults is growing.

The average age in Huntington has slightly decreased from 35.9 in 2012 to 35.4 in 2022. The largest share of the population continues to be young adults (ages 20–34) with a slight increase in the population share from 26.5% to 26.9% in 2022. Notably, the share of adults aged 35–54 decreased from 23.8% to 22% in 2022.

The number of college-aged residents (ages 20–24) experienced a substantial increase from 5,798 to 6,578 people.

Age distribution

Age Range	2012	2022
0–19	22.7%	22.7%
20–34	26.5%	26.9%
35–54	23.8%	22.0%
55–74	19.2%	20.6%
75+	7.8%	7.8%
Median age	35.9	35.4

Source: American Community Survey 5-year estimates

Huntington age distribution (2012–2022)

2012   2020
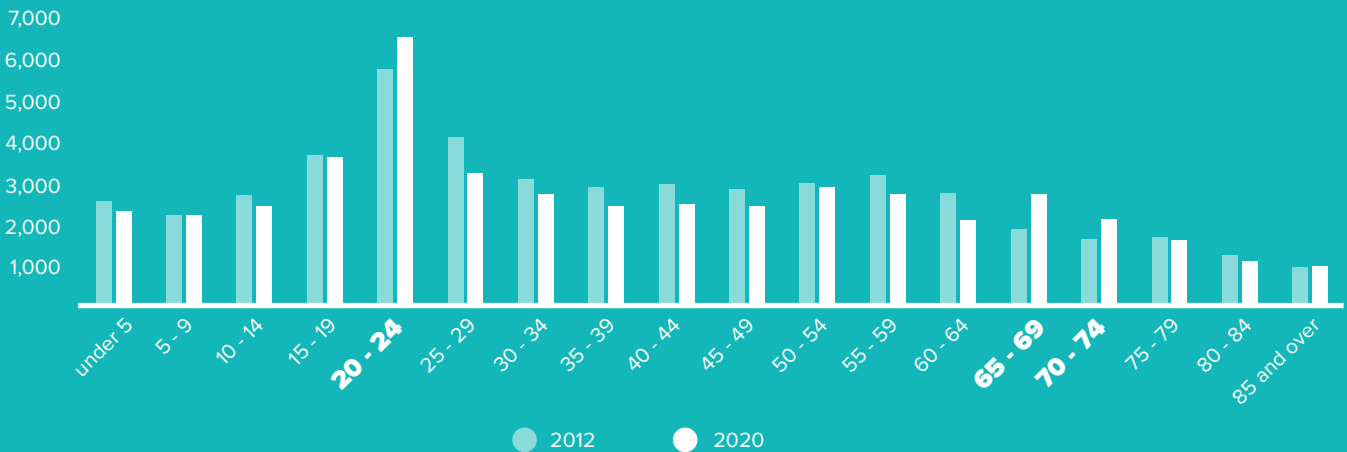
Source: American Community Survey 5-year estimates

Households

The number of households is decreasing in Huntington and increasing in the metropolitan area.

Along with a decreasing population, the total number of households in Huntington has declined since 2000. However, the metropolitan area has seen considerable growth in the same period. This could suggest that more people are choosing to live outside of Huntington and commute to work in the city.

Household number decline

23,067

↓ 5.6%

21,774

↓ 6.9%

20,274
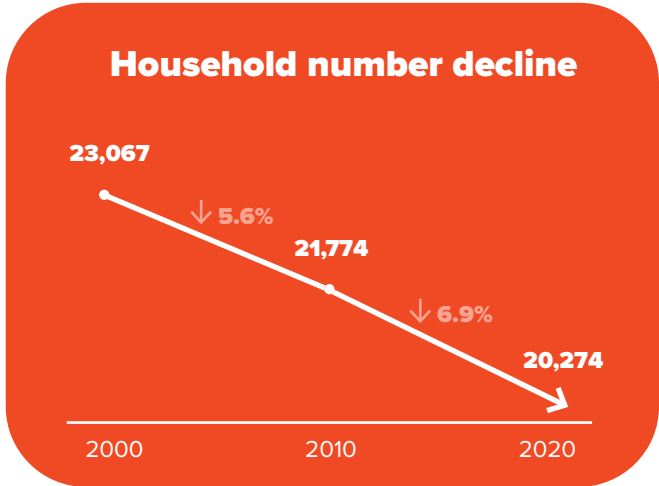
2000   2010   2020

Source: American Community Survey 5-year estimates

	2000		2010		2000
Huntington	22,955	↓ 3.0%	21,774	↓ 2.3%	20,274
Cabell County	41,180	↓ 0.1%	41,223	↓ 3.2%	39,921
Huntington-Ashland MSA	117,697	↑ 0.2%	118,002	↑ 24.7%	147,207
West Virginia	736,481	↑ 3.6%	763,831	↓ 2.7%	743,442
United States	105,480,101	↑ 10.6%	116,716,292	↑ 8.7	126,817,580

Source: U.S. Census Bureau

Households by census block group

Legend:
- 0–374
- 375–524
- 525–674
- 675–824
- >875
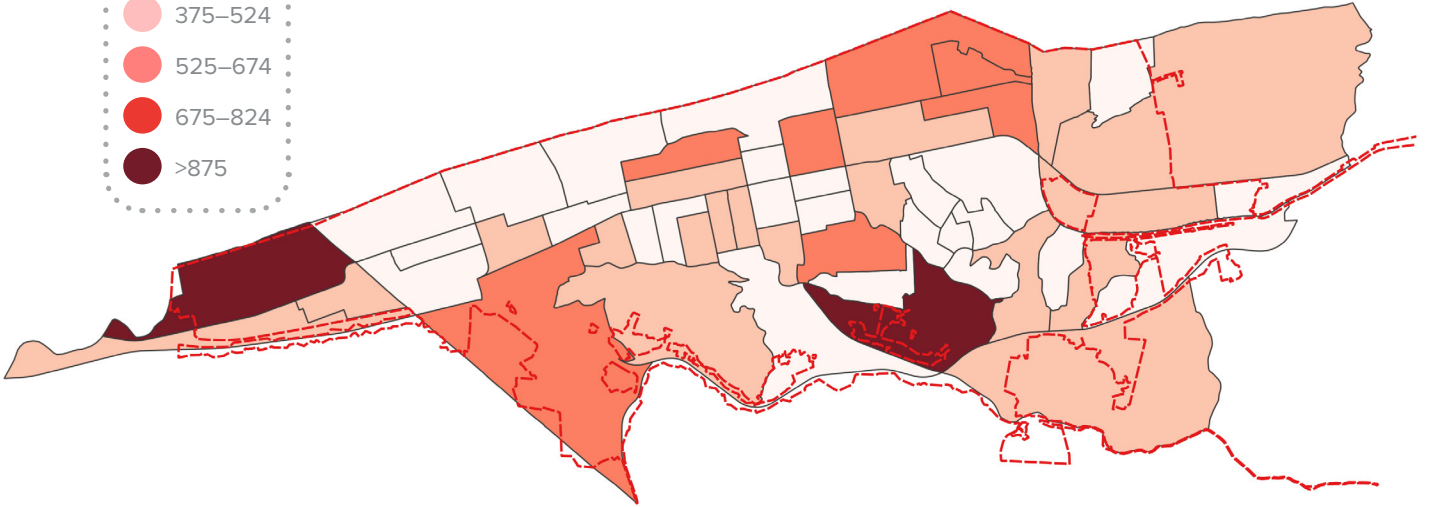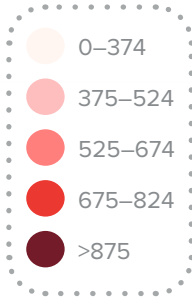
Housing

Vacancy rates

There are fewer houses in Huntington as vacancies continue to rise.

Since 2000, the total number of housing units and occupied housing units in Huntington has steadily decreased. Additionally, vacant homes have become more prevalent along with the decreasing population. The percentage of occupied housing units decreased by almost 10%, resulting in the addition of approximately 1,800 vacant units between 2000 and 2022.

Vacant housing units

2,948   +14.4%   3,372   +27.7%   4,306   +11.8%   4,813
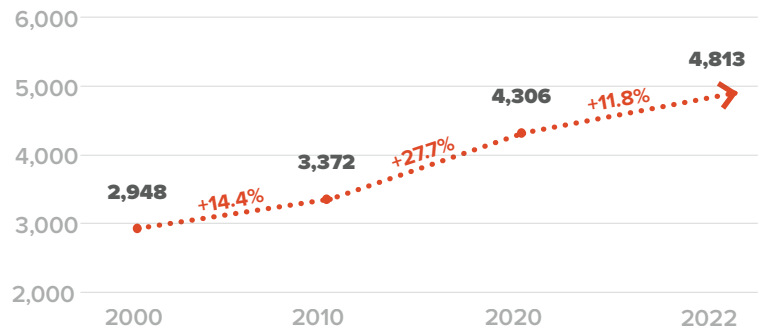
2000   2010   2020   2022

Source: U.S. Census Bureau

	2000	2010	2000	2022
Available housing	25,913	25,146	24,580	24,224
% Change in available housing	↓3.0%	↓2.3%	↓1.4%	
Occupied housing units	22,965	21,774	20,274	19,411
% Change in occupied housing units	↓5.2%	↓6.9%	↓4.3%	
Vacant Housing Units	2,948	3,372	4,306	4,813
% Change in vacant housing units	↑14.4%	↑27.7%	↑11.8%	
% Vacant (of available housing)	11.4%	13.4%	17.5%	19.9%

Source: U.S. Census Bureau Decennial Census

Housing tenure

A significant portion of Huntington's housing market is renter occupied.

Rental housing makes up a large portion of the housing market in Huntington. Over the past 20 years, housing has largely been equally split between owner-occupied housing and renter-occupied housing. This breakdown is substantial when compared to the state and national markets, where rental housing makes up one-quarter and one-third of housing tenure, respectively. However, the 2022 estimates suggest a relatively steep decline in the number of renter-occupied units.

Housing tenure (2022)

46% 54%

● Owner occupied
● Renter occupied

Housing tenure

	2000	2010	2020	2022
Owner occupied	12,571	11,391	10,080	10,557
Renter occupied	10,394	10,383	10,194	8,854
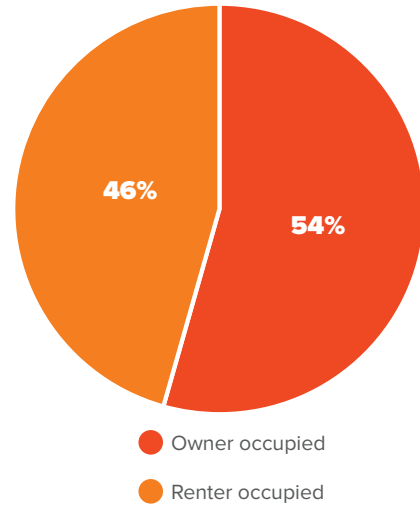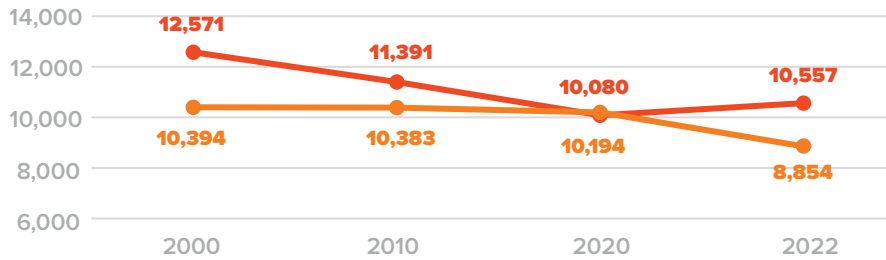
Source: U.S. Census Bureau

Percent of renter-occupied housing

Huntington		2010		2020
% Renter occupied		46.4%	↑	48.9%
Total units		21,613	↓	19,520

West Virginia		2010		2020
% Renter occupied		25.4%	↑	26.3%
Total units		740,874	↓	734,235

United States		2010		2020
% Renter occupied		33.4%	↑	35.6%
Total units		114,235,996	↑	122,354,219

Source: American Community Survey 5-year estimates

Home value and gross rent

The cost of housing for renters has increased while their income decreases.

After adjusting for inflation, the median home value in Huntington has remained flat, around $112,000, between 2000 and 2022. The median gross rent, however, steadily climbed from $690 to $841 a month.

This increase in rent particularly squeezes renters since their median income has declined since 2000 from $22,000 to $20,000 when adjusted for inflation.

Affordability

Housing is increasingly unaffordable for the typical renter in Huntington while the median-priced home remains affordable for median-income households.

For renters in Huntington, housing is increasingly unaffordable. Housing that costs more than 30% of a household's income is considered unaffordable. In 2000, for-rent housing was relatively affordable where the gap between the income needed to afford the median rent in Huntington was relatively close. But since then, the income required to afford the typical rent has doubled to $33,000 while the actual income of renters only slightly increased. This increased the affordability gap for renters.

Unlike renters in Huntington, median home values remain affordable to median income households. Since 2000, the income of a typical household has remained slightly higher than the income required to purchase a median value house. And when compared to the income of typical homeowner households, the median value home is even more affordable.

Median home value

Year	Price	% Change
2000	$112,031	-
2010	$108,739	↓-2.9%
2020	$112,407	↑ 3.4%
2022	$114,800	↑ 2.1%

Median gross rent

Year	Price	% Change
2000	$690	-
2010	$751	↑8.8%
2020	$792	↑5.5%
2022	$841	↑6.2%

Source: U.S. Census Bureau Decennial Census, American Community Survey 5-year estimates

Median income of homeowners and renters

Median income of homeowners: $58,675 (2000), $55,453 (2010), $58,713 (2020), $61,717 (2022)

Median income of renters: $22,535 (2000), $20,825 (2010), $20,079 (2020), $20,050 (2022)
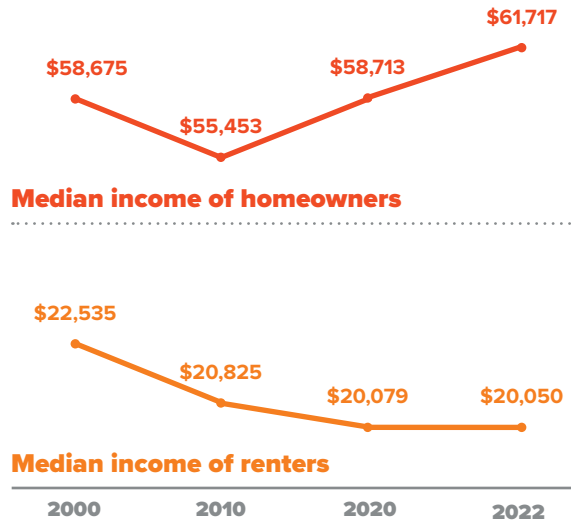
Median home affordability

	2000	2010	2020	2022
Income required to afford median house	$17,765	$22,139	$27,246	$31,185
Actual median income of all households	$23,234	$27,858	$33,012	$39,066
Actual median income of homeowners	$58,576	$42,739	$53,873	$61,717

● Income required to afford median house ● Actual median income of all households ● Actual median income of homeowners
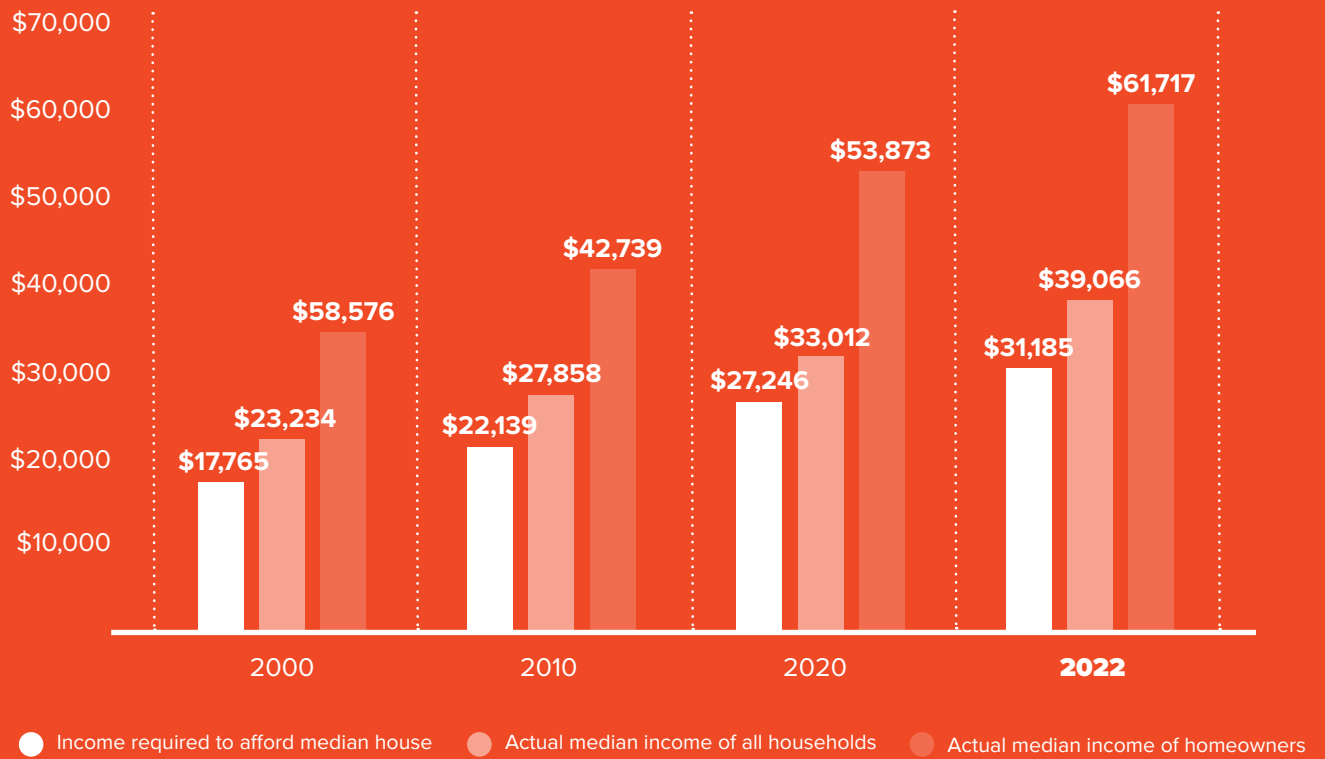
Median rental affordability

	2000	2010	2020	2022
Income required to afford median rent	$16,560	$23,160	$29,080	$33,640
Actual median income of renters	$13,530	$16,050	$18,424	$20,050

● Income required to afford median rent ● Actual median income of renters
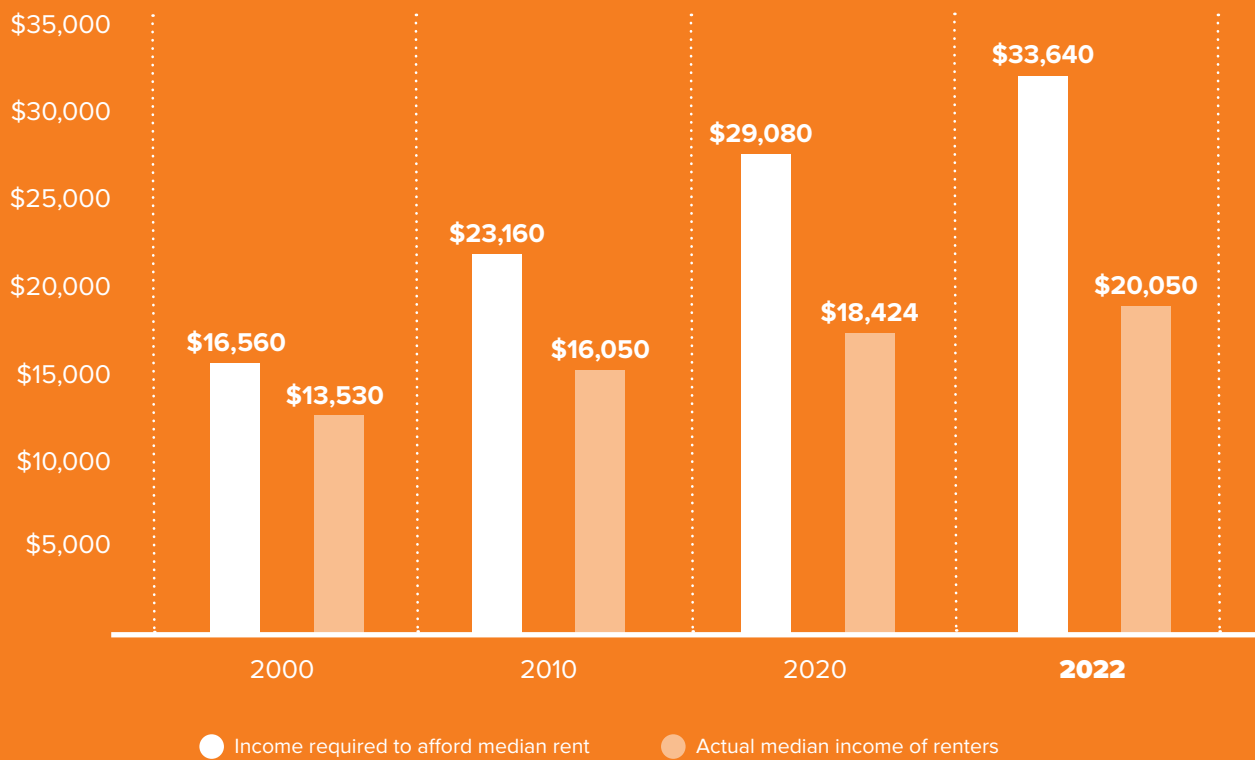
Number of units by structure type

Single-family housing remains the predominant housing type with a reduction in "missing middle housing."

Single-unit, detached homes—or traditional single-family homes—remain the dominant dwelling type in Huntington. Multi-family structures (those with three or more units) have seen growth in the past 20 years, with the number of structures with 20 or more units increasing the most. However, medium-sized multi-family structures (5–9 units), which are commonly referred to as "missing middle housing," saw a significant increase between the 2000 and 2010 and a drop between the 2010 and 2020. Additionally, one-unit attached structures, two-unit structures, and mobile homes have become less utilized.

> *Missing middle housing refers to the disappearance of residential building types that range in size between single-family and mid-rise apartments. Specific examples of missing middle housing include townhomes, duplexes, triplexes, and live/work units.*

Number of units by structure type (2022)
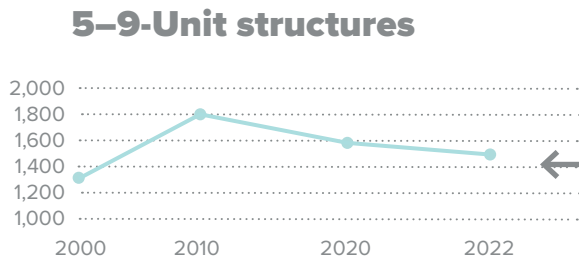
5–9-Unit structures

However, medium-sized multi-family structures (5–9 units), which are commonly referred to as "missing middle housing," saw a significant increase between the 2000 and 2010 and a drop between the 2010 and 2020. Additionally, one-unit attached structures, two-unit structures, and mobile homes have become less utilized.

Legend:
- 1-unit, detached
- 1-unit, attached
- 2 units
- 3 or 4 units
- 5 to 9 units
- 10 to 19 units
- 20 or more units
- Mobile home
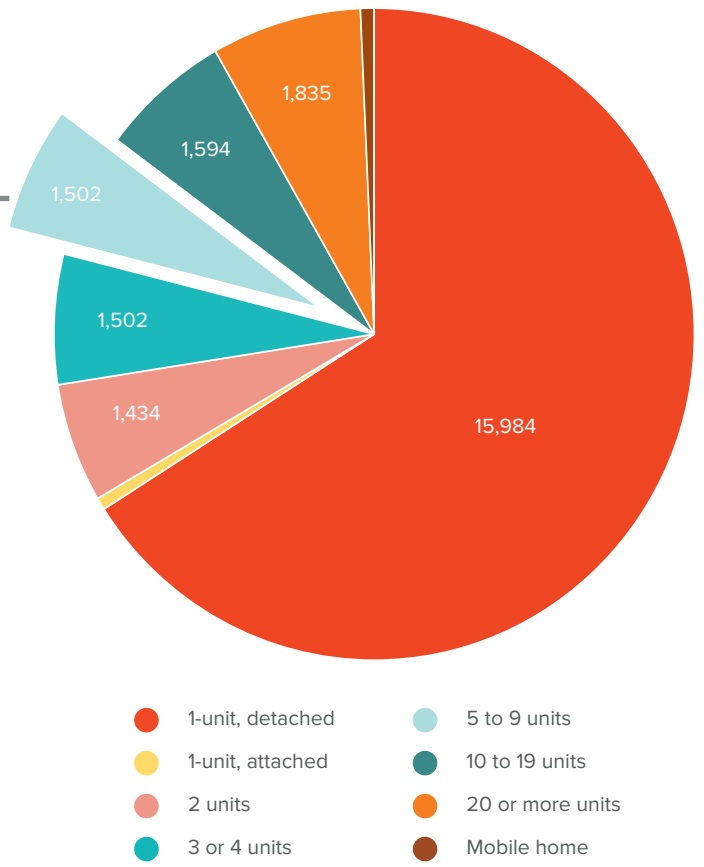
Source: American Community Survey 5-year estimates

Years of residential construction

The housing stock is aging.

The body of residential structures in Huntington is aging: 27% of residences were built prior to 1939, and fewer residential units have been built during each decade since. Booms in home construction during the 1950s and 1990s offer exceptions to this trend.

Years of residential unit construction as of 2022

Legend: ● Built before 2000 ● Built after 2000
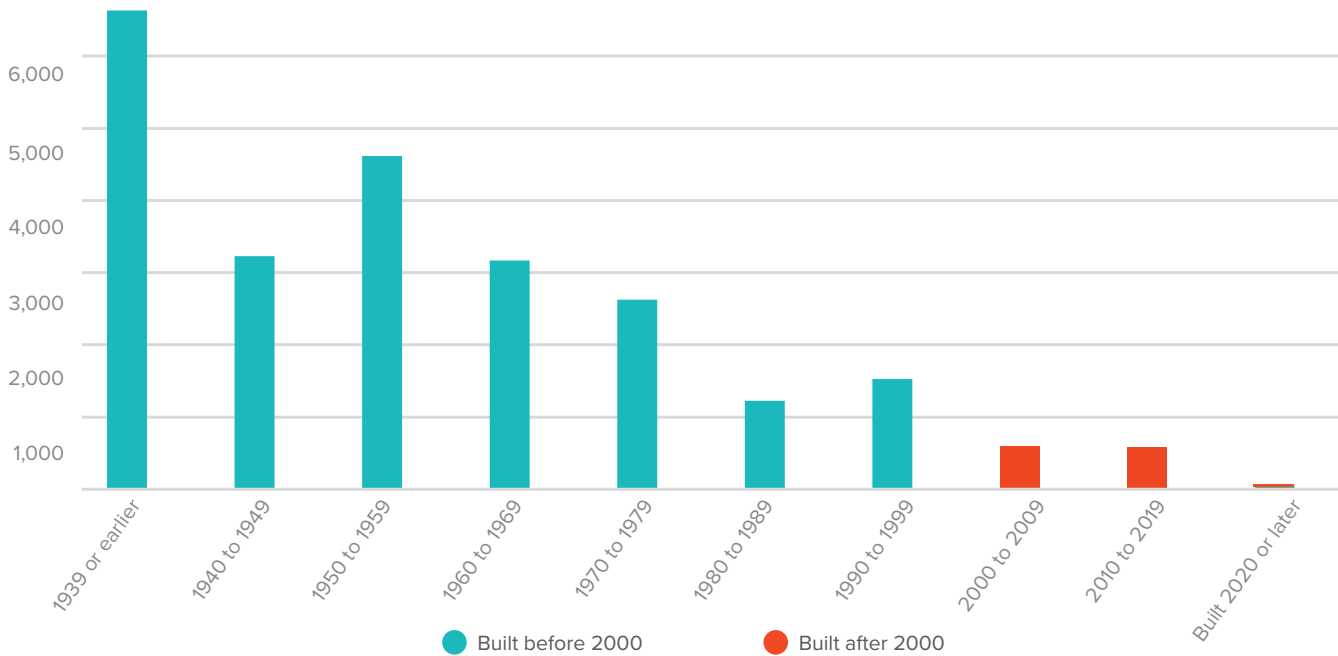
Source: American Community Survey 5-year estimates

Workforce and Economy

Population aged 16 years and older

Along with the overall population, Huntington's labor force has steadily decreased since 2000. The labor participation rate, however, has remained constant at approximately 55%.

Workforce and participation rate

	2000	2010	2020	2022
Population age 16 and over	43,411	40,926	38,788	39,329
In the civilian labor force	23,656	22,576	20,049	21,474
Participation rate	54.5%	55.2%	51.7%	54.6%

Labor force and labor participation (2022)

55% 45%
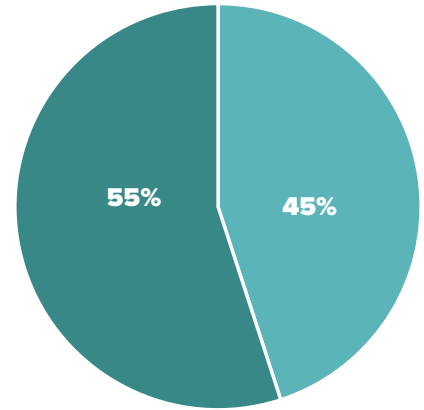
● Population age 16 and over in the civilian labor force

● Population age 16 and over not in the civilian labor force

Source: U.S. Census Bureau Decennial Census; American Community Survey 5-year estimates

Educational attainment

The workforce is well educated.

Huntington's workforce is well educated. Its residents have attained high school diplomas at a rate like that of the United States, and the percentage of residents holding bachelor's degrees or higher is just under that of the country.

High school diploma or higher

Huntington: 2000 79.6%, 2010 85.9%, 2020 87.9%, 2022 88.9%
United States: 2000 80.4%, 2010 85.0%, 2020 88.5%, 2022 89.1%
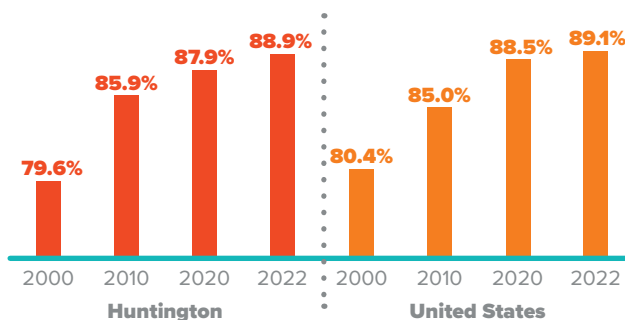
Bachelor's degree or higher

Huntington: 2000 22.4%, 2010 24.0%, 2020 29.3%, 2022 32.3%
United States: 2000 24.4%, 2010 27.9%, 2020 32.9%, 2022 31.9%
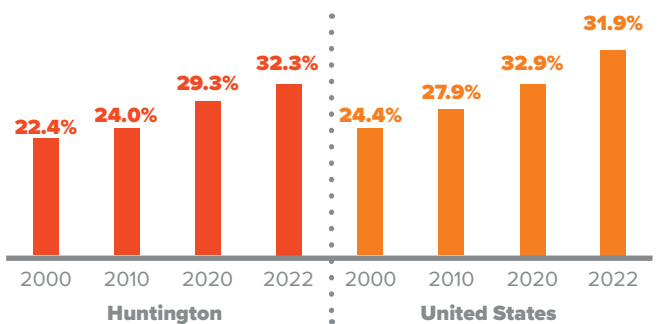
Industries employing residents

Huntington's educational and health care services industry continues to grow.

While the population and workforce have declined in Huntington, the largest industry in the city is the educational services, health care, and social assistance sector. This sector not only provides the most jobs in the area but has also shown growth in recent years. Additionally, the manufacturing industry, once the employment juggernaut in the city, continues to decline since 2000.

Industry	2000		2010		2020		2022	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Educational services, and health care social assistance	5,938	28.1%	6,297 ↑	30.2%	6,161 ↑	33.2%	6,809 ↑	34.4%
Arts, entertainment, and recreation, and accommodation and food services	2,509	11.9%	2,966 ↑	14.2%	2,314 ↓	12.5%	2,821 ↑	14.2%
Retail trade	2,996	14.2%	2,704 ↓	13.0%	2,532 ↑	13.6%	2,403 ↓	12.1%
Professional, scientific, and management, and administrative and waste management services	1,774	8.4%	1,856 ↑	8.9%	1,780 ↑	9.6%	1,798 ↓	9.1%
Public administration	1,018	4.8%	739 ↓	3.5%	935 ↑	5.0%	1,039 ↑	5.2%
Construction	940	4.4%	970 ↑	4.7%	1,071 ↑	5.8%	970 ↓	4.9%
Manufacturing	1,470	7.0%	1,302 ↓	6.2%	987 ↓	5.3%	867 ↓	4.4%
Finance and insurance, and real estate and rental and leasing	1,184	5.6%	1,117 ↓	5.4%	664 ↓	3.6%	792 ↑	4.0%
Information	604	2.9%	378 ↓	1.8%	608 ↑	3.3%	682 ↑	3.4%
Other services, except public administration	1,372	6.5%	1,240 ↓	5.9%	642 ↓	3.5%	653 ↓	3.3%
Transportation and warehousing, and utilities	782	3.7%	671 ↓	3.2%	488 ↓	2.6%	461 ↓	2.3%
Wholesale trade	468	2.2%	498 ↑	2.4%	311 ↓	1.7%	334 —	1.7%
Agriculture, forestry, fishing and hunting, and mining	73	0.3%	104 ↑	0.5%	72 ↓	0.4%	172 ↑	0.9%
Total employment	21,128		20,842		18,565		19,801	

● Continues to increase   ● Continues to decrease

Source: U.S. Census Bureau Decennial Census; American Community Survey 5-year estimates

Household and family income

Incomes are steadily recovering from the Great Recession.

The median and per capita incomes for Huntington residents, once adjusted for inflation, were impacted by the Great Recession in 2008. These incomes took a hit between 2000 and 2010, but they are steadily recovering to pre-Recession levels.

Per 2022 estimates, Huntington's income lags behind the region, state, and nation. However, per capita income is similar to Cabell County, the metropolitan area, and the state. Compared to the nation, per capita income remains considerably less.

Household and family income

	2000	2010	2000	2022
Per capita income	$ 28,411	$ 26,370	$ 26,195	$ 27,632
% Change		↓ 7.2%	↓ 0.7%	↑ 5.5%
Median household income	$ 39,486	$ 37,388	$ 37,329	$ 39,066
% Change		↓ 5.3%	↓ 0.2%	↑ 4.7%
Median family income	$ 59,068	$ 52,800	$ 56,208	$ 58,757
% Change		↓10.6	↑ 6.5	↑ 4.5%

Source: American Community Survey 5-year estimates; Consumer Price Index, Urban Consumers (U.S. Bureau of Labor Statistics)

Huntington's income compared to the region and nation

	Huntington	Cabell County	MSA	West Virginia	United States
Per capita income	$ 27,632	$ 30,468	$ 32,914	$ 31,922	$ 41,804
Median household income	$ 39,066	$ 52,237	$ 56,806	$ 54,329	$ 74,755
Median family income	$ 58,757	$ 70,201	$ 69,950	$ 70,318	$ 92,148

Source: American Community Survey 5-year estimates

Commuter inflow patterns

Huntington remains a job center for the region.

In 2021, the number of people who lived outside the city but commuted into Huntington to work (25,000) was almost three times higher than the number of Huntington residents who traveled outside the city to work (9,000).

Commuter inflow patterns

24,537

8,912

7,691
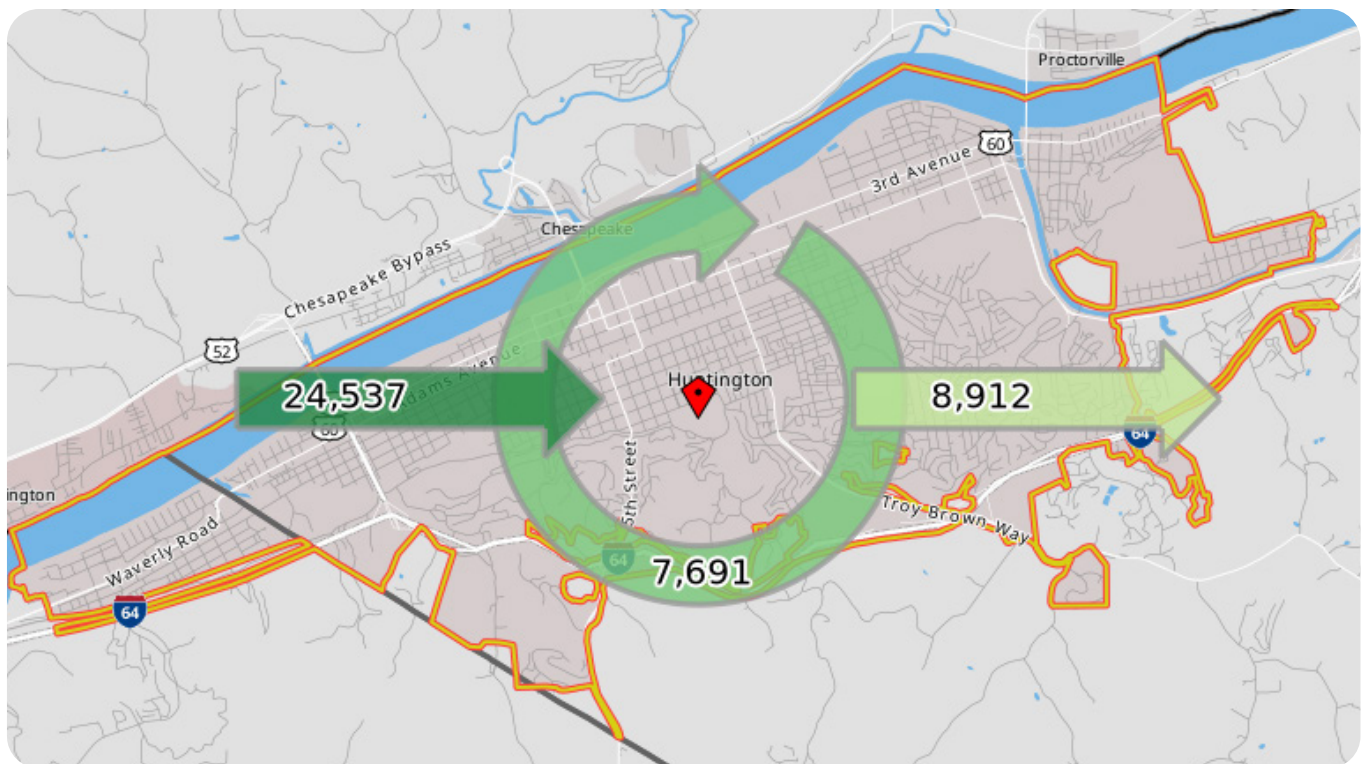
Marshall University

Named after Chief Justice of the U.S. Supreme Court, John Marshall, Marshall University was founded in 1837 as Marshall Academy. Today, Marshall University is an economic, social, and cultural driver for Huntington, contributing major resources in education and jobs in advanced manufacturing and medicine. For land use planning, the student body contains 11,269 students (2023), 73.2% of which are undergraduates. The campus maintains two freshman halls, seven upper class halls, and one residential apartment (for graduate and non-traditional students).

According to the Marshall University Campus Development Master Plan, the University's core campus downtown has a surplus of space; therefore, it will need to shift its space types and focus on refreshing buildings and activating landscapes and green spaces. Additionally, the University plans to address and improve the pedestrian connections between campus and downtown Huntington.

Proposed pedestrian connections between Marshall University and downtown

FOURTH AVENUE INNOVATION DISTRICT

- Student Hubs
- MU 2023 Master Plan Renovation
- Long-Term Renovation
- Partnership Opportunity Building
- Property Line

THIRD AVENUE

GATEWAY

GATEWAY

FOURTH AVENUE - WALKABLE STREET

PEDESTRIAN SPINE

Brad D. Smith Center for Business and Innovation

GATEWAY

FIFTH AVENUE
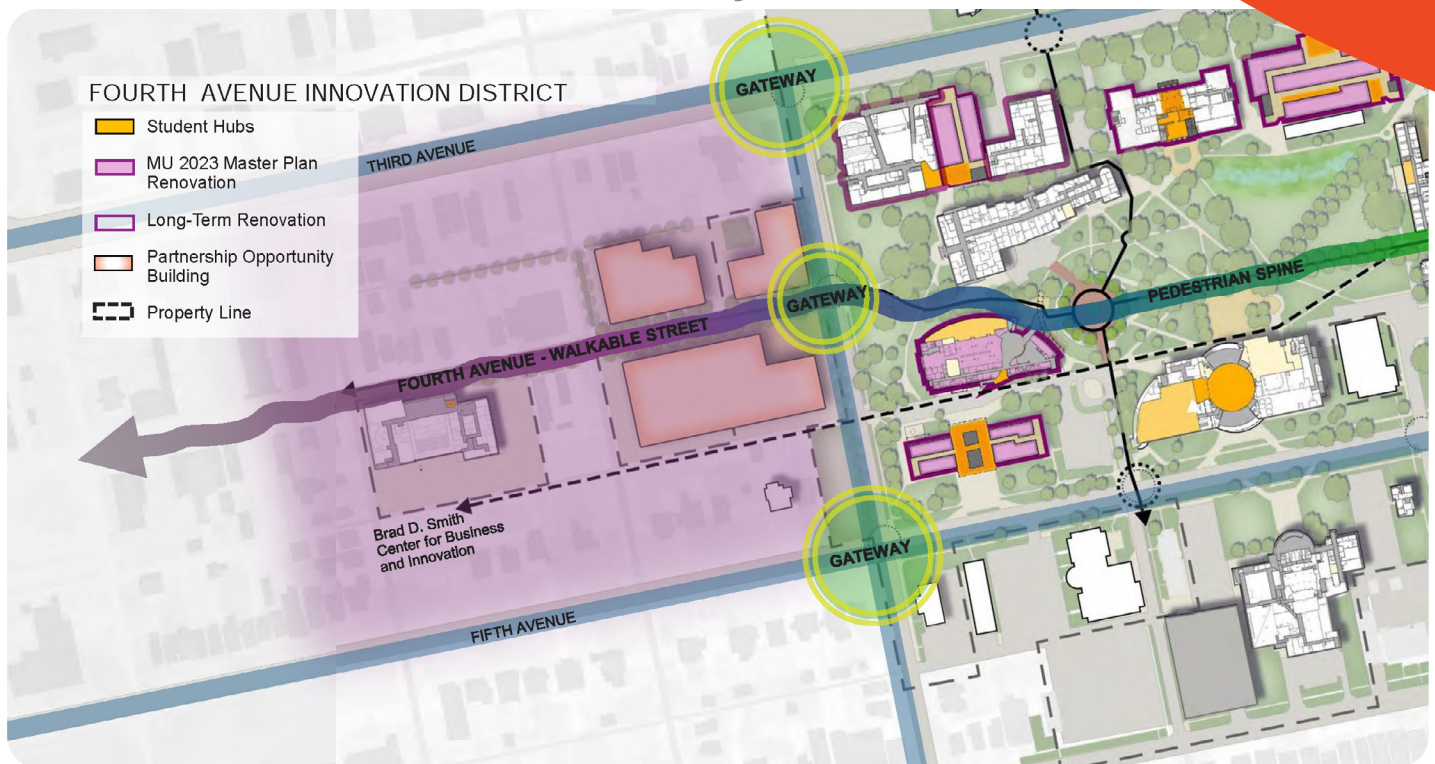
Marshall Health Network

Marshall Health Network, Inc. is a West Virginia–based not-for-profit academic health system that includes **Cabell Huntington Hospital**, **Edwards Cancer Institute**, **Hoops Family Children's Hospital**, **Huntington Internal Medicine Group (HIMG)**, the **Marshall Health** physician practice, **St. Mary's Medical Center**, and **Rivers Health**. Through this umbrella of institutions, Marshall Health Network is committed to improving the health and well-being of over one million children and adults in 40 counties throughout West Virginia, southern Ohio, and eastern Kentucky through understanding, respecting, and meeting their needs (Marshall Health Network, 2024).

Cabell Huntington Hospital

Cabell Huntington Hospital (CHH), a member of Marshall Health Network, is a 303-bed teaching hospital for Marshall University Schools of Medicine, Pharmacy, and Nursing. CHH includes Hoops Family Children's Hospital and the Edwards Comprehensive Cancer Center and serves patients throughout West Virginia, eastern Kentucky, and southern Ohio. (Cabell Huntington Hospital, 2024)

St. Mary's Medical Center

St. Mary's Medical Center, a member of Marshall Health Network, is the largest medical facility in Huntington, West Virginia; with 413 beds, it is also among the largest healthcare facilities in the state. As one of Cabell County's largest private employers, it offers specialties in cardiac care, cancer treatment, emergency/trauma services, neuroscience, and orthopedics. St. Mary's exceptional technology and medical expertise make it one of the region's medical leaders. (St. Mary's Medical Center, 2024)

Environmental Quality and Natural Assets

Air quality

According to the major air quality measures by the U.S. Environmental Protection Agency (EPA), Huntington's air quality is favorable. In the past ten years, most days (63%) in the Huntington metropolitan statistical area (MSA), the air quality index was measured as "Good." Only three days were considered "Unhealthy." Also, according to the EPA Green Book, Huntington follows the National Ambient Air Quality Standard and is designated in attainment, meaning it complies with those standards.

Huntington MSA Air Quality Index (2013–2023)

AQI Value	Level of concern	Number of days within AQI	Percent of total days within AQI
0–50	Good	2,515	62.6%
51–100	Moderate	1,480	36.8%
101–150	Unhealthy for sensitive groups	20	0.5%
151–200	Unhealthy	3	0.1%
200–500	Very unhealthy to hazardous	-	0.0%
Total		4,017	100%

Source: WV Department of Environmental Protection
Photo: Huntington Nextdoor

Watershed and water quality

The majority of Huntington is located within the Lower Ohio River watershed, while a portion of Westmoreland is in the Twelvepole Creek watershed, and part of Guyandotte is located within the Lower Guyandotte River watershed. The City of Huntington sources its water supply from the Ohio River via West Virginia American Water.

Water source

West Virginia American Water

Huntington's drinking water is derived from the Ohio River (with an alternative intake on the Guyandotte River) and is maintained by West Virginia American Water. The Huntington plant is part of the EPA's Partnership for Safe Water program, which recognizes water systems that surpass federal and state drinking water standards, as well as the Ohio River Valley Water Sanitation Commission (ORSANCO) Organics Detection System monitoring network (West Virginia American Water, 2024).

Water quality

While multiple entities monitor the Ohio River, ORSANCO is an interstate commission formed to control water pollution, set pollutant standards, and ensure the Ohio River supports healthy aquatic biodiversity and can be used for drinking, industrial supplies, and recreational purposes. ORSANCO manages several monitoring programs, including those for algal blooms, algae and nutrients, bacteria, metals, dissolved oxygen, metals, legacy chemicals, organics, and other components and pollutants. Additionally, five rounds of sampling are completed monthly for bacteria that may interfere with recreation on the water in an around Huntington (ORSANCO, 2022).

Water bodies

Ohio River

Most of the western edge of West Virginia is delineated by the Ohio River, which separates it from the bordering state of Ohio for approximately 300 miles. The Ohio River, named after the Iroquois word, "O-Y-O", which translates to "the great river," has played a pivotal role in historical and current events, from wars to commerce. The Ohio spans 981 miles and runs largely southwest from the confluence of the Allegheny and Monongahela rivers in Pittsburgh, Pennsylvania to Cairo, Illinois, where it meets the Mississippi River. The Ohio varies between 1,000 and 1,600 feet in width and has an average depth of 24 feet. Approximately 25 million people live in the Ohio River Basin, which covers 205,000 square miles across 15 states and comprises 10% of the nation's population (West Virginia Rivers, 2024; Michael, 2018).

Natural resources and recreation

The Ohio River is the site of a wealth of recreational assets and opportunities, from fishing its 164 species of fish to floating rapids. The Ohio, along with the Guyandotte River, a nearby tributary, is an official water trail, which is specifically designed for recreational use and is considered the water-based equivalent of a hiking trail. There are 32 islands along the West Virginia stretch of the river, many of which are part of the Ohio River Islands National Wildlife Refuge system. The islands are home to a variety of fauna, including bald eagles, osprey, cormorants, beaver, muskrats, raccoons, and white-tailed deer. The Ohio is also a main corridor for migratory waterfowl, and areas of the river's shores are likewise filled with hardwood forests, abundant wildlife, and native vegetation (West Virginia Rivers, 2024; Michael, 2018).

Industry

Throughout history, the Ohio River has fueled much of the industrial development of the Ohio River Valley. With abundant coal in the region and its subsequent transportation on the river, industries such as steel, metal alloys, and power generation were established among the Ohio's river cities. Barges continue to transport over 230 million tons of cargo on its waters, including coal, sand and gravel, and petrochemical products. Although the Ohio River is a bustling route for trade and industry both on and off the water, that development has afflicted it with pollution that has earned the river a reputation for being the most polluted in the country. However, many regional and national efforts are working to restore its natural state (Michael, 2018; West Virginia Rivers, 2024; ORSANCO, 2024).

Flooding

While several large floods throughout history have brought destruction to the Ohio's banks (including in 1847, 1884, and 1913), one of Huntington's landmark structures by the river, its floodwall, was erected after the Ohio caused the most disastrous flood to date. After an uncharacteristically warm winter and 19 days of steady rainfall in January of 1937, the Ohio River Valley experienced drastic flooding along its entire length, taking nearly 400 lives and causing over $11 billion (2024 dollars) in damage. The historic flood saw the Ohio River swell to over 70 feet—nearly 20 feet above the flood stage—and fill much of downtown Huntington.

Following the flood, the U.S. Army Corps of Engineers built the floodwall in Huntington, which was completed in 1943, and the federal government was prompted to begin construction of flood-control lakes and reservoirs as well as other floodwalls throughout the nation. However, that era's floodwalls have a 50-year design life, complicating the future of the protection they provide (Niemeyer, 2019; Casto, 2018; City of Huntington, 2024).

Further, the Guyandotte River empties into the Ohio River under the East Huntington Bridge; the Big Sandy River, which forms part of the border between West Virginia and Kentucky, empties into the Ohio west of Huntington at Kenova, West Virginia. When the Ohio River begins to rise, it causes these two tributaries to flood also. Fourpole Creek, which flows along Huntington's southern border and through Ritter and Kiwanis parks, causes flooding in the Enslow Park and Southside neighborhoods (MetroNews, 2022; City of Huntington, 2024).

Nearby water recreation

Beech Fork Lake

Beech Fork Lake, located just 12 miles south of Huntington, is the central feature of Beech Fork Lake State Park. Created in the 1970s by the U.S. Army Corps of Engineers by damming the Beech and Miller forks of Twelvepole Creek for flood control, the 720-acre provides 31 miles of shoreline with plenty of fishing and lakeside activities available (West Virginia State Parks, 2024).

Greenbo Lake Resort Park

Approximately 40 miles west in neighboring Kentucky is Greenbo Lake State Resort Park. This Kentucky State Park contains a number of multi-use trails and a 225-acre lake. The park offers rooms, camping, hiking, mountain biking and horse trails. (Kentucky Tourism, 2024)

Fourpole Creek

Fourpole Creek is a tributary that meanders through the southern edge of Huntington along Hal Greer Boulevard (Route 10) and Memorial Boulevard and outputs into the Ohio River near the Cabell and Wayne County line. The watershed of Fourpole Creek is approximately 23 square miles of area inside and outside City limits. The watershed unifies a diverse community that includes rural agricultural areas, industrial zones, neighborhoods, urban parks, and recreation lands. Fourpole Creek is a central feature of the City of Huntington parks, landscape, and trail network. The Fourpole Creek Watershed Association was formed to monitor the quality and safety of the creek and its tributaries and provide education about the watershed. (Fourpole Creek Watershed Association, 2024)

Photos: (left) West Virginia State Parks, Kentucky State Parks; (right) Ohio State Parks

Guyandotte River

The Guyandotte River, a tributary of the Ohio, flows for 167 miles from Raleigh County to the confluence of the Ohio River in Huntington. Because few roads historically populated the area, the Guyandotte was an important transportation corridor, particularly for the timber industry, which would flow fleets of logs downriver (Casto, 2020). A designated water trail, the river is now a popular angling and canoeing waterway with one section of whitewater rapids. Hiking and hunting opportunities can be found in the rugged, mountainous terrain beyond its shores (Guyandotte Water Trail, 2024).

Lake Vesuvius Recreation Area

Lake Vesuvius Recreation Area in Wayne National Forest is approximately 28 miles northwest of Huntington in neighboring Ohio. The Lake Vesuvius Recreation Area boasts rugged hills and outcropping cliffs that provide a scenic backdrop for this historical and beautiful site. Lake Vesuvius offers fishing, boating, and hiking opportunities with its 143-acre lake, two family campgrounds and one group campground, a beach and swim area, multiple picnic areas, a scenic overlook, and an archery trail. This recreation area is home to the 46-mile Lake Vesuvius Horse Trail System, open from early spring to winter. (U.S. Forest Service, 2024)

Parks and recreation areas

Parks

The parks and recreational facilities of Huntington and the surrounding areas are owned, developed, and operated by the Greater Huntington Park and Recreation District (GHPRD). Huntington boasts over 300 acres of parks and green space within and around its limits.

Two of Huntington's premier parks include Rotary Park on Maupin Road, which features over 100 acres of trails and various sports fields, and Ritter Park on Eighth Street.

Ritter Park

Ritter Park's well-maintained, multi-use walking path meanders about its 75 acres of greenery, playgrounds, tennis courts, and dog park, all of which helped name the park as one of the top ten "Best Public Spaces in America" by the American Planning Association in 2012. The Ritter Park Rose Garden, which has been voted one of the nation's best rose gardens, is home to over 3,300 roses and is often the site of events such as weddings, showers, and reunions (Greater Huntington Park and Recreation District, 2024).

Notably GHPRD invested in an extensive renovation and expansion of the services to St. Cloud Commons Park, completed in the fall of 2018. This expansion included the creation of an all-inclusive playground, splash pad, and restroom facilities. This investment was celebrated as the first fully inclusive playground in the state of West Virginia. The facilities, now on a national registry, were developed around the seven principles of inclusive playground design. The new playground provides equipment for people of all abilities, and includes cozy spaces, sensory play opportunities, and a variety of interactive play activities at both elevated and ground level. (National Demonstration Site Network, 2018)

Other parks and facilities under GHPRD's management include Harris Riverfront Park, Veterans Memorial Park, the historic St. Cloud Commons, the renovated B&O Railroad Station now known as Heritage Station, which houses several businesses, and many others. More information on each park can be found here: ghprd.org/explore-your-parks-main

Nearby recreation areas

Heritage Farm Museum and Village

Only 4 miles south of the City of Huntington along the designated route, Henriella and Mike Perry Memorial Drive (Harvey Road) is Heritage Farm Museum and Village. Heritage Farm Museum & Village is a recreated 19th century Appalachian village that includes museums, animal exhibits, artisans, and an adventure park. Experience life for the region's settlers from the 1850s onward, interact with animals in the petting zoo and nature center, see talented artisans work, and embrace adventure on the ziplines, high ropes courses, and mountain bike park. (Heritage Farm, 2024)

Beech Fork State Park

Beech Fork State Park is just 12 miles south of Huntington. Spanning 3,144 acres, the park offers a large lake for fishing and boating, plenty of campsites, and miles of hiking trails. Birding is a popular pastime in the park as well as disc golf, for which there are two courses. (West Virginia State Parks, 2024)

Trails

Many parks throughout Huntington have a trail system, often for multiple purposes such as walking, hiking, and biking.

Paul Ambrose Trail for Health (PATH)

One of the City's hallmark trails, which incorporates existing park trails, is the 19.9-mile-long Paul Ambrose Trail for Health (PATH), named for Huntington native and Marshall University alum, Dr. Paul Ambrose, who worked to decrease obesity in rural areas but was killed as a passenger on American Airlines Flight 77 on September 11, 2001.

The PATH is a collection of loop trails throughout Huntington with the purpose of providing free and healthy recreation and alternative transportation in and around Huntington. PATH is envisioned as "a safe, connected trail system consisting of a continuous loop with connections to other bike and pedestrian trail systems and City assets" (Rahall Transportation Institute, 2016).

Additional benefits of PATH include community revitalization and development; enhanced connectivity between businesses, schools, and neighborhoods; expanded access to green space; and improved property values and municipal revenue.

The 19.9 miles of PATH include approximately 2.5 miles of on-road bicycle paths and 17.5 multi-use/off-road trails. PATH trails run along the northern limit of Huntington beside the Ohio River and Fourpole Creek to the south; along 10th Street, 4th Avenue, and Washington Boulevard; in parks, including St. Cloud Commons, Ritter Park, Harris Riverfront Park, Rotary Park, McClelland Park, Altizer Park, Spring Hill Cemetery; and includes the Guyandotte Trail to the east of the Guyandotte River.

Hal Greer Boulevard expansion

The most recent expansion of the PATH trail network is the now completed Hal Greer Corridor Complete Streets Project. In partnership with the WVDOH and KYOVA Planning Commission, 1.3 miles of roadway (previously hostile to pedestrians and cyclists) were converted to a complete street model that includes multi-use trail and dedicated bike lanes. This project has served to connect Marshall's Campus and the Downtown Business district with previously isolated communities while maintaining adequate vehicular traffic flow to our major institutions.

Complete Streets is a transportation planning approach that designs roadways to create safe access for all users including pedestrians, bicyclists, motorists, and transit riders of all ages and abilities.

Future of PATH

The initial strategy of constructing segments of PATH has been to prioritize the "low-hanging fruit." As of yet, most segments of PATH have been on publicly owned lands and low-traffic roadways. These trails, though helpful, are still not easily accessible to many users in isolated neighborhoods.

Huntington has secured funding for expanded connections to the PATH trails, including at 14th Street West, the Levee Trail Bridge, 3rd Street West to Harris Riverfront Park, and extensions to Washington Boulevard (Rahall Transportation Institute, 2016). These additions will serve to connect noncontiguous portions of trail and better improve bicycle and pedestrian connectivity throughout the city.

In order to complete the planned loop in the PATH master plan, future builds must overcome large hurdles. This effort will include the re-design of busy roadways, the remediation of brownfield sites, and careful right of way acquisition of properties that are no longer in use. These connections are vital to the health of the PATH but will be costly and require strategic vision and planning from community leaders.

Learn more about the Paul Ambrose Trail for Health and view maps of current and planned routes here: cityofhuntington.com/residents/paul-ambrose-trail-for-health

Existing and funded PATH trails throughout Huntington (2024)
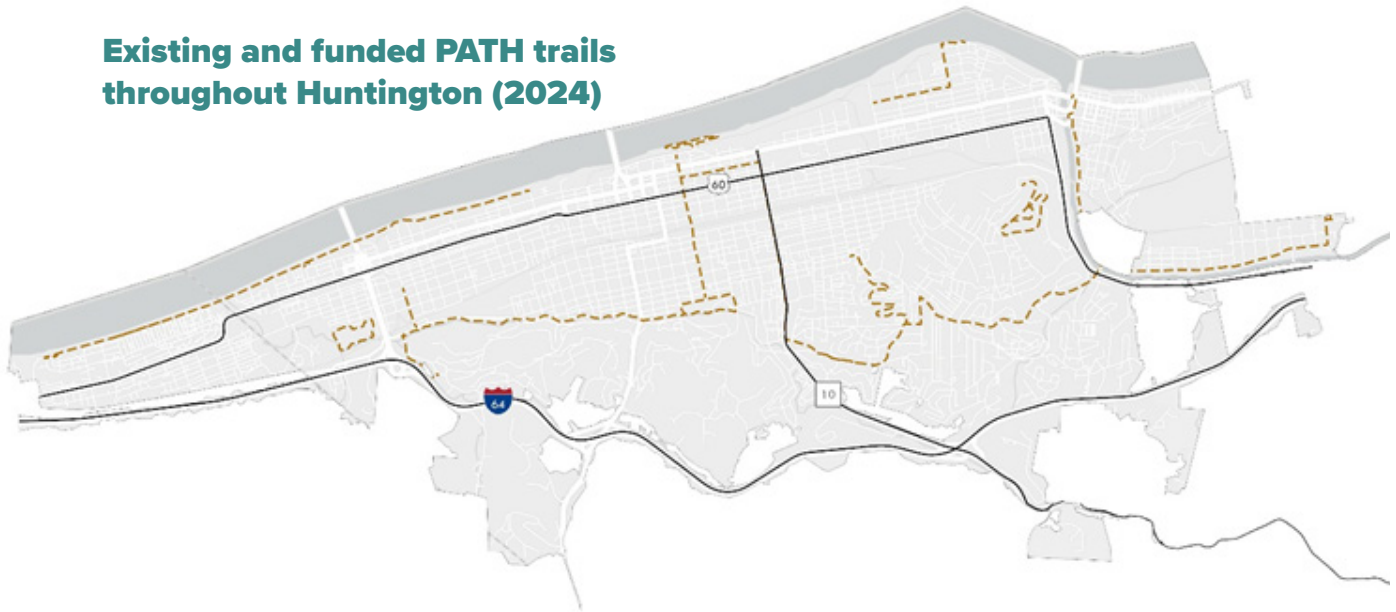
Segment	Mileage	Management	Material
Guyandotte Trail	1.73	WVDOH, COH	Limestone/concrete
Levee Trail	5.57	COH	Limestone/concrete
Harveytown Trail	0.6	GHPRD	Limestone/concrete
Harris Riverfront Trail	1.06	GHPRD	Asphalt
St. Cloud Commons Trail	1.11	GHPRD	Asphalt/concrete
4th Avenue Bike Lanes	0.72	COH	On-road bike lanes
10th Street	1.34	COH	On-road bike sharrows
Washington Boulevard Trail	0.4	GHPRD, COH	Asphalt
Ritter Park Trail	3.96	GHPRD	Limestone
Altizer Park Trail	0.2	GHPRD	Asphalt
McClelland Trail	0.25	GHPRD	Asphalt/concrete
Spring Hill Cemetery Trail	1.61	GHPRD	Asphalt/stone pavers
Hal Greer Boulevard 3rd–8th Avenue	0.45	COH/WVDOH	Asphalt/thermocycle track
Hal Greer Boulevard 8th Avenue to Washington Boulevard	1.61	GHPRD	Asphalt/stone pavers

Natural-surface trails

Among Huntington's greatest assets are its rolling hills and hardwood forests. Current trail networks at the Huntington Museum of Art as well as Rotary, Kiwanis, and Ritter Parks allow day hikers to enjoy the sights and sounds of Huntington's hardwood forests within a short distance of the city center. As the city is surrounded by such spaces, leaders should prioritize creating more trail networks for hikers, trail runners, and mountain bikers to enjoy around Huntington.

The Huntington Trail Alliance: Kiwanis Vistas Mountain Bike Trail

One such network of natural-surface trails in Huntington is the Kiwanis Vistas Mountain Bike Trail. In 2023, The Huntington Trail Alliance began work on a network of wooded trails in the South Hills neighborhood of Huntington designed to showcase the natural beauty of Kiwanis Park to residents and visitors. The burgeoning network of trails includes robust downhill singletrack options for mountain bike riders and rolling nature trails for hikers. These new trail additions have the potential to expand throughout the South Hills neighborhood, capitalizing on Huntington's existing natural assets and nurturing our growing outdoor community.

Land cover

Land cover describes the amount of land in Huntington that is covered by forests, wetlands, agriculture, impervious surfaces like concrete, and other land and water types. Since the 1950s, Huntington has largely been built out, meaning that most of the land suitable for building has already been developed.
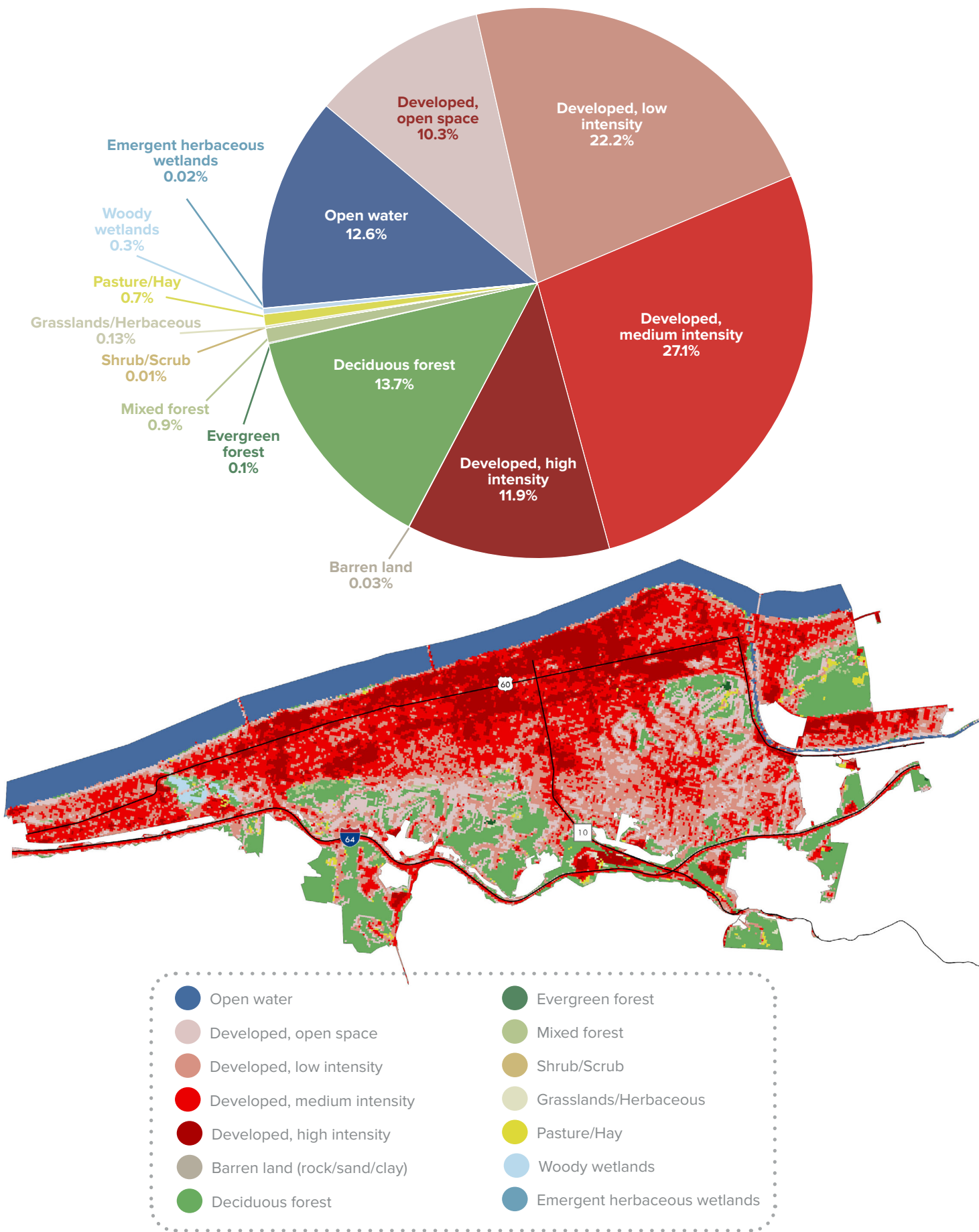
There is little vacant land available for new development.

Today, 71.6% of Huntington is developed and 14.6% is forest, where the forest area is in the hilly, residential areas of Ritter Park and Rotary Park and the Dietz Hollow landfill. As a result of limited vacant land, new housing and structures is likely to infill previously built areas.

Infill development is the construction of new buildings on or next to previously developed or underused land. An example of infill development is the construction of a new home on a site where a previous home was demolished.

	Acres		Change
	2011	**2021**	**%**
Open water	1,526.51	1,503.18	-1.6 ↓
Developed, open space	1,253.41	1,234.90	-1.5 ↓
Developed, low intensity	2,693.36	2,654.89	-1.4 ↓
Developed, medium intensity	3,231.87	3,243.89	0.1 ↑
Developed, high intensity	1,413.71	1,426.41	0.9 ↑
Barren land	2.22	3.15	25 ↑
Deciduous forest	1,634.54	1,640.58	0
Evergreen forest	5.34	7.88	32.3 ↑
Mixed forest	100.95	101.31	0.4 ↑
Shrub/Scrub	34.47	0.89	-3,777.3 ↓
Grassland/Herbaceous	27.57	16.0	-72.3 ↓
Pasture/Hay	89.38	81.49	-9.7 ↓
Woody wetlands	39.59	39.49	-0.2 ↓
Emergent herbaceous wetlands	0	2.42	100 ↑

Source: National Land Cover Database

Emergent herbaceous
wetlands
0.02%

Woody
wetlands
0.3%

Pasture/Hay
0.7%

Grasslands/Herbaceous
0.13%

Shrub/Scrub
0.01%

Mixed forest
0.9%

Evergreen
forest
0.1%

Open water
12.6%

Developed,
open space
10.3%

Developed, low
intensity
22.2%

Developed,
medium intensity
27.1%

Deciduous forest
13.7%

Developed, high
intensity
11.9%

Barren land
0.03%

Open water

Developed, open space

Developed, low intensity

Developed, medium intensity

Developed, high intensity

Barren land (rock/sand/clay)

Deciduous forest

Evergreen forest

Mixed forest

Shrub/Scrub

Grasslands/Herbaceous

Pasture/Hay

Woody wetlands

Emergent herbaceous wetlands

Built Environment

Zoning

Huntington's **built environment** and land use was first regulated by the Zoning Ordinance that was established as part of the 1960 Comprehensive Plan. The Zoning Ordinance created 13 different zoning districts across the city and separated land uses into three basic classifications: residential, commercial, and industrial.

Today, the built environment is regulated by the Planning and Zoning Code under Part Thirteen of the Huntington's Code of Ordinances, which primarily carries the legacy of the original Zoning Code but reduced the zoning districts to nine and added one historic preservation district overlay.

*The **built environment** is all the manmade structures including buildings, infrastructure that provides water and electricity, roads, bridges, and other transportation systems.*

City of Huntington zoning map
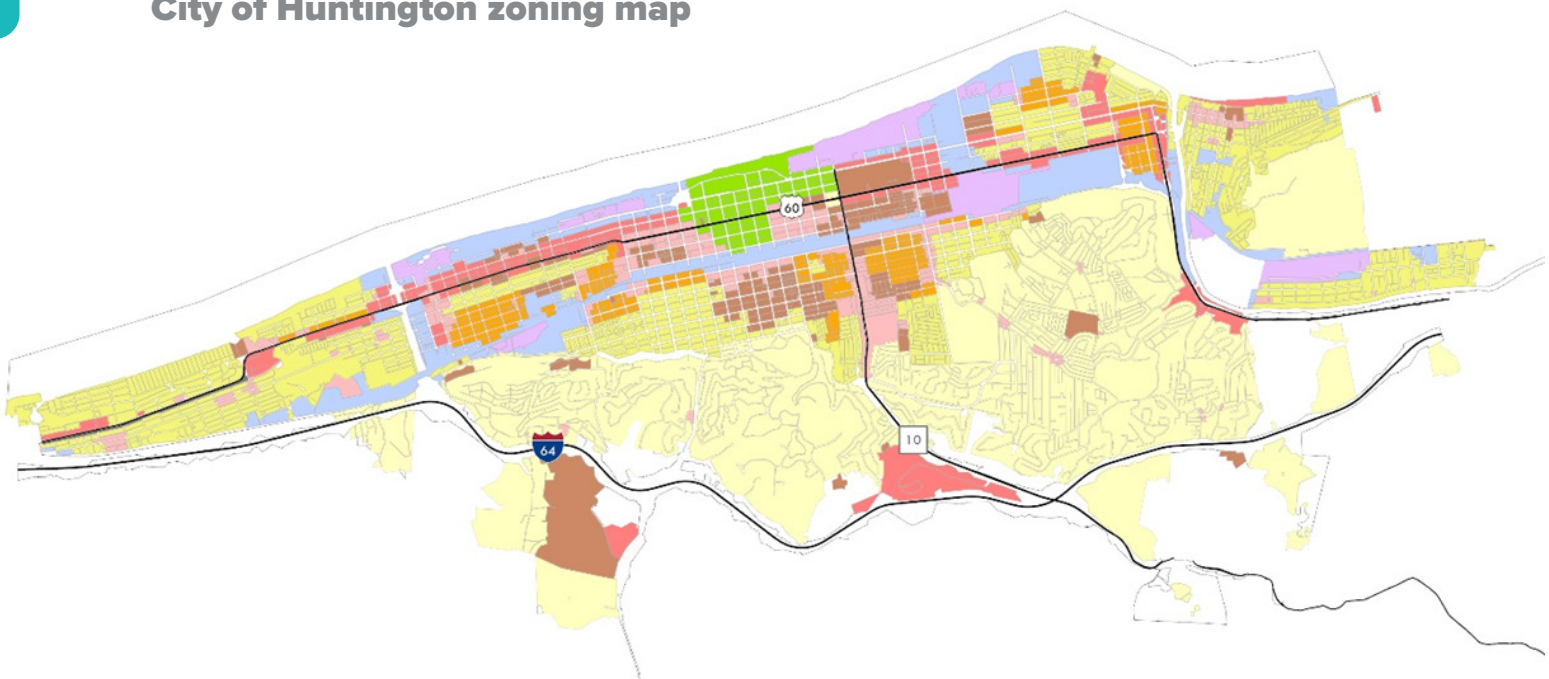
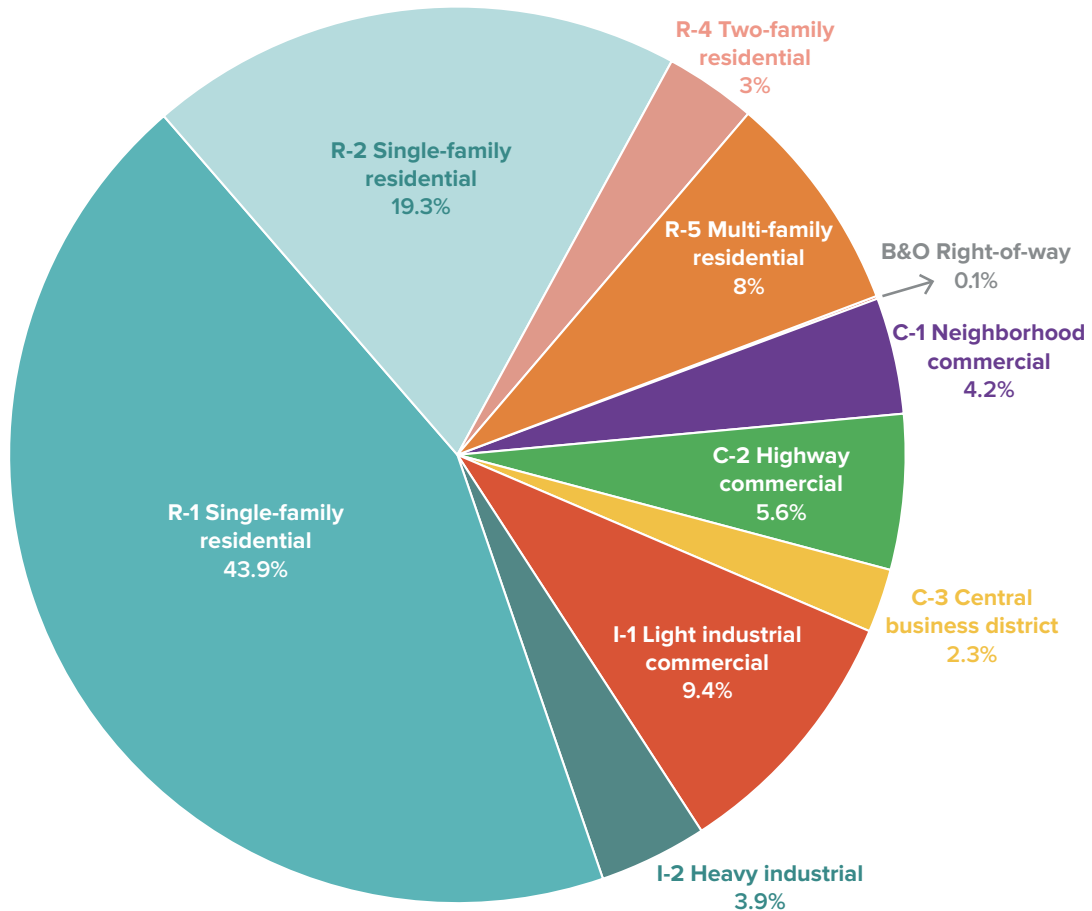|	
● B&O Right-of-way	● I-2 Heavy industrial
● C-1 Neighborhood commercial	● R-1 Single-family residential
● C-2 Highway commercial	● R-2 Single-family residential
● C-3 Central business district	● R-4 Two-family residential
● I-1 Light industrial and commercial	● R-5 Multi-family residential

Source: City of Huntington

Almost two-thirds of Huntington is limited to single-family housing.

Primarily, Huntington's zoning districts are separated into four land use types: single-family, multi-family, commercial, and industrial.

- Almost two-thirds of the land in Huntington is limited to the construction of single-family housing.
- Multi-family housing makes up 8% of the city and is mainly clustered around the University and South Side between 9th and 12th Avenues and 8th and 12th Streets.
- The commercial zones cover slightly more than the multi-family zones with an area of 12%. They are located downtown in the central business district and along primary thoroughfares like Route 60, Hal Greer Boulevard, and 8th Avenue.
- Finally, industrial zones make up 13% of the property in Huntington. Light industrial zones make up two-thirds of industrial properties and are located primarily along the railroad and riverfront.

Percent area per zoning designation

R-4 Two-family residential
3%

R-2 Single-family residential
19.3%

R-5 Multi-family residential
8%

B&O Right-of-way
0.1%

C-1 Neighborhood commercial
4.2%

C-2 Highway commercial
5.6%

R-1 Single-family residential
43.9%

C-3 Central business district
2.3%

I-1 Light industrial commercial
9.4%

I-2 Heavy industrial
3.9%

Source: Downstream Strategies

Existing land use

The existing land use map shows how each parcel of land is effectively used today. This information is based on the land use classification data from the assessors' offices of Cabell and Wayne counties. Each land use was verified on the ground or through Google Earth and then standardized using the American Planning Association's Land-Based Classification Standards based on their activity.
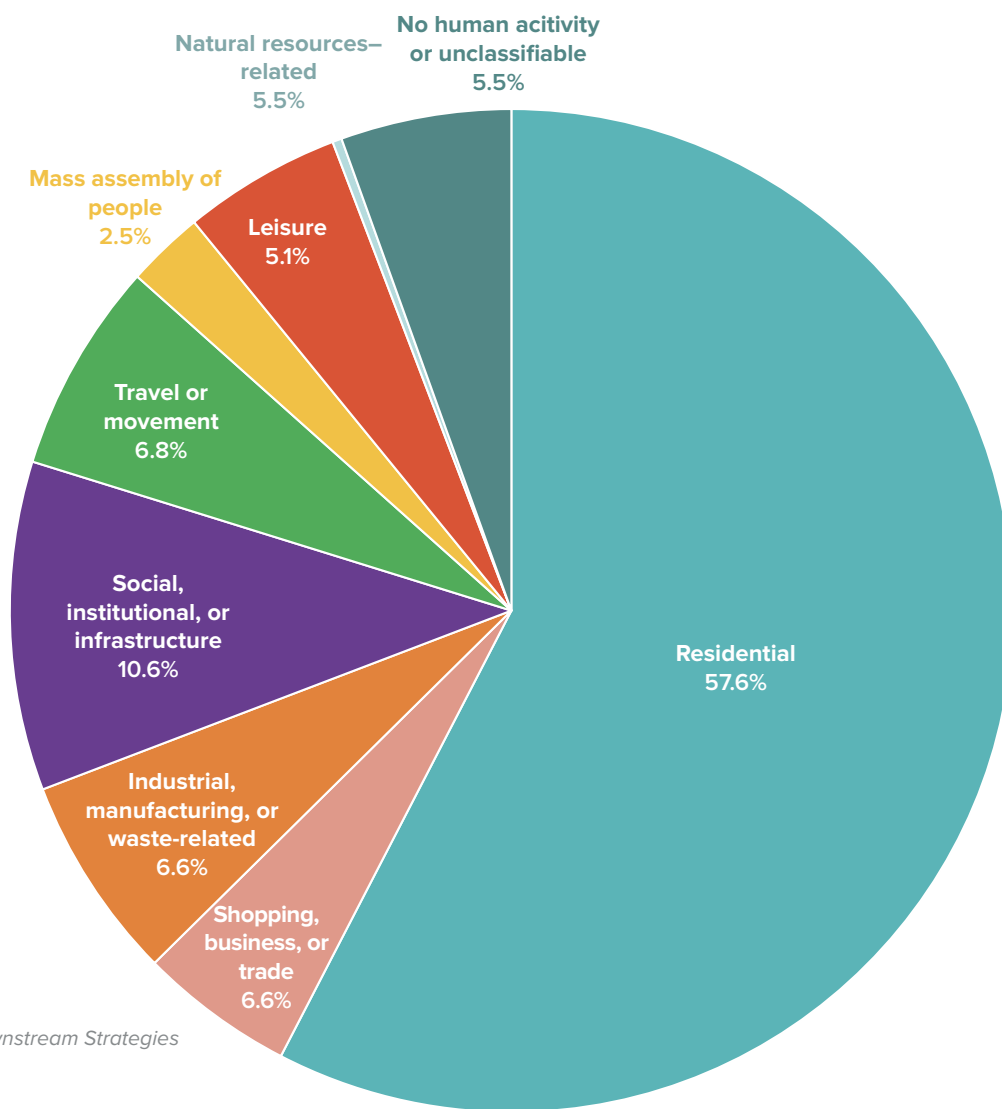
Existing land uses
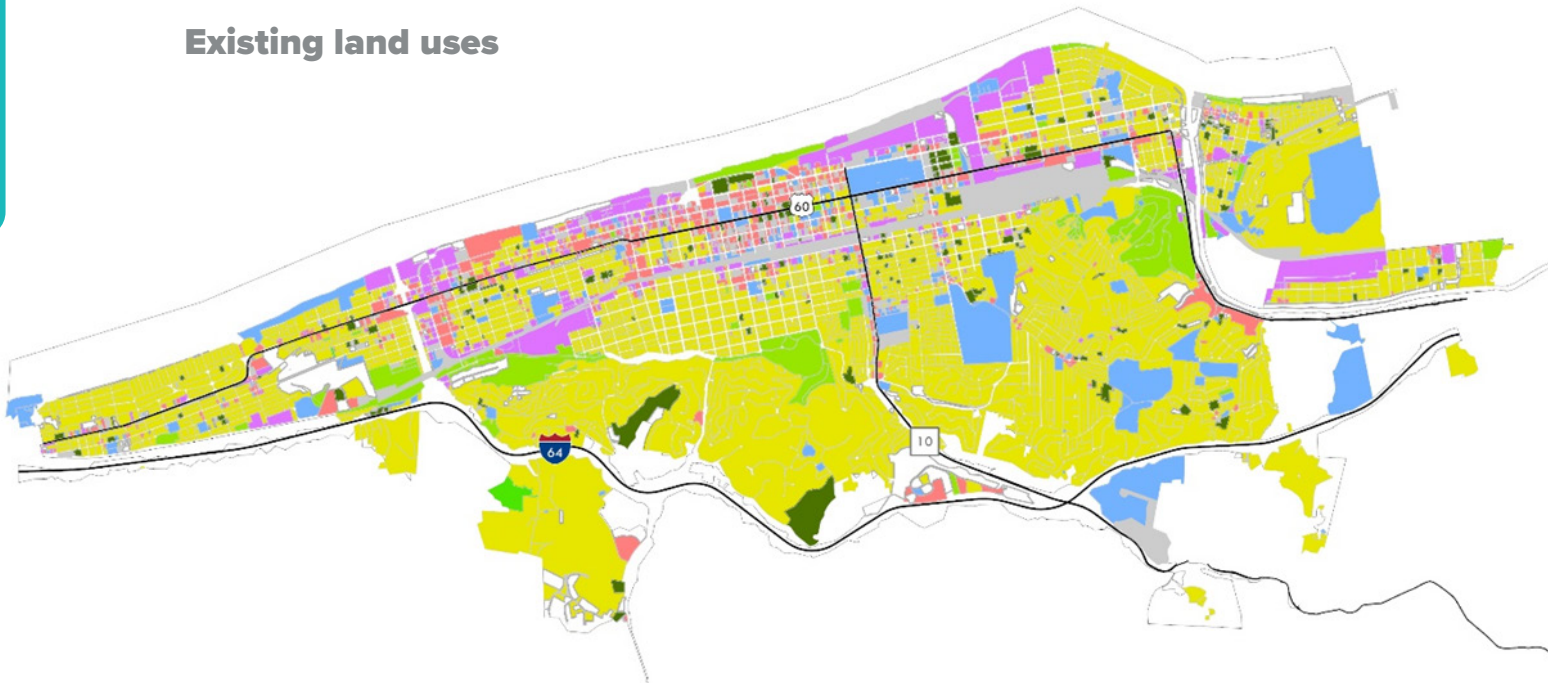
Legend:
- Residential
- Shopping, business, or trade
- Industrial, manufacturing, and waste-related
- Social, institutional, or infrastructure-related
- Travel or movement
- Mass assembly of people
- Leisure activities
- Natural resources–related
- No human activity or unclassifiable

Source: Cabell County Assessor, Wayne County Assessor, and Downstream Strategies

Most (57.6%) of the land in Huntington is used for residential activity. The second largest land use is for social, institutional, or infrastructure-related activities (10.6%), which includes activities like schools, public safety, utilities, health care, and cemeteries. Today, the existing land uses largely reflect Huntington's development patterns that occurred before any zoning ordinances.

Percent area per existing land uses

Natural resources–related 5.5%

No human acitivity or unclassifiable 5.5%

Mass assembly of people 2.5%

Leisure 5.1%

Travel or movement 6.8%

Social, institutional, or infrastructure 10.6%

Industrial, manufacturing, or waste-related 6.6%

Shopping, business, or trade 6.6%

Residential 57.6%

Source: Downstream Strategies

Historic preservation

Huntington is steeped in historical resources from its rapid growth and industrialization at the turn of the century between 1870 and 1920. The city boasts five historic districts and numerous historical properties listed in the national and state historic preservation registries. Notably, in June 2024, the newest historic district in Huntington was added: the 14th Street West Historic District. The 14th Street West Historic District comprises the commercial center of the West Huntington neighborhood and is a linear commercial street six blocks long, running from Madison Avenue to Virginia Avenue. Although Huntington is empowered to regulate historic properties and has a Historic Preservation Commission, the City has not enacted any historic districts or overlays within the zoning code. This means that individual property owners' have the responsibility to preserve these resources.

Historic sites

National Historic Register buildings
National Historic Register site boundary
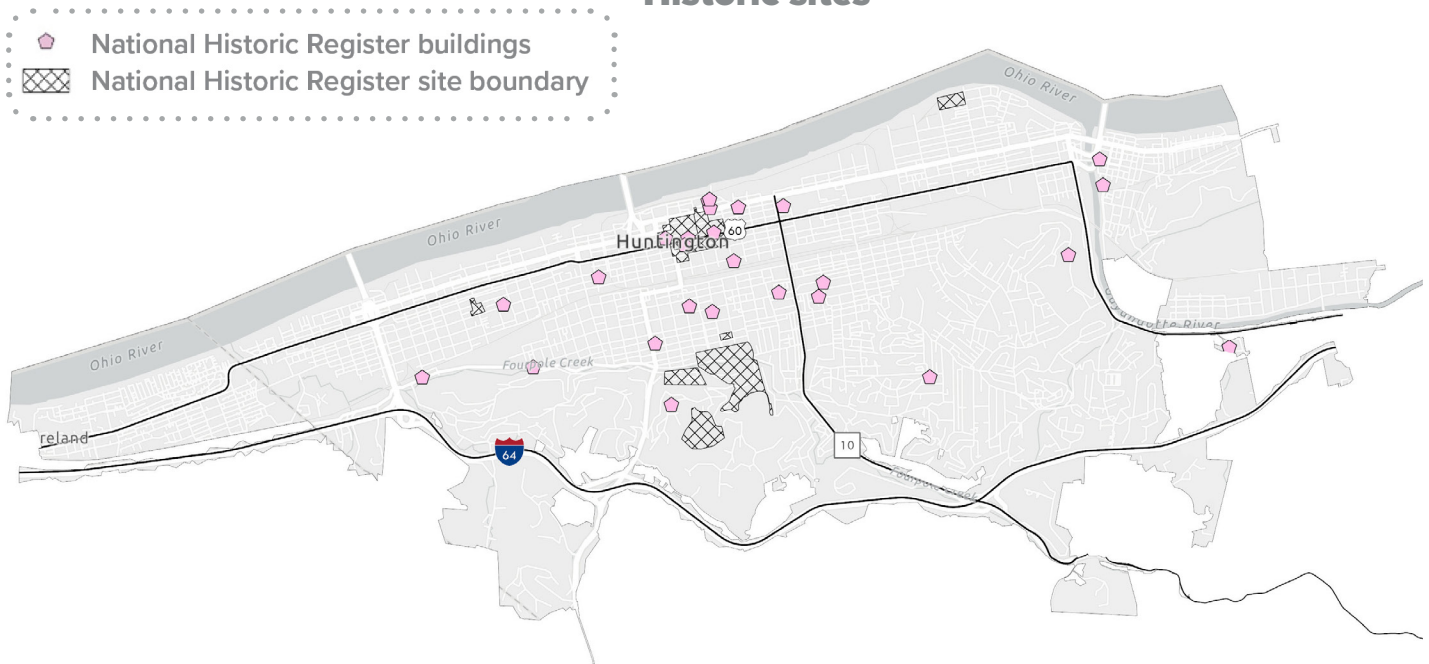
Dilapidated housing

Like many small former industrial cities, Huntington struggles with dilapidated, abandoned, and neglected properties. Likewise, in West Virginia, one in 16 properties is considered vacant or abandoned (WVU Land Use Clinic, n.d.). As a result, in 2015 the City of Huntington created the Vacant Building Registry to better understand and address these properties. According to the most recent study, 234 homes are listed on the registry (Bowen National Research, 2024). Additionally, 143 structures are on the Unsafe Building Commission's unsafe building list with orders for demolition upcoming. Recently, Bowen National Research conducted a residential survey of blighted homes in Huntington. Bowen found 313 homes in either minor, moderate, or severe blighted condition throughout the city. Additionally, they noted that substantially more are likely to exist in the city.

In addition to the Vacant Building Registry and the Unsafe Building Commission, Huntington also uses the tools and services permitted through the Land Reuse Agency for dilapidated buildings and Project SHINE to rehabilitate houses to keep residents in their homes.

Population density

Density is the number of people or houses in an area of land. Communities use density to measure how developed an area is. The City of Huntington has over 15,000 acres of land area with almost 5,000 acres limited to residential uses. In 2020, 50,000 people lived in Huntington. Spread out across the entire city, Huntington's population density is 3.3 people per acre. In residential areas, the population density is 10.8 people per acre.

The most densely populated area of the city is around Marshall University (18.1 people per acre). For housing, however, most households, families, and nonfamily households are in the South Side neighborhood area.

Population density is the measurement of the number of housing units or people in a given area, usually per acre or square mile, that describes the level of activity and demand for services.

- 0.93–1.49
- 1.5–3.38
- 3.39–4.92
- 4.93–11.13
- 11.14–18.11
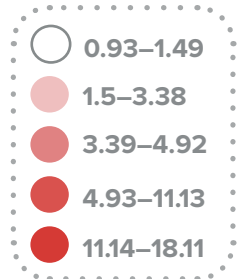
Population per acre
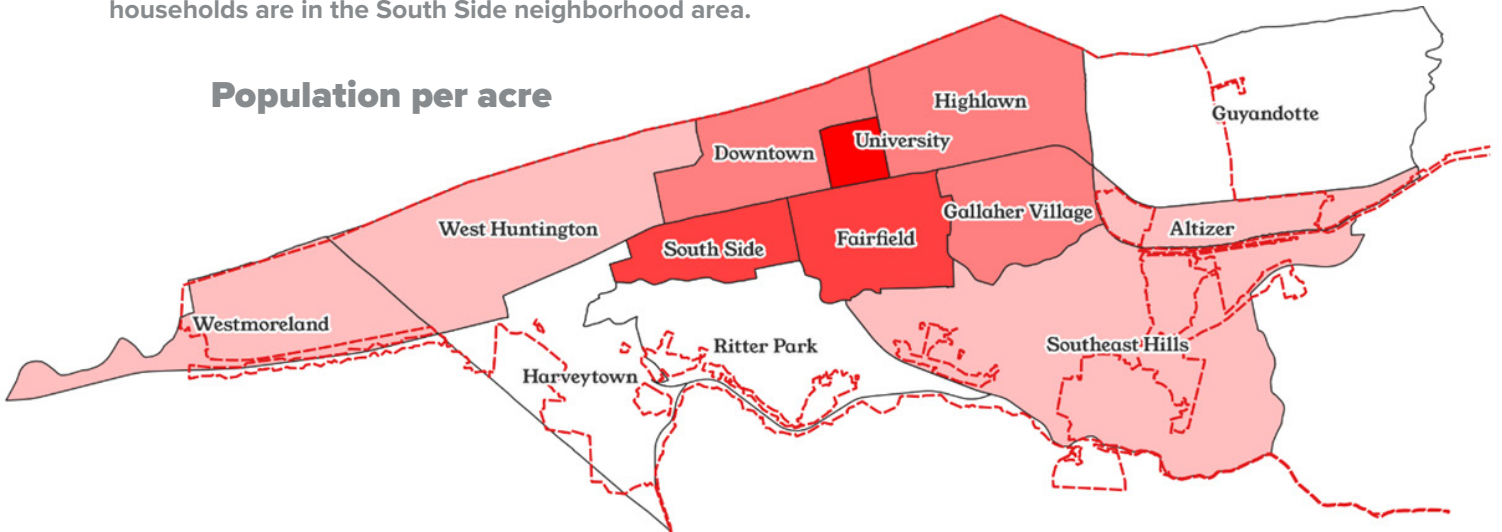
Neighborhood	Population	Household	Family	Nonfamily	Nonfamily, living alone	Nonfamily, not living alone
Alitzer	3.0	1.3	0.8	0.5	0.4	0.1
Downtown	3.9	2.2	0.5	1.7	1.4	0.3
Fairfield	7.4	3.2	1.6	1.7	1.3	0.4
Gallagher Village	4.9	2.2	1.2	1.0	0.8	0.2
Guyandotte	1.1	0.5	0.3	0.2	0.2	0
Harveytown	0.9	0.4	0.2	0.2	0.2	0
Highlawn	4.1	1.8	0.8	1.0	0.7	0.4
Ritter Park	1.5	0.6	0.4	0.2	0.2	0
South Side	11.1	5.3	2.5	2.9	2.2	0.6
Southeast Hills	2.8	1.2	0.8	0.4	0.3	0.1
University	18.1	3.4	0.5	2.9	1.9	1.0
West Huntington	3.4	1.5	0.8	0.7	0.5	0.2
Westmoreland	3.4	1.5	0.9	0.7	0.6	0.1
Total	3.3	1.4	0.7	0.7	0.5	0.2

Source: U.S. Census Bureau Decennial Census (2020)

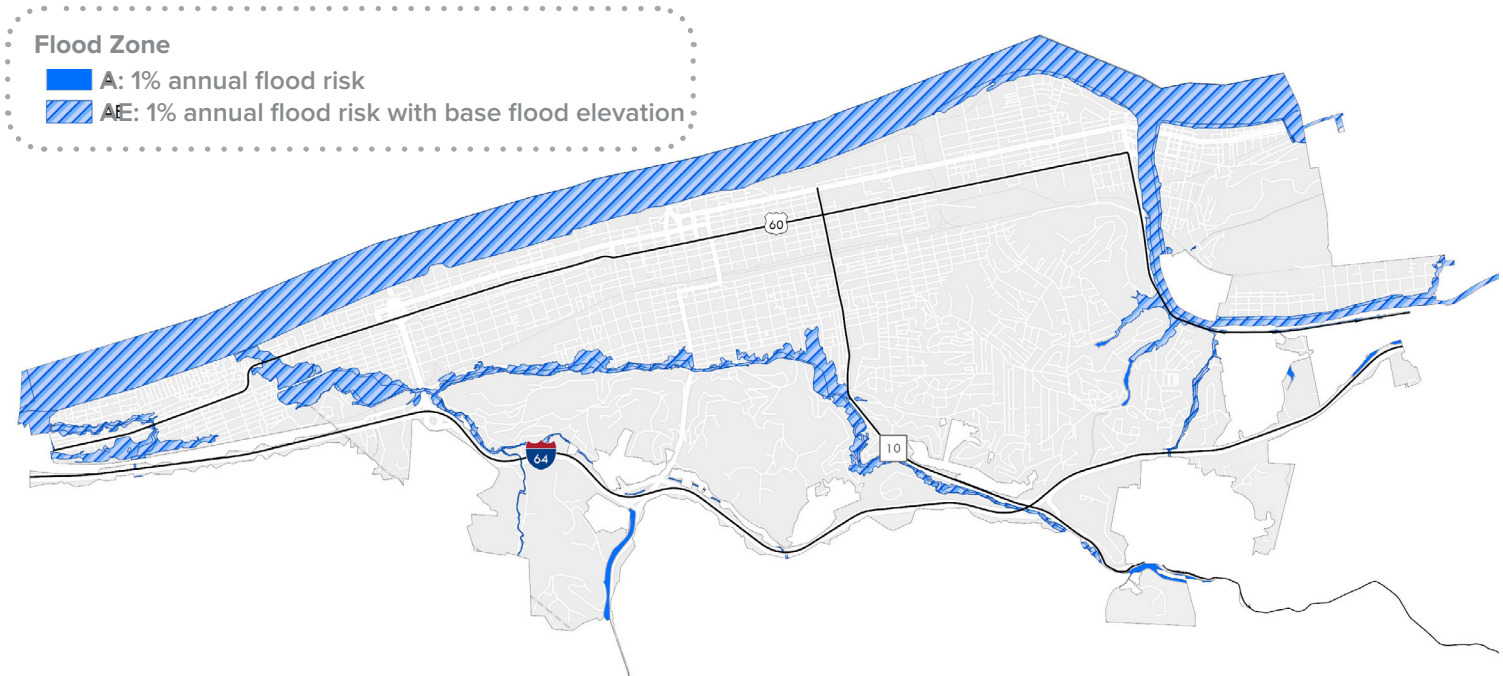# Constraints on development

Flooding

Huntington's development over the years has been constrained by two main features: floodplains and steep slopes.

Although Huntington was developed within the Ohio River floodway in the late 1800s, the floodwall has reduced risk to life and property in the city. Notably, because of the floodwall, most of the city resides outside of the Special Flood Hazard Area (SFHA), or 100-year floodplain. Yet, existing outside of the SFHA does not necessarily provide a safe harbor. In fact, people who live outside the SFHA file more than 25% of flood claims nationwide (FEMA, 2021).

However, significant portions of the city remain within zone of the 1% annual flood risk—namely, areas near Krouts Creek, Fourpole Creek, and the Guyandotte River. Development within flood-prone areas is harmful to both immediate and nearby properties and habitats. Accordingly, development should be limited in these areas. These flood hazard areas are identified on the Flood Insurance Rate map as Zone AE, below.

*The **100-year floodplain** includes areas with a 1% annual flood risk, meaning they have a 1 in 100 chance of experiencing a flooding event in any given year.*

Flood insurance rate

Flood Zone
- **A**: 1% annual flood risk
- **AE**: 1% annual flood risk with base flood elevation

Slopes

The second feature constraining development in Huntington is steep slopes. Development on steep slopes is more susceptible to landslides and should be avoided. Most of Huntington's areas with steep slopes reside south of the railroad tracks near Ritter Park and the Walnut Hills area. At the turn of the century, the Huntington Land Company designated these areas as "villa sites" for larger residential lots in their surveys. These areas may be suitable for low-impact designs.

Slope suitability for development

- ● Optimum (0–6%)
- ● Satisfactory (6–12%)
- ● Marginal (12–18%)
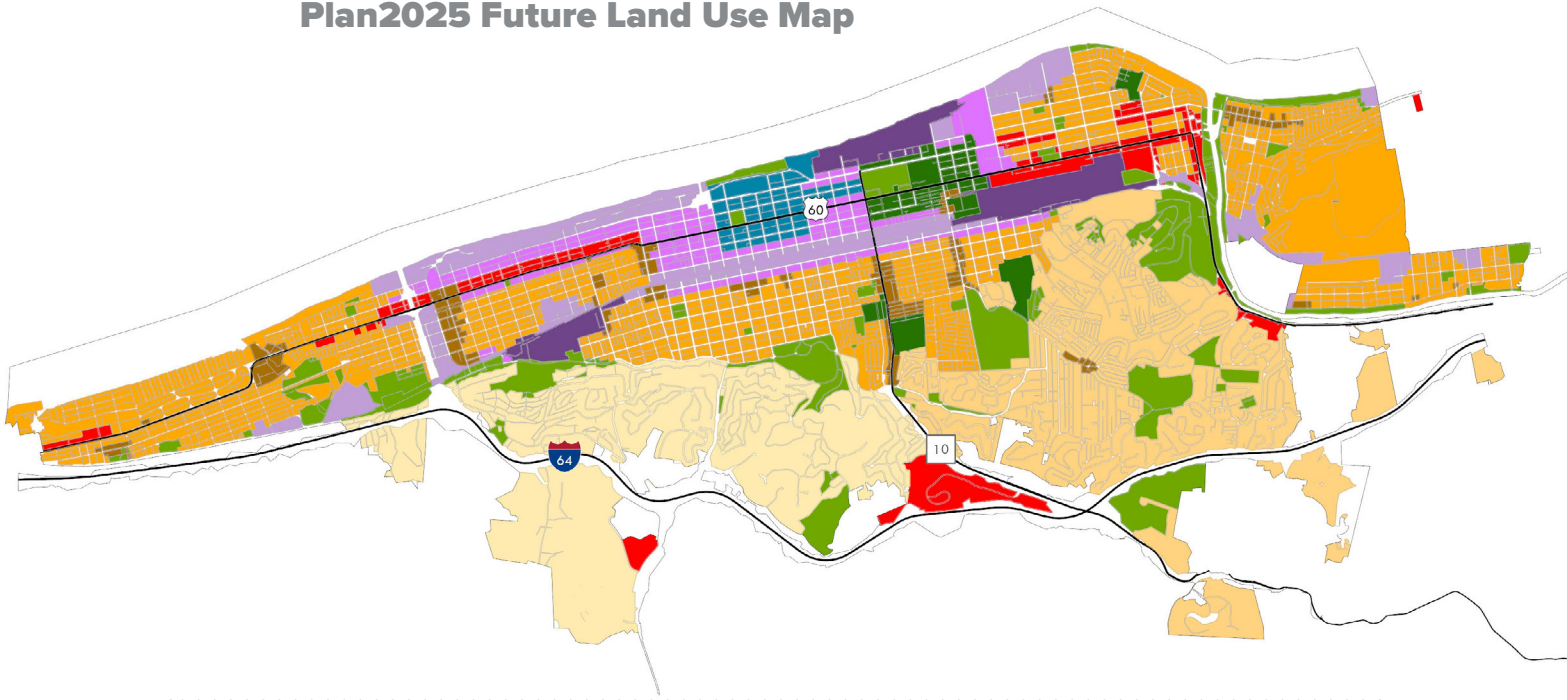- ● Unsatisfactory (>18%)
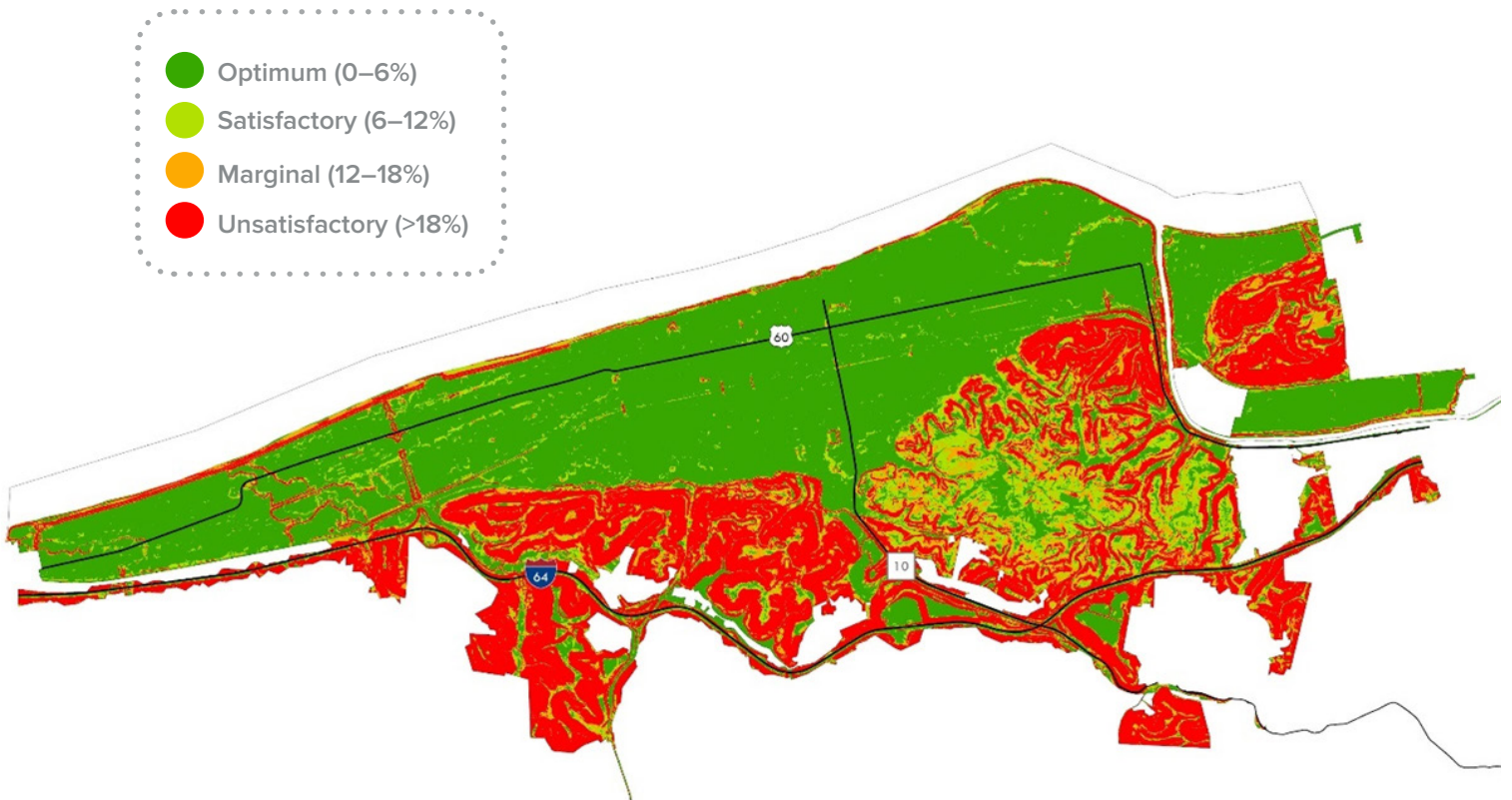
Source: US Decennial Census, 2020

Plan2025 future land use

Communities use future land use maps to navigate where future development should be located and how a community should grow over time. Traditionally, land use planning and future land use maps focused on correcting and limiting conflicts between industrial and residential uses; this was also true for the City of Huntington when it passed the 1960 Comprehensive Plan. At the peak of Huntington's population in the 1950s, little land was available to continue the growth of industry. As a result, land planning efforts focused on reserving the optimal land for industrial development and protecting residential areas.
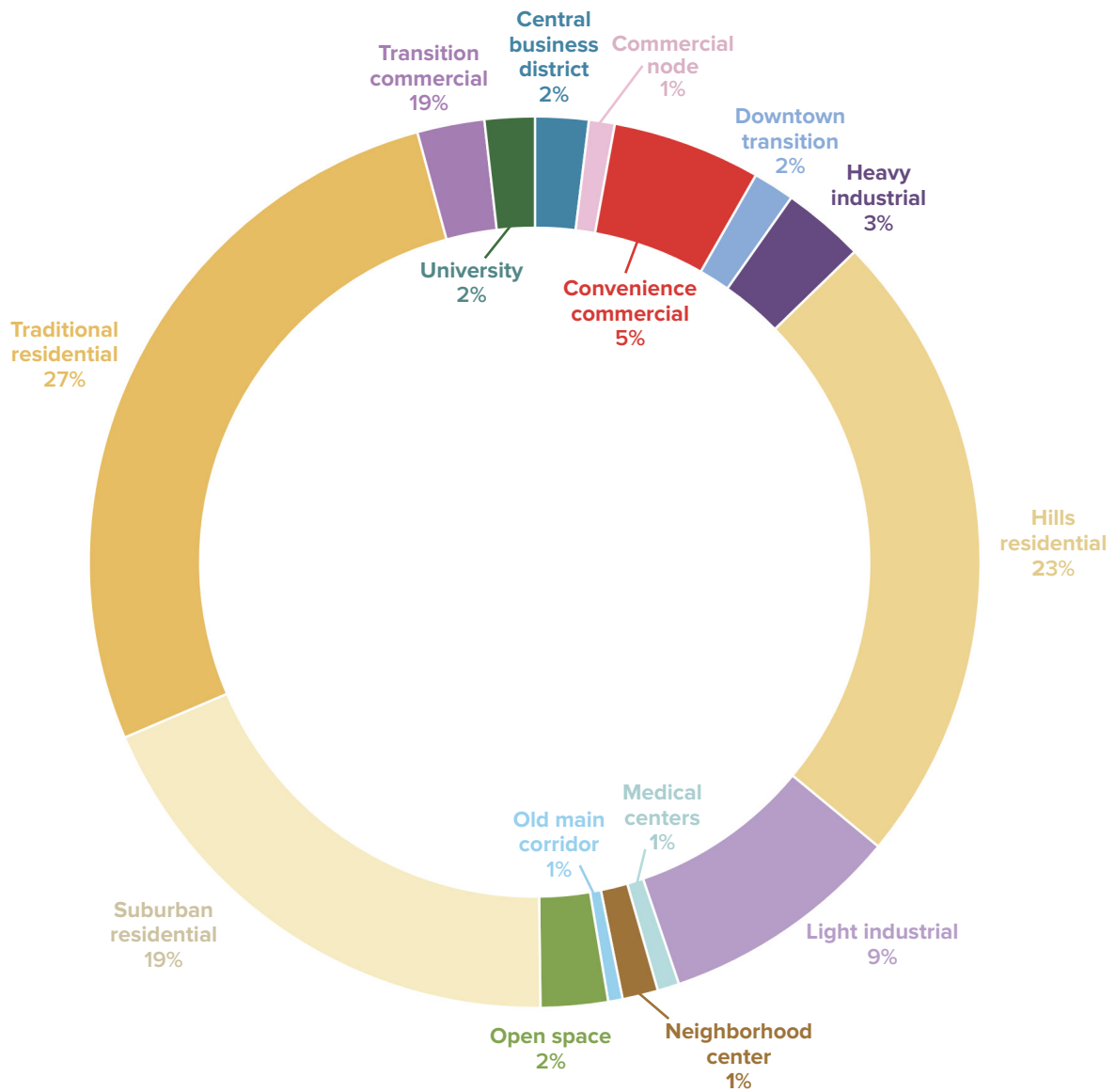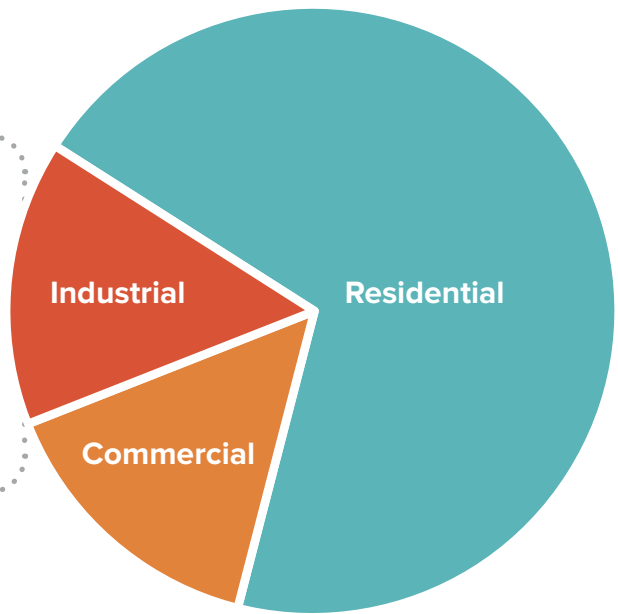
Developed as part of the 2013 Comprehensive Plan, Plan2025's future land use map identified areas where uses should stay the same and where new development might emerge over a 10-year time frame. Like in the 1960 Comprehensive Plan, Plan2025's future land use map noted the community is largely developed and aimed to maintain the current development pattern.

Plan2025 Future Land Use Map

- 🟢 Open space
- 🟡 Suburban residential
- 🟡 Hills residential
- 🟠 Traditional residential
- 🟤 Neighborhood center
- 🟣 Transition commercial
- 🟢 University
- 🟣 Light industrial
- 🟣 Heavy industrial
- 🔵 Central business district
- 🩷 Commercial node
- 🔵 Downtown transition
- 🩵 Old main corridor
- 🟡 Medical centers
- 🔴 Convenience commercial

Of the 10,000 acres in the city...

almost **70% was identified for residential use,**

almost **15% was identified for industrial use,**

and the remaining **15% was idenitfied for commercial or transitional use**

Industrial

Residential

Commercial

Transition commercial
19%

Central business district
2%

Commercial node
1%

Downtown transition
2%

Heavy industrial
3%

University
2%

Convenience commercial
5%

Traditional residential
27%

Hills residential
23%

Old main corridor
1%

Medical centers
1%

Light industrial
9%

Suburban residential
19%

Open space
2%

**Neighborhood center**
1%

Source: City of Huntington

Level of service

Communities often evaluate the quality of municipal services, or level of service, by comparing the number of public employees per 1,000 residents. Between 2018 and 2022, the number of full-time employees for the City of Huntington increased by 24%—from 295 to 362 employees. At the same time, the population slightly declined, creating an increase in the level of service of 7.76 full-time employees per 1,000 residents in Huntington. Despite the decrease in population in Huntington, the City is committed to delivering high quality services by continuing to increase staffing.

Full-time equivalent employees by City divison

Division	2018	2022
City clerk	2	2
Mayor	5	9
Finance	13	20
Municipal court	1	1
Human resources	3	3
Purchasing	1	1
IT	2	6
Employee wellness	0	3
Human relations commission	0	1
City attorney	4	5
Planning and zoning	3	3
Police	106	118
Sworn	*103*	*109*
Civilian	*3*	*9*
Fire	89	97
Sworn	*88*	*96*
Civilian	*1*	*1*
Public works	39	55
Admin	*4*	*5*
Inspections	*5*	*14*
Building maintenance	*2*	*5*
Traffic engineering	*5*	*6*
Streets	*15*	*17*
Motor pool	*8*	*8*
Sanitation	27	38
Total	**295**	**362**

Source: City of Huntington Finance Department

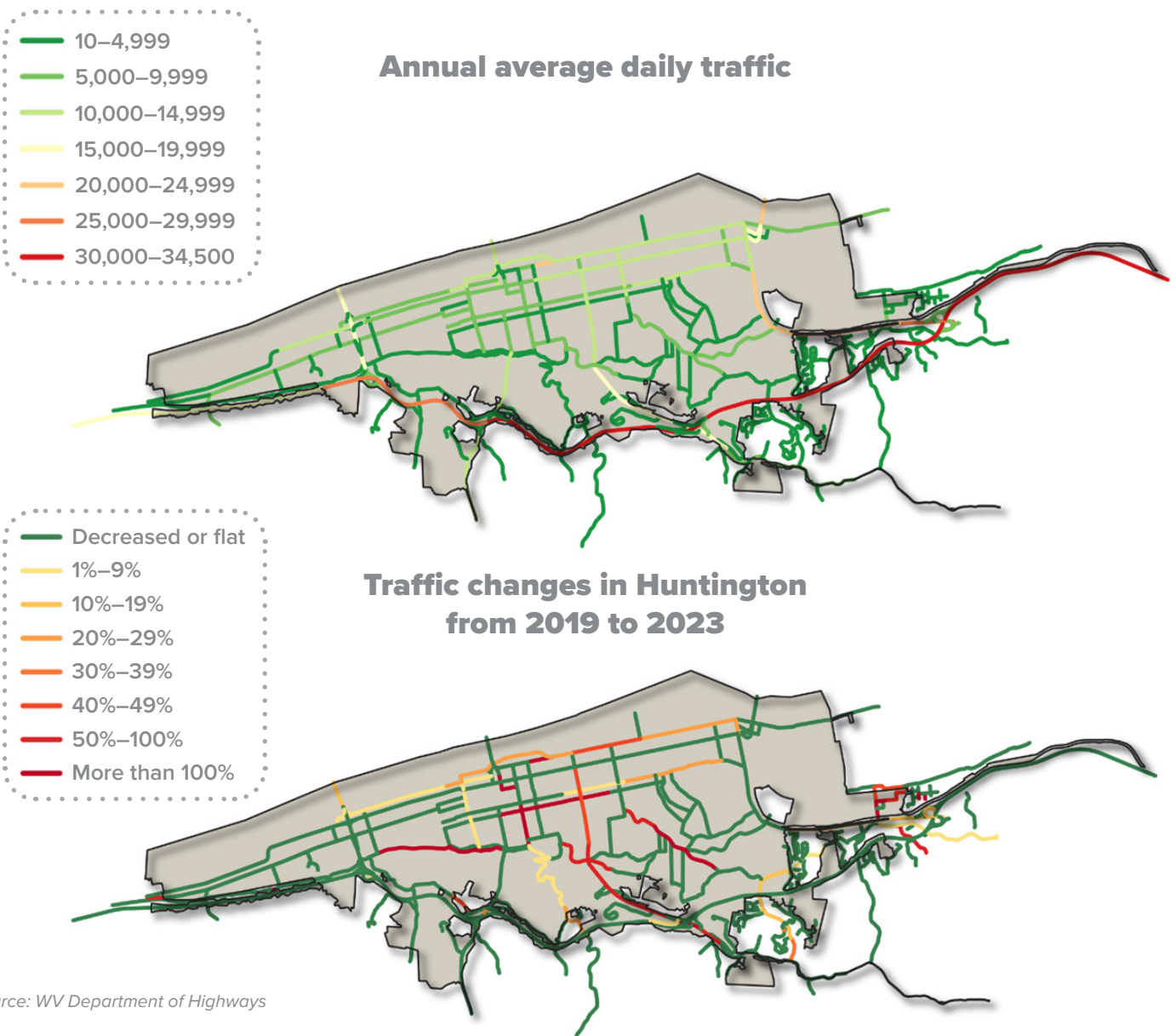## Level of service in the City of Huntington
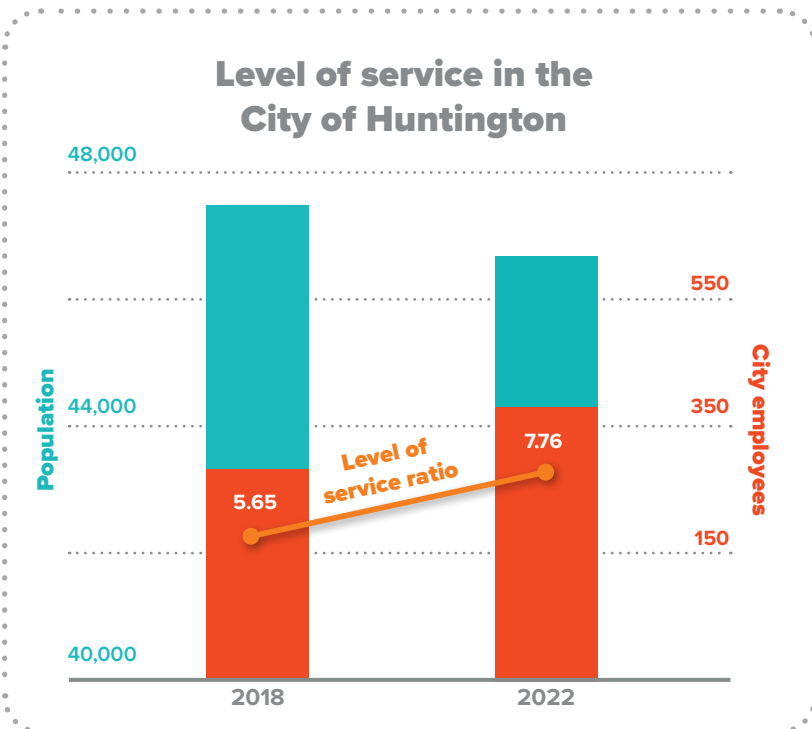
Source: American Community Survey 5-year estimates; Downstream Strategies

Transportation

The City of Huntington is part of the metropolitan planning organization (MPO), KYOVA. The MPO conducts transportation planning for the tri-state region, which includes Cabell and Wayne counties in West Virginia, two counties in Kentucky, and one county in Ohio. Frequently, Huntington partners with KYOVA to plan and design transportation projects for multiple modes of transportation for multiple scales. Smaller scale projects include the Marshall University Bicycle Plan and the 5th Street West Bridge Study, while larger scale projects include the Hal Greer Corridor Management Plan and the Paul Ambrose Trail for Health Master Plan.

Traffic remains relatively calm.

Many of the streets in Huntington experience rather low daily traffic volumes. In 2023, only a few sections of major thoroughfares, like Route 60, saw an average daily traffic volume of over 20,000 cars. Despite the low traffic volumes, Huntington experienced more traffic along the commercial corridors in 2023 as compared to 2019.

──	10–4,999
──	5,000–9,999
──	10,000–14,999
──	15,000–19,999
──	20,000–24,999
──	25,000–29,999
──	30,000–34,500

Annual average daily traffic

──	Decreased or flat
──	1%–9%
──	10%–19%
──	20%–29%
──	30%–39%
──	40%–49%
──	50%–100%
──	More than 100%

Traffic changes in Huntington from 2019 to 2023

Source: WV Department of Highways

# Commuting times are consistently shorter for Huntington residents.

During the COVID-19 pandemic, the world quickly adapted to working from home. Today, a large portion of workers adopted working from home as a permanent change. Since 2010, Huntington saw a twofold increase in those working from home. Huntington residents enjoy short commutes compared to others in both the region and the nation. In 2022, the average travel time to work was 18.5 minutes, and 80% of residents experienced an average travel time to work of 24 minutes or less.

As such, the commuter highway network remains commensurate with the current traffic demands. Huntington has a robust and appropriate highway system to accommodate daily commuter traffic.
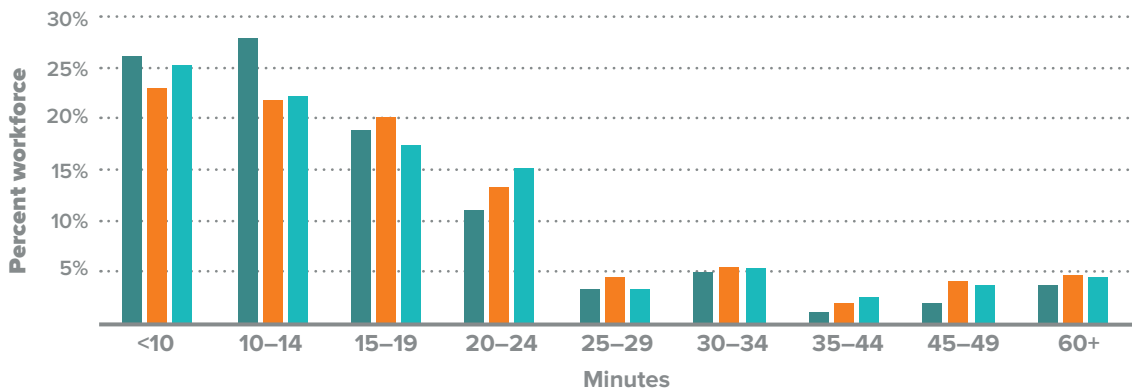
Number of individuals working from home
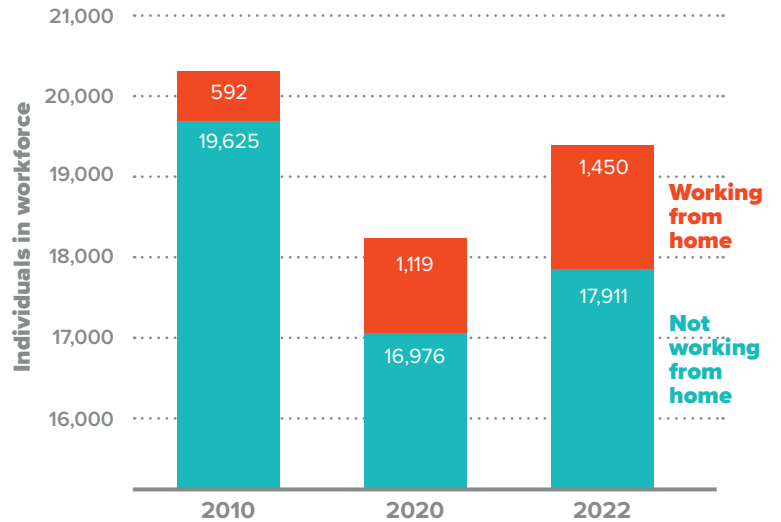
Average travel time to work
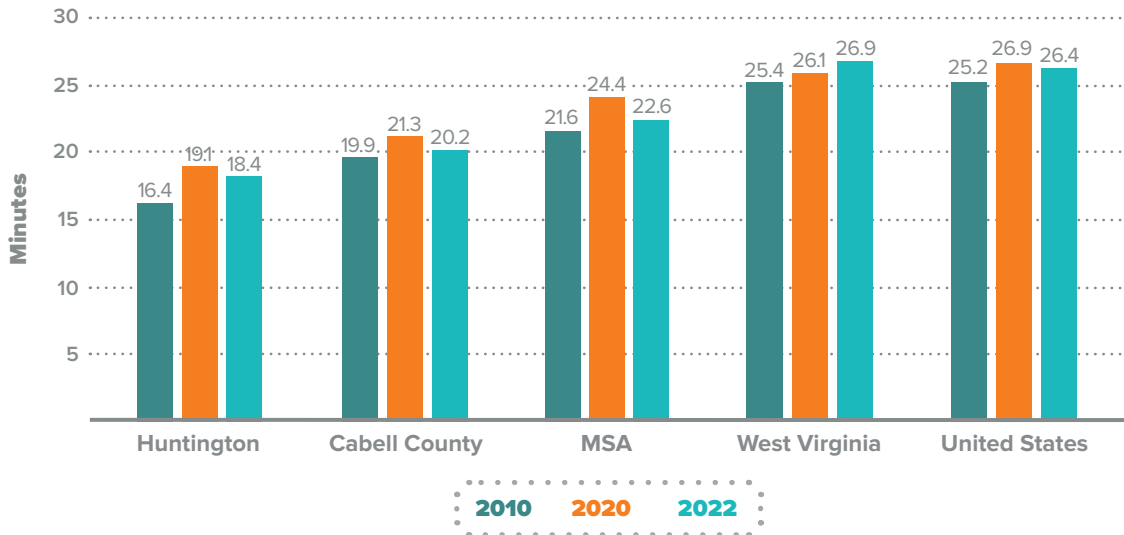
2010 2020 2022

Time spent traveling to work

Source: American Community Survey 5-year estimates

Means of transportation to work

	2010	2020	2022	
Drove alone	76.2%	72.7%	72.3%	−
Carpooled	9.1%	10.5%	11.3%	+
Public transit	2.3%	2.9%	2.4%	+
Walked	6.8%	5.7%	4.6%	−
Bicycle	1.3%	1.1%	0.8%	−
Taxicab, motorcyle, other	1.4%	0.9%	1.1%	−
Worked at home	2.9%	6.2%	7.5%	+

Source: American Community Survey 5-year estimates

Since 2010, slightly fewer people walked and biked to work, but carpooling increased. Also, fewer people in 2022 drove alone to work than in 2010; this is likely due to the large increase of people working from home since COVID-19.

Public transport ridership remained constant between 2010 to 2022. However, as compared to the rest of the state, a larger portion of Huntington's working population either does not have a vehicle or only has one car to share amongst a household.

Vehicles available to workers in a household

	2010		2020		2022	
No vehicle	7.5%	2.6%	6.4%	2.7%	4.7%	2.4%
1 vehicle	30%	20.5%	31.9%	20.4%	31.8%	20.4%
2 vehicles	42.1%	42.2%	44%	42.2%	43.5%	41.6%
3+ vehicles	20.4%	34.6%	17.7%	34.6%	20%	35.3%

Source: American Community Survey 5-year estimates

● **Huntington**   ● **West Virginia**

3

Values, Principles, and Priority Areas

The Community Profile analyzed where Huntington is today. To help focus where Huntington wants to be in 10 years, the Plan2035 public engagement process identified the core values that represent the community, the planning principles to align their values with their desired future, and the priority areas to focus and guide their efforts.

Values

Values are the guiding factors that are foundational to the community's decisions and actions. An agreed-upon set of values provides consistent decision making across a variety of city issues. Values also help evaluate whether an action aligns with the community's beliefs and goals. Early in the planning process, the community developed and expressed the following values and planning principles to serve as a foundational framework for the Plan.

Huntington is:

1. Welcoming
2. Innovative
3. Resourceful

Value	Definition	Comprehensive Plan effect
Welcoming community	*Received gladly into one's presence or companionship*	**We will invite the community to participate in the planning and decision-making process.**
Innovative community	*Characterized by, tending to, or introducing innovations; a new idea, method, or device*	**We will seek new methods and ideas to improve our community.**
Resourceful community	*Able to meet situations; capable of devising ways and means*	**We will employ all options available for an action.**

Definitions from Merriam-Webster

Planning principles

Huntington's guiding planning principles will shape and inform the community's desired future. Planning principles are the statements of intent and standards that underlie the comprehensive plan's overall strategy. Through the comprehensive plan process, the community identified five planning principles to inform and solidify the plan's goals, objectives, policies, maps, and other content. Additionally, each principle provides a vision statement describing the desired future the community aims to build and achieve.

Livable built environment
A livable built environment for Huntington involves land use, transportation, housing, and infrastructure working together to provide places for work, recreation, and a high quality of life.

Resilient economy
Huntington is prepared for fluctuations in its economic health and to initiate sustainable urban development and redevelopment strategies that foster business growth and build reliance on local assets.

Healthy community
The public health needs of Huntington are recognized and addressed through provisions for physical activity, access to recreation, and safe neighborhoods.

Working with nature
Huntington recognizes the contributions of natural resources to human well-being and is committed to maintaining their natural assets' health.

Responsible regionalism
Huntington ensures that all local proposals account for, connect with, and support the plans of adjacent jurisdictions and the surrounding region.

How to use values and principles

The City of Huntington faces a multitude of daily decisions that are both big and small. Some decisions will involve typical matters, such as the maintenance and design of streets. However, some decisions will involve concerns that are new to the city entirely and do not have a set playbook or clear schedule.

Clear and consistent values and principles will help provide guideposts for both of Huntington's routine decisions and our new and novel decisions.

Huntington's values and principles will inform our decisions. Values are the core beliefs that are the basis for a comprehensive plan and should be the first things to consider when making decisions and establishing policy. Then, the further refined planning principles govern the standard for our decisions.

Priority areas

Building Huntington's desired future takes time and ample resources. As public input through the comprehensive planning process made clear, residents of Huntington seek four priorities to achieve Huntington's desired future:

Promoting economic development

Improving the quality of housing

Keeping downtown strong and thriving

Preserving green spaces like parks and trails

These choices provide a direction for decision-making in Huntington for the future the community seeks and provides a measure of progress over the next 10 years.

4

Future Land Use Map

Achieving Huntington's desired future and planning priorities requires more than a vision statement and stated values. In addition, the City needs a plan to describe how we will achieve the desired future. The two tools used to identify the location and steps needed to reach the City's vision and goals are the Future Land Use Map and the Action Plan.

Specifically, the Future Land Use Map, or FLUM, illustrates and guides the location, type, and character of future land uses for the growth and preservation in Huntington over time. With the community's input, the Future Land Use Map leads staff, the Planning Commission, and City Council towards a desired built environment. Notably, the Future Land Use Map serves as the foundation for zoning and development regulation.

However, unlike a zoning map, the Future Land Use Map does not include elements such as lot lines or parcels, because it is not intended to provide regulatory boundaries. Rather, the Future Land Use Map is a generalized vision that represents the development the community wishes to see over time. As a result, the edges of future land use areas will require detailed evaluation.

Finally, the Future Land Use Map is based on an analysis of Huntington's existing conditions, historic context, evolving trends, future land use needs, and the priorities and goals developed through the comprehensive planning process.

Future land use areas

Many points are considered for defining future land use. Defining future land use requires understanding the existing land uses along with what is desired, acceptable, and needed in the community based on community input, economic trends, and development constraints and opportunities. Plan 2035 provides 10 different land use areas to accommodate a full range of land use types, including neighborhoods, commercial areas, open space, industry, and large institutions. The following future land use areas are identified on the Future Land Use Map.

Legend:
- Parks/Open space
- Suburban/Rural residential
- Hills residential
- Traditional residential
- Neighborhood center
- Convenience commercial
- Transition commercial
- University/Institutional
- Light industrial and commercial
- Heavy industrial
- Central business district

Parks/Open space

Character description

Parks/open space areas are designated where the primary land use is parks, trails, and natural areas. These areas consist of large natural features, including long greenways along the Ohio River, the Guyandotte River, and Fourpole Creek; large, wooded areas; steep slopes; cemeteries; large city parks like Ritter Park and Rotary Park; and smaller parklets. Development should be limited to preserving areas for recreation, open space, and natural buffers.

Land uses

The parks/open space areas should only contain open space land uses like parks, athletic fields, cemeteries, and natural area buffers.

Adjacent land uses

Generally, parks/open space areas are compatible with other land uses, but high-intensity land uses—like industrial uses—may negatively impact open spaces. For example, an open space area may not impact adjacent industrial land uses like a railroad equipment supplier on 9th Avenue West; however, noise, pollution, and activity from the supplier could interfere with the enjoyment of that open space. Also, some large open spaces that serve specific functions, such as ballfields, can generate significant traffic and contain stadium lighting, large crowds, and public address systems, all of which may adversely affect established neighborhoods.

Area characteristics

Preserves areas for recreation and open space

▶ **Evenly distributed open spaces throughout the community for equal access**

▶ **Trails and non-motorized access to these locations are a priority**
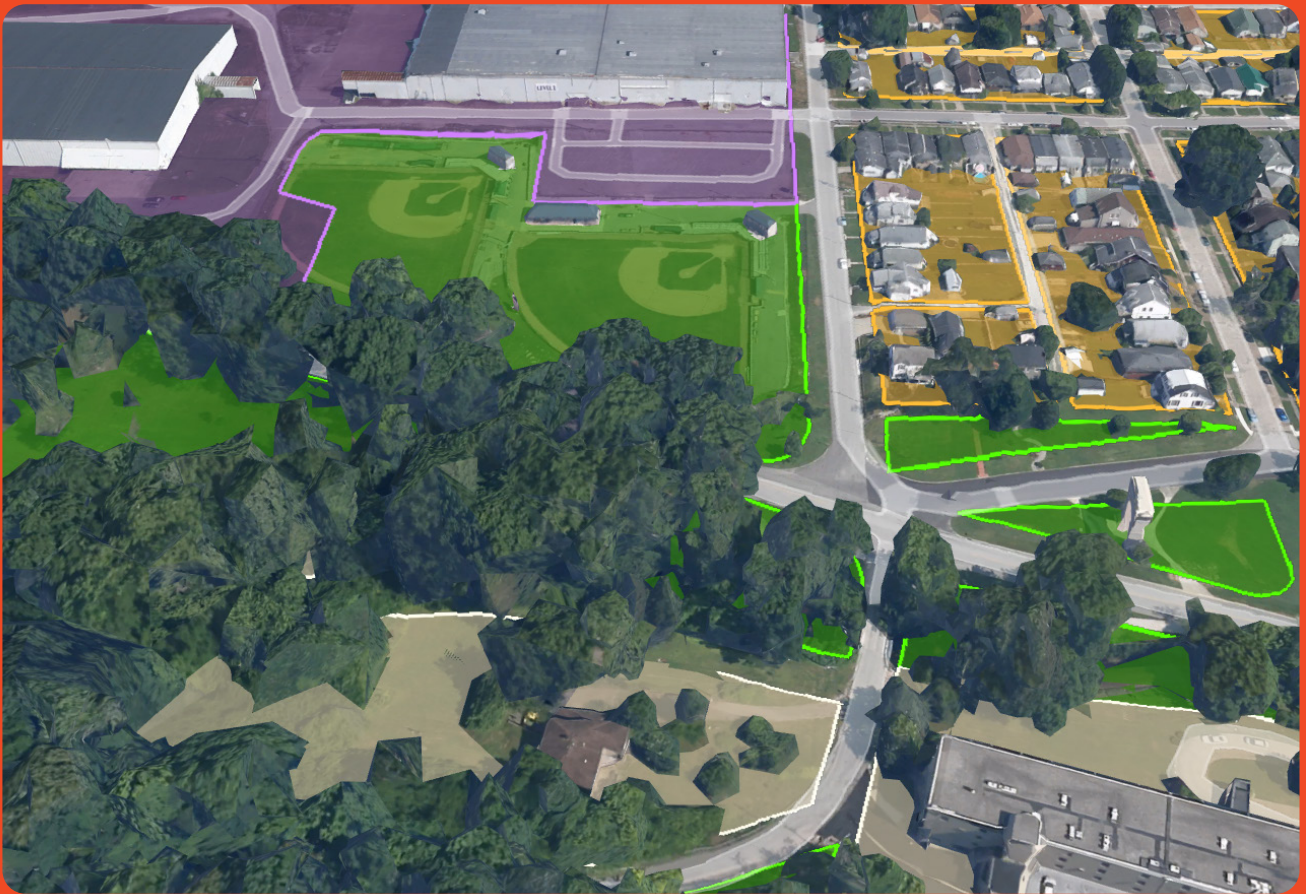
▶ **Limited development**

Land use

- 🟡 Residential
- 🟢 Parks/Open space
- 🟣 Industrial/Manufacturing

FLUM

- 🟤 Suburban/rural residential
- 🟠 Traditional residential
- 🟢 Parks/Open space
- 🟣 Heavy industrial

Aerial

Suburban/Rural residential

Character description

The suburban/rural residential areas largely consist of single-family homes with 1–4 housing units per acre. Lots are generally larger (the median lot is 14,000 square feet) and located on steeper slopes than traditional residential areas. Sidewalks and streetlights are interspersed throughout the area. Suburban/rural residential areas should continue to be used where steeper slopes exist outside the river terrace.

Huntington's suburban/rural residential areas are predominantly limited to single-family homes and depend on cars for supportive services. However, the city's largest park, Ritter Park, serves these areas. Streets are generally curvilinear, and much of the city's tree canopy is preserved in these areas.

Land uses

The most prevalent land use in suburban/rural residential areas is the single-family home on a larger lot. Generally, lots range from 8,000 to 28,000 square feet. Development should be limited by topography with only the least intense uses allowed in the area. Supporting land uses may include parks and recreational facilities, schools, and places of worship.

Adjacent land uses

Land use compatibility of adjacent areas is important for the suburban/rural residential areas. Property values, safety, and overall quality of life can be adversely impacted by adjacent nonresidential activities and encroachment by incompatible land uses. More intense uses like heavy industry should be separated from suburban/rural residential areas. Where land use incompatibility exists or cannot be avoided, buffering should be used to help protect the affected areas.

Area characteristics

Preserves and provides opportunities for residential uses outside of the historic city core

▶ Primarily single-family, low-density housing with 1-4 units per acre

▶ Larger lots over 14,000 square feet

▶ Curvilinear streets

▶ Sidewalks possible, but rare

▶ Area contains most of the city's tree canopy

Land use
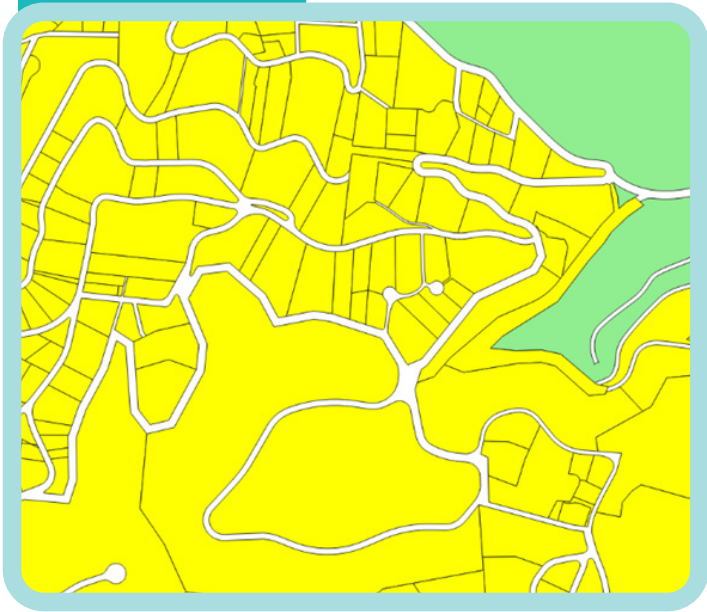
- Residential (yellow)
- Parks/Open space (light green)

FLUM
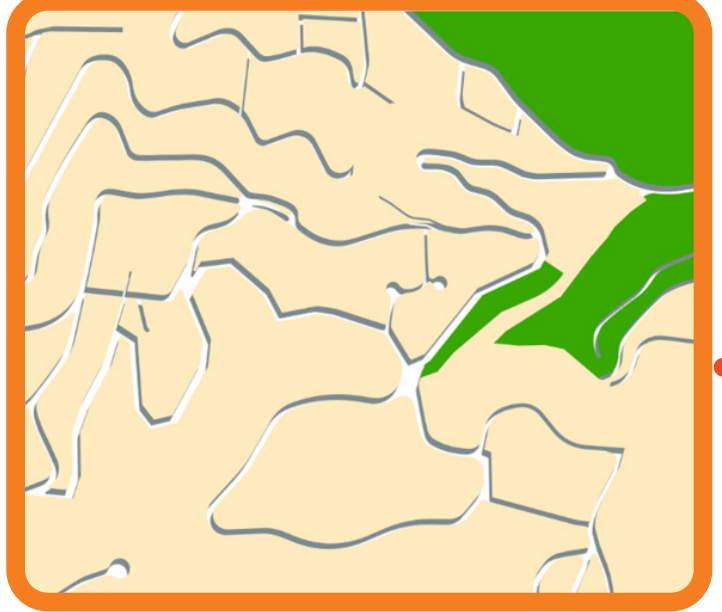
- Suburban/rural residential (tan)
- Parks/Open space (dark green)

Aerial

Hills residential

Character description

Characterized largely by its terrain, the hills residential areas are predominantly single-family homes and duplexes with densities ranging from 2-8 housing units per acre. The area is generally located in the Walnut Hills area south of the railroad tracks and east of Hal Greer Boulevard. Lots in the area are generally smaller than suburban/rural residential areas (the median lot is 7,000 square feet).

Except for a few small neighborhood commercial quarters such as of Gallaher Village, Huntington's hills residential areas provide single-family homes and duplexes. The area is also characterized by its large open spaces like Spring Hill Cemetery, Woodmere Memorial Park, and Rotary Park. The hilly terrain influences street design with a mix of both Huntington's traditional gridded street system and curvilinear streets. Sidewalks are interspersed throughout the area.

Land uses

The predominant land use in the hills residential area is residential. Most residential uses are single-family homes and duplexes with smaller multi-family units located along busier roads like Norway Avenue. Lots are medium to small, ranging from 5,000 to 11,000 square feet. Supporting land uses include parks and recreational facilities, schools, and places of worship.

Adjacent land uses

Property values, safety, and overall quality of life can be adversely impacted by adjacent nonresidential activities and encroachment by incompatible land uses. More intense uses like heavy industry should be separated from hills residential areas. Where land use incompatibility exists or cannot be avoided, buffering should be used to help protect the affected areas.

Area characteristics

Preserves the historic residential areas where development is defined by the terrain

▶ Primarily single-family and two-family homes with some multi-family units along major transportation corridors

▶ Medium density with a range of 2–8 units per acre

▶ Small- and medium-sized lots ranging between 5,000 and 11,000 square feet

▶ Mix of grid and curvilinear streets defined by the terrain

▶ Sidewalks interspersed

▶ Housing intermixed with dense woodlands

▶ Commercial uses are sparse but closer in proximity than the suburban/rural residential district

Land use
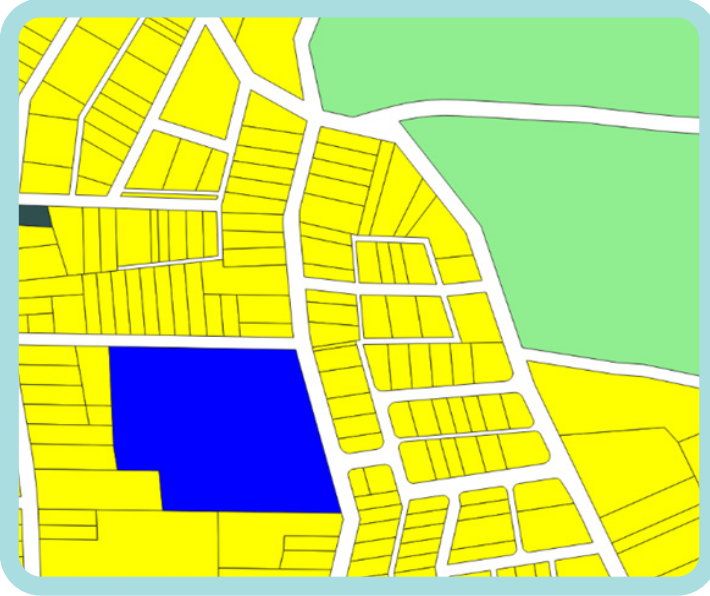
- 🟡 Residential
- 🟩 Parks/Open space
- ⬛ Religious
- 🟦 School/Institution

FLUM
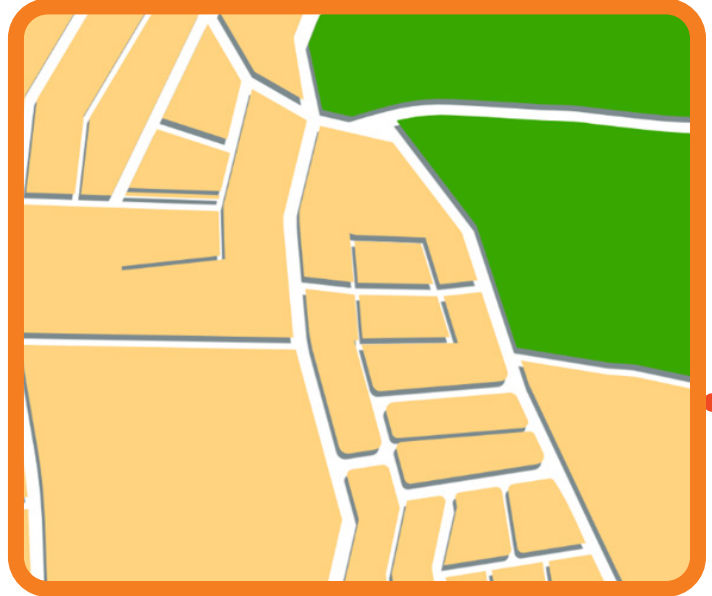
- 🟧 Hills residential
- 🟩 Parks/Open space

Aerial

Rice Ave

Highland Ct

68

Traditional residential

Character description

The traditional residential areas consist of Huntington's historic neighborhoods located on the flat topography of the river terrace. These areas were developed when people lived closer to their jobs—before the 1960 Comprehensive Plan and car-oriented land uses. Lot sizes in the traditional residential areas are smaller compared to other areas (between 3,600 and 7,000 square feet); most people live in detached single-family homes. However, these areas have a healthy mixture of housing densities with other dwelling unit types like duplexes, larger single-family homes converted to multiple units, and smaller multi-family buildings. Single-family homes have a density of 6–11 units per acre, while multi-family homes have a density of 15–32 units per acre.

Supporting land uses in Huntington's traditional residential areas include schools, religious institutions, and parks. Streets are situated in a grid with sidewalks lining each side, making these very walkable neighborhoods.

Land uses

The prevailing land use in the traditional residential area is the detached single-family home. However, many larger single-family homes built near the turn of the 20th century have been converted to two- and three-unit homes. In addition, historic and contemporary multi-family apartments are interspersed mainly along major corridors, adjacent to downtown and the University, and in pockets in the historic neighborhoods. Other residential land uses include small multi-family homes with an average of 2–3 dwelling units. A mix of housing types and densities are dispersed throughout the area.

New development in the area should be incremental and designed to respect the existing architectural character of the block. Most of the homes are on a traditional Huntington lot, which is about 6,000 square feet. Supporting land uses include public uses, such as schools and parks, and places of worship.

Adjacent land uses

Like the other residential areas, land use compatibility of adjacent areas is important for the traditional residential areas. The encroachment of incompatible land uses may adversely impact property values, safety, and overall quality of life. Intense uses should be separated from traditional residential areas. Where land use incompatibility exists or cannot be avoided, buffering should be used to help protect the affected areas.

Area characteristics

Preserves the historic, walkable neighborhoods within the flat river terrace

▶ A mix of housing types and uses interspersed throughout the primarily residential area

▶ A medium density of single-family and two-family homes between 6 and 11 units per acre

▶ Smaller lots with grid streets where parking primarily enters from the alley

▶ Sidewalks throughout

▶ Residential density per acre increases in areas near transitions or busier corridors

▶ New development is incremental and designed to infill into the prevailing architectural standards of the district

▶ Commercial uses are sparse and with conditions
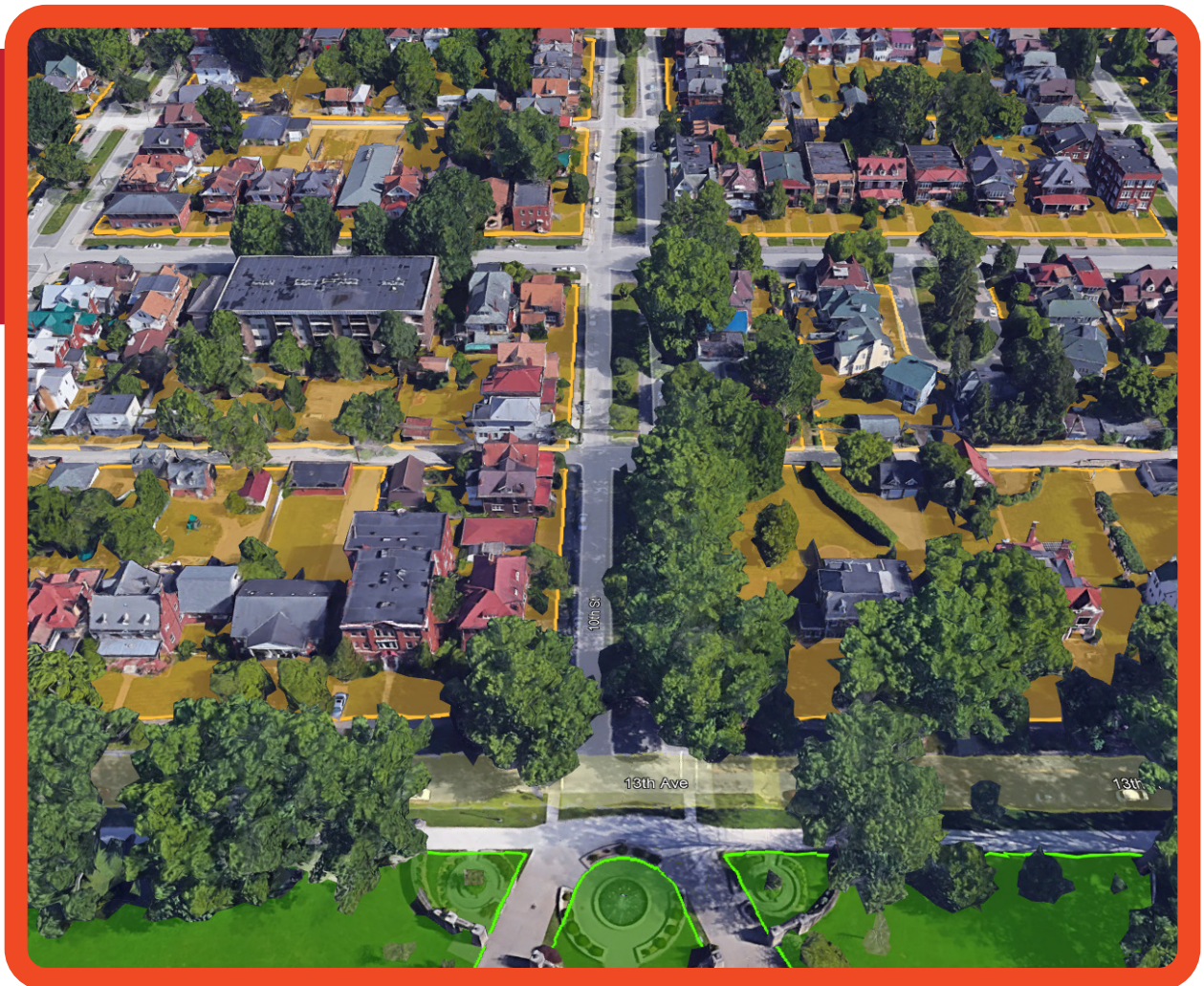
Land use

- Single-family
- Duplex
- Triplex
- Quadplex
- Garden apartment
- Parks/Open space

FLUM

- Traditional residential
- Parks/Open space

Aerial

Neighborhood center

Character description

The neighborhood center area is typically in compact urban areas around busier intersections. These areas have a combination of vertical and horizontal mixed-use developments that include small retail and commercial uses and a variety of residential types.

Neighborhood center areas serve as anchors of commercial and social activity for the neighborhoods that surround them. These areas accommodate various uses, but development that promotes a convenient, walkable neighborhood character should be encouraged. Retail strip centers should be avoided.

Land use

Neighborhood center areas should include land uses necessary for promoting a compact hub of commercial and social activity for a neighborhood. Commercial businesses should include small and unique retailers that serve the needs of nearby residents and provide access to daily goods and services. However, businesses capable of attracting visitors from the greater region can generate undesired traffic; thus, these businesses are better suited to other areas like convenience commercial and the central business district areas.

Compatible land uses include public facilities like schools, places of worship, and community centers along with multi-family residential mixed-use buildings. More intense uses such as limited-scale manufacturing can be conditionally permitted.

Adjacent land uses

Although accommodating a variety of commercial and other uses, all neighborhood center area uses must be compatible with the surrounding residential areas and contribute to neighborhood character, vibrancy, and attractiveness.

Area characteristics

Preserves the historic neighborhood main streets

▶ Mixed commercial and residential uses

▶ Medium density and small lots

▶ 1–3-story buildings to front of property line on residential main streets

▶ Little to no off-street parking

▶ Serves as a commercial hub for a neighborhood

Land use
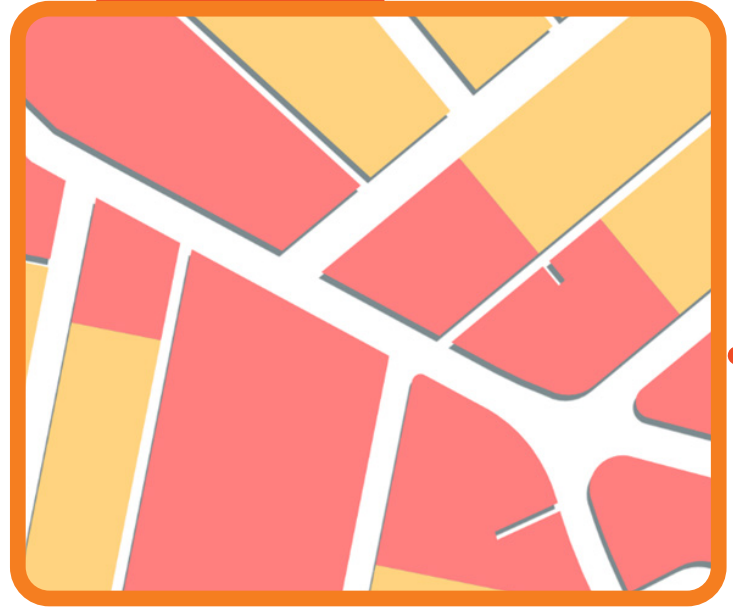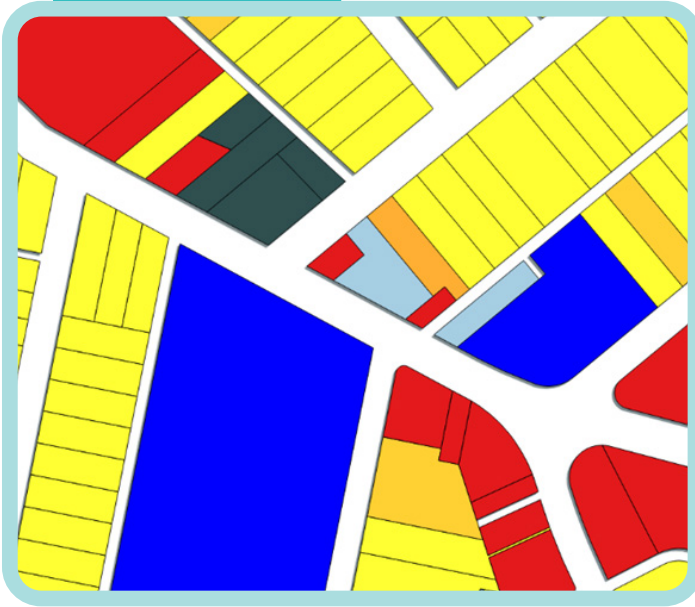
- ⬤ Personal service
- ⬤ Single-family
- ⬤ Shopping/Commercial
- ⬤ Industrial
- ⬤ Religious

FLUM

- ⬤ Hills residential
- ⬤ Neighborhood center

Aerial

Transition commercial

Character description

The transition commercial areas largely serve to transition the central business district area, Route 60 in West Huntington, and the railways along 8th Avenue down to adjacent neighborhoods. While still allowing goods and services, the transition commercial area is intended to retain a quieter, residential character compared to the other mixed-use areas nearby.

Land uses

Transition commercial areas contain a mixture of residential uses. The predominant land use is single-family and two-family homes, but these areas also support smaller-scale multi-family buildings. Other land uses include small-scale commercial uses, offices, personal services, and warehouses. Light manufacturing may be conditionally permitted. Landscaping and buffering requirements should be used between the railway and neighborhoods along 8th Avenue, and medium-density residential units should be used to step down the downtown building heights to pedestrian-oriented buildings in the traditional neighborhood areas.

Adjacent land uses

Transition commercial areas are meant to buffer more intense or vibrant land uses from established neighborhoods. When buffering intense land uses like the industrial properties along the Ohio River, light manufacturing, warehouse, and small-scale commercial uses should be permitted. For more vibrant uses like the central business district area, multi-family residential, office, and small-scale commercial are more appropriate.

Area characteristics

Provides a transition between residential areas to light industrial and commercial uses

▶ Medium density and medium lots

▶ 4–5-story buildings to front of property line on primary transportation routes

▶ Medium-scale development larger than the neighborhood-scale uses accommodated by the neighborhood center district but smaller than the convenience commercial district

▶ Limited on-site parking

▶ Buffers primarily residential areas from higher intensity commercial and industrial uses or along arterial corridors

▶ Promote infill and repurposing of large single-family housing for office or multi-family uses to maintain existing character

▶ Active storefronts, medium-scale offices, and a limited range of business and commercial uses like specialty shops, service, and small-scale lodging

▶ Mixed-use housing, particularly above active office or commercial uses

Land use
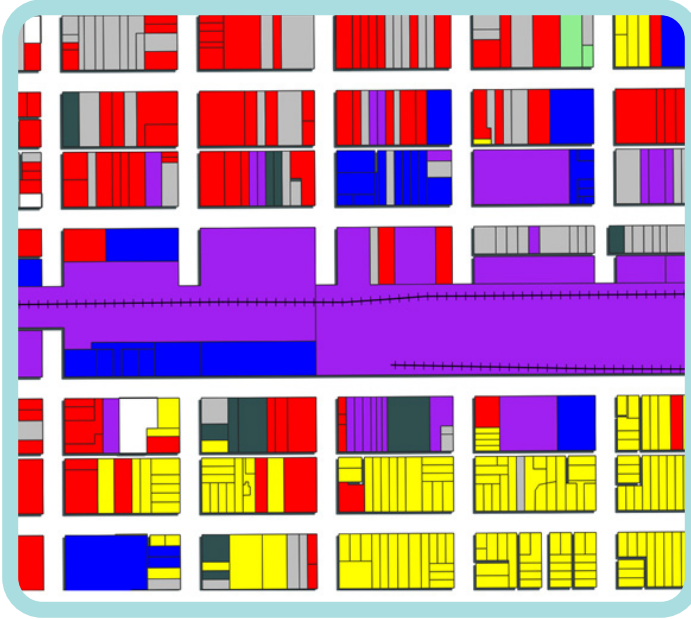
FLUM

- 🟡 **Residential**
- 🟢 **Religious** (dark green)
- 🟣 **Industrial/Manufacturing**
- ⚪ **Parking**
- 🟢 **Parks/Open space**
- 🔵 **School/Institution**
- 🔴 **Shopping/Commercial**

- 🔵 **Central business district**
- 🟣 **Light industrial**
- 🟥 **Transitional commercial**
- 🩷 **Neighborhood center**
- 🟠 **Traditional residential**

Aerial

Convenience commercial

Character description

Convenience commercial areas of the city accommodate a wide range of commercial and institutional uses running along Huntington's major roadways. Uses related to retail, service, and employment are dominant along convenience commercial areas, with structures oriented toward the street. Convenience commercial areas are designed to accommodate cars, but amenities like sidewalks, benches, pedestrian-scale lighting, and landscaping must be encouraged to make it easy for residents and visitors to walk along convenience commercial corridors. Over time, the development pattern in convenience commercial areas may evolve to include a more intense mix of uses, including multi-story, mixed-use buildings, multi-family buildings, and development that engages the street.

Curb-cut reduction, cross access easements, and shared parking should be implemented to facilitate travel from business to business along the convenience commercial corridors without using local roads. Green space is limited within a convenience commercial area and is often associated with institutional or residential uses.

Development within a convenience commercial area is often hampered by shallow lot depths, proximity to stable residential neighborhoods, or other factors that limit physical capacity for expansion or intensification. While the scale of development varies in convenience commercial areas, community shopping centers and mid-sized retailers represent the most intense commercial development.

Area characteristics

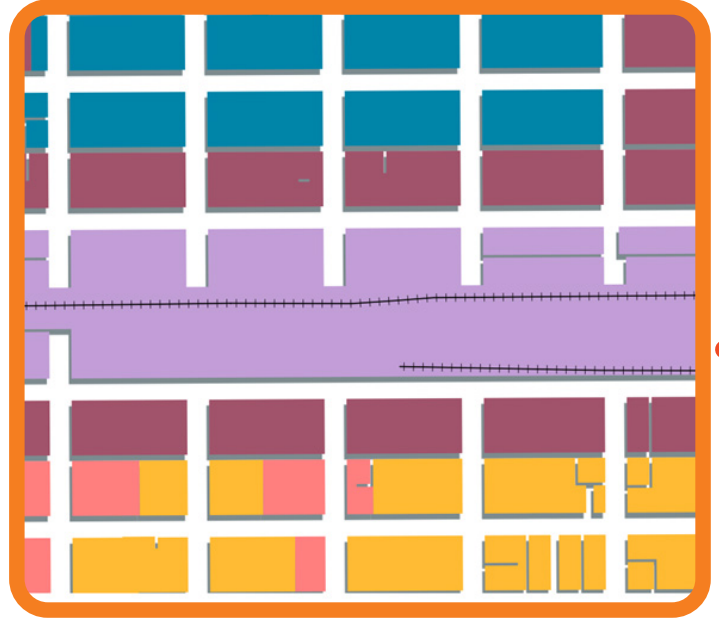*Provides a transition between residential areas to light industrial and commercial uses*

▶ **Low density and large lots**

▶ **Commercial uses located along primarily state routes**

▶ **Parking available on-site or in a shared lot**

▶ **Larger-scale commercial and service for the region**

Land uses

Convenience commercial areas can provide a wide range of commercial uses that serve local and regional customers. Compatible land uses include big-box retailers, grocery stores, mixed-use commercial developments with multi-family units located above ground-floor commercial sites, auto service garages, hotels, and community shopping centers. Small-scale retailers can be located in convenience commercial areas as part of horizontal mixed-use developments or as outparcels of shopping centers.

Adjacent land uses

Convenience commercial areas can be busy and intense areas that are often next to residential areas. Where incompatible land uses cannot be avoided, buffering and screening should be used to mitigate adverse impacts.

Land use
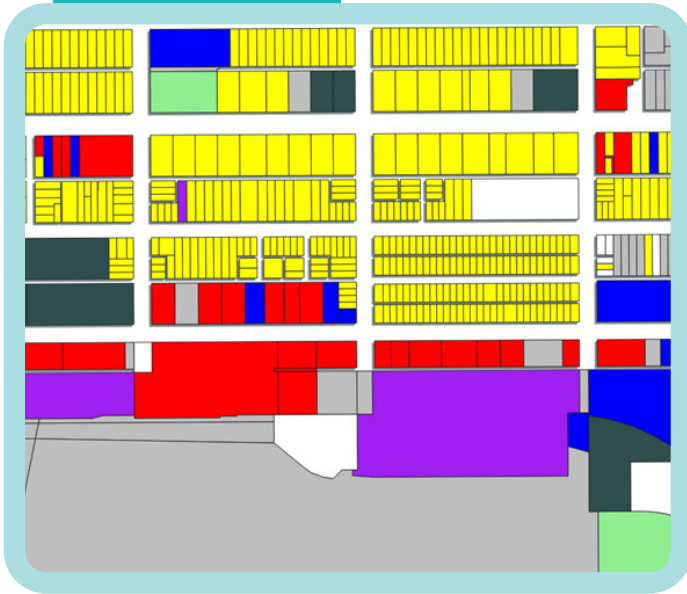
FLUM
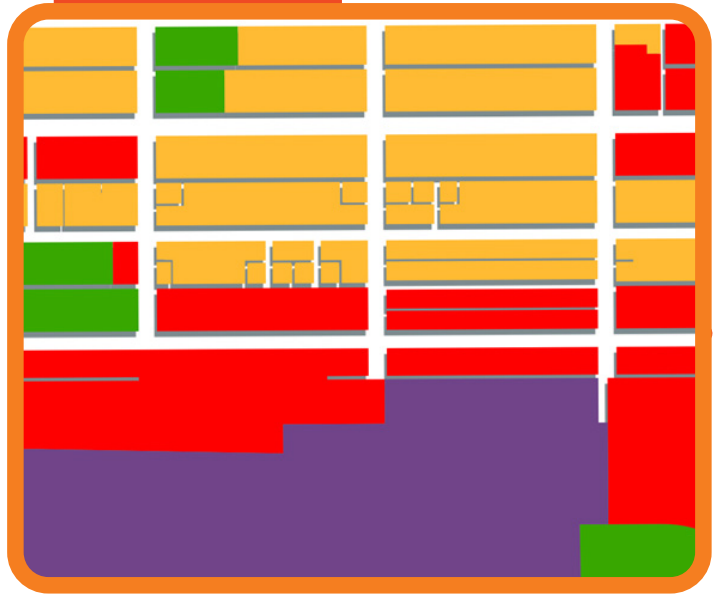
Land use legend:
- 🟡 Residential
- 🟩 Religious
- 🟪 Industrial/Manufacturing
- ⬜ Parking
- 🟢 Parks/Open space
- 🔵 School/Institution
- 🔴 Shopping/Commercial

FLUM legend:
- 🟢 Parks/Open space
- 🟧 Traditional residential
- 🟣 Heavy industrial
- 🔴 Convenience commercial

Aerial

Central business district

Character description

The central business district area is Huntington's downtown and is a core of mixed-use, early-20th-century buildings with multi-family residential, institutional, and office uses located above ground-floor retail sites, and commercial uses. Huntington's downtown is the economic, cultural, and entertainment hub of the city. With a high concentration of jobs and a large residential population, the central business district area sustains a lively and vibrant environment that supports a variety of retail, personal service, entertainment, and restaurants.

Large civic and institutional uses are integrated with the same built environment as retailers, offices, and residences and provide the same sense of place and pedestrian experience regardless of land use. The central business district also features prominent public spaces and is a frequent site for community events and large public gatherings. A significant number of downtown residents and visitors contribute to a built environment that sustains many types of uses and businesses. The central business district is pedestrian oriented with buildings located at or near the edge of Huntington's broad streets, avenues, and sidewalks.

Land uses

The central business district area should include a robust mix of uses that promotes a vibrant town center through pedestrian-oriented design and actively engaged streets, parks, and plazas. Compatible uses include commercial, office, service, retail, entertainment, lodging, cultural, government, civic, light manufacturing, and dense residential.

Adjacent land uses

The adjacent land uses of the central business district area should contribute to the vibrancy of downtown. These include higher-density residential and multi-family uses, which uphold the walkability and pedestrian orientation of the area, and service-related uses, which help accommodate and serve the area and promote a livable and dynamic downtown.

Area characteristics

Provides an area of densely concentrated commercial activity that forms the core of economic and population density; preserves and promotes culture, history, architecture, and urban character

▶ **High-density development**

▶ **Provides for a broad range of pedestrian-oriented commercial, institutional, and public uses**

▶ **Buildings to front of street**

▶ **High ratio of building coverage to site**

▶ **Mixed use encouraged with active storefronts on the ground floor with office and residential above**

▶ **Infill and reuse of existing buildings encouraged**

▶ **No parking on-site; metered on street; shared private and public parking towards the fringe in exchange for accessible alternate transportation options**

Land use

- 🟡 Lodging
- 🟢 Parks/Open space
- 🔵 School/Institution
- ⚪ Parking
- 🔴 Shopping/Commercial
- ⬛ Assembly

FLUM

- 🟢 Parks/Open space
- 🔵 Central business district

Aerial

University/Institutional

Character description

The university/institutional area includes large institutions and associated campuses like Marshall University, St. Mary's Medical Center, and the Cabell Huntington Hospital. These areas are generally employment centers with higher-intensity uses and should incorporate multimodal connections, such as transit, where appropriate.

Strategic parking standards, landscaping, wayfinding, and consistent architectural styles should be incorporated in university/institutional areas to create a unified sense of place that is respectful to adjacent neighborhoods.

Land uses

University/institutional areas are busy places with land uses that serve people across the region. Compatible land uses include office, medical, institutional, multi-family, high-density single-family, small-scale retail and commercial, and educational uses. Light industrial uses may be appropriate where there is little adverse impact from noise and large truck traffic.

Adjacent land uses

Except for Marshall University, university/institutional areas are largely surrounded by residential uses. Therefore, transitioning to compatible land uses is very important. The adjacent residential areas should be protected with adequate landscape screening and buffers from more intense uses.

Area characteristics

Provides a consistent development strategy that allows for cohesive growth of hospitals and Marshall University while protecting nearby residential areas

▶ **High-intensity uses close to residential areas**

▶ **High traffic volume and parking needs**

▶ **Contains large, multi-story buildings**

▶ **Campus style with multiple uses on property**

▶ **Necessitate nearby services for employees, patients, students, and visitors**

▶ **Important community service that needs to be accessible**

▶ **Medium density housing and services primarily geared toward university or institution**

▶ **Development suitable for university and institutional uses that can be located adjacent to residential uses without adverse effects to surrounding residential uses**

▶ **Edges of campus or institutions are more highly regulated for compatibility with surrounding properties**

▶ **Maintain housing and development standards in line with adjacent neighborhood character**

Land use
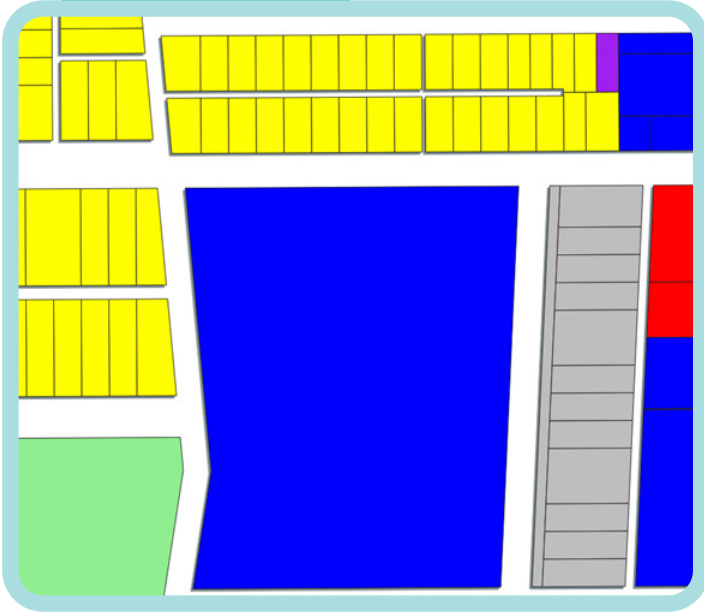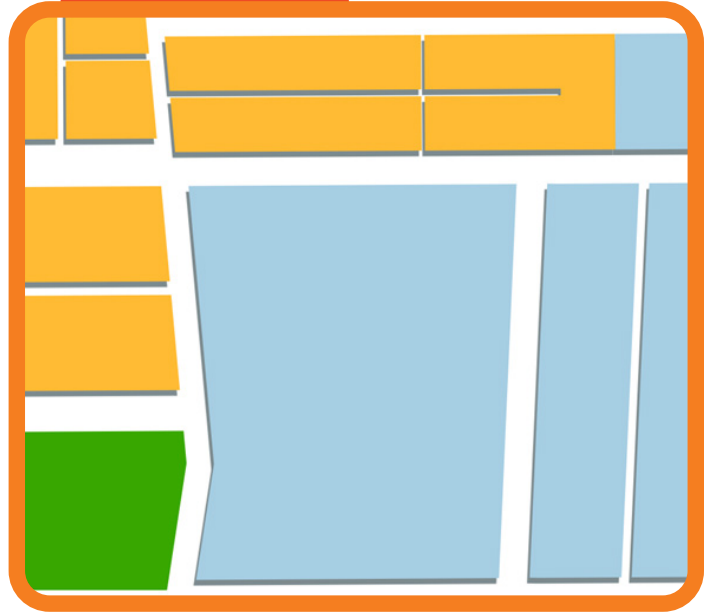
- 🟡 Residential
- 🟢 Parks/Open space
- ⬜ Parking
- 🔴 Shopping/Commercial
- 🔵 School/Institution
- 🟣 Industrial/Manufacturing

FLUM

- 🟠 Traditional residential
- 🟢 Parks/Open space
- 🔵 University

Aerial

Light industrial and commercial

Character description

Light industrial and commercial areas provide for smaller, lower-intensity industrial uses and the transition of former traditional industrial sites into adaptive and creative uses. These repurposed sites can be converted into commercial or residential uses, such as in the West Edge Factory. Permitted uses in these areas may create some adverse impacts like noise and large volumes of truck traffic, but they provide essential services in an urban economy.

These areas should be located near arterial roads, along railroad lines, where specialized services for residential areas should be concentrated, or where legacy industrial uses are no longer intensely used. Light industrial and commercial areas also serve as a buffer between heavier industrial areas and neighborhoods. However, hazardous activities and materials that may be used in the light industrial and commercial areas district are specifically incompatible with schools, daycare centers, and other sensitive uses.

Land uses

The land uses in light industrial and commercial areas are larger in scale or more intense than small retail uses. Compatible uses include commercial mixed use, warehouse, storage, research and development, wholesale, artisan production, and small-scale production. Large-scale multi-family development is encouraged in this area.

Adjacent land uses

As a buffer between areas with the most intense uses in the city and the vibrant downtown, the mixture of uses in light industrial and commercial areas is important. Warehouse, wholesale, and production uses are appropriate next to more intense industrial uses. In this context, light industrial and commercial areas should serve as secondary uses for industrial areas. More consideration is required as light industrial and commercial areas are located next to the central business district and residential areas. In these more sensitive areas, taller buildings should be stepped down to respect neighboring land uses, and buffering should be used to further protect adjacent neighborhoods.

Area characteristics

Provides a lower intensity industrial area that allows creative reuse of industrial sites that can complement certain residential areas

▶ **Medium-sized lots near railroad or riverfront**

▶ **Industrial properties that are close to residential uses**

▶ **Allows mixed light industrial, commercial, and residential uses**

▶ **Transition large industry to smaller industrial uses if viable**

Land use

- 🟨 Residential
- 🟪 Industrial/Manufacturing
- 🟥 Shopping/Commercial
- 🟩 Religious

FLUM

- 🟧 Traditional residential
- 🟥 Neighborhood center
- 🟪 Light industrial and commercial

Aerial

Heavy industrial

Character description

The heavy industrial areas provide for larger, traditional industrial land uses, including manufacturing, concrete plants and other extractive industries, junkyards/scrapyards, and outdoor storage areas. As industry has shifted away from urban centers since the 1950s, these areas largely contain legacy industry closer to the river. Because heavy industrial uses generally have greater impacts than commercial uses, they may require additional buffering or separation from other uses. These areas are generally located near rail for freight movement, major streets for truck deliveries and shipments, and the Ohio River.

Land uses

The most intense land uses are allowed within the heavy industrial areas. Land uses include industrial types of all sizes and intensities to maximize the industrial opportunities of the area. Complementary uses permitted in the area include office uses and commercial uses intended to support those associated with industrial uses.

Adjacent land uses

Land uses adjacent to heavy industrial areas include warehouse, storage, and other uses that are compatible with intense traffic, odor, noise, and hours of operation.

Area characteristics

Provides a higher-intensity area that separates industrial sites from residential uses

▶ **Larger lots near railroad and riverfront**

▶ **Large heavy industrial properties**

▶ **Primarily separated from residential areas**

▶ **Allows for higher-intensity industrial uses**

Land use

FLUM
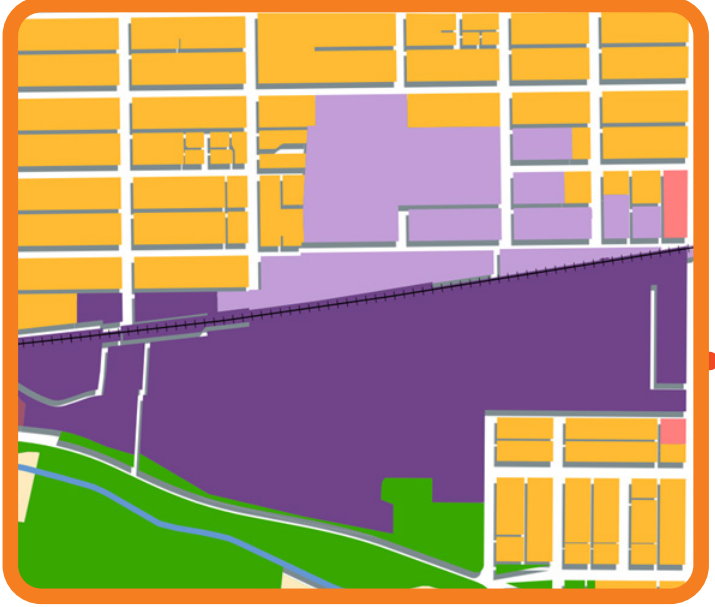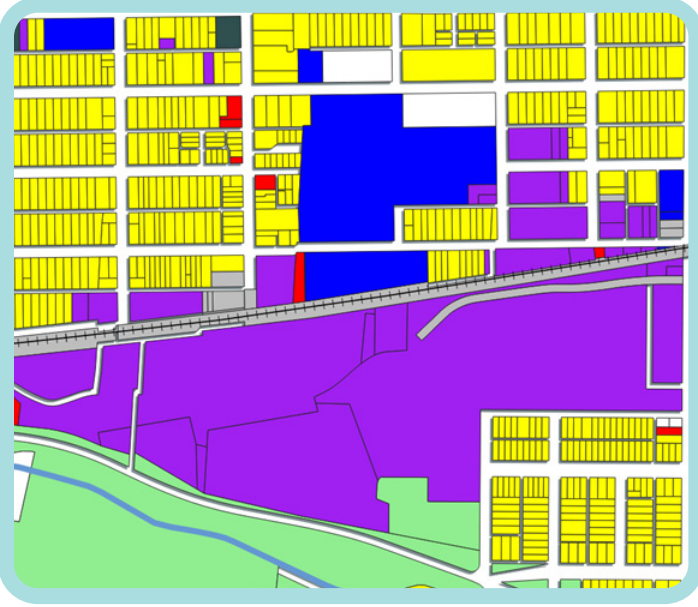
- 🟡 **Residential**
- ⬤ **Religious**
- 🟣 **Industrial/Manufacturing**
- 🟢 **Parks/Open space**
- ⬤ **Suburban/Rural residential**
- ⚪ **Parking**
- 🟢 **Parks/Open space**
- 🔵 **School/Institution**
- 🟣 **Heavy industrial**
- 🟣 **Light industrial and commercial**
- 🔴 **Shopping/Commercial**
- 🔴 **Neighborhood center**
- 🟠 **Traditional residential**

Aerial

5

Action Plan

Between Huntington's plans and desired outcomes lies implementation. Organized by the guiding planning principles, this section provides a workable Action Plan for the City and its partners' (public, non-profit, and private) development goals as Huntington continues to change over the next 10 years.

Plan2035 is a decision-making tool built from community input.
Many broad components of the plan are naturally interrelated. For instance, housing goals are affected by transportation and surrounding land uses.
To capture these connections, the Action Plan is organized by the planning principles determined by the community. Each planning principle outlines multiple objectives and actions to advance over the next 10 years.

The Action Plan also provides a time frame, cost, potential partners, and metrics to track for annual reporting on progress. Finally, the Action Plan, like the Future Land Use Map, should be updated and reviewed periodically.

Action notes

The Action Plan notes each action item with additional information to assist the public, City Council, boards, commissions, and staff to implement the ideas in this plan. Definitions for these notes are provided below:

Time frame

Short-term	*Actions that will be completed within 1 to 3 years of the Plan*
Medium-term	*Actions that will be completed within 3 to 5 years of the Plan*
Long-term	*Actions that will be completed within 5 to 10 years of the Plan*

Cost

$	*Action able to be implemented using discretionary funding available to the planning director or other department head*
$$	*Action able to be implemented using discretionary funding available to the city manager*
$$$	*Action requires a line item in the annual City budget developed by the city manager and approved by city council*
$$$$	*Action requires a line item in the capital improvements program*
$$$$$	*Action requires third-party funding such as grants or partner resources*

Potential partners

Identifies a list of potential partners and/or leads who or necessary to complete actions

Metrics

Metrics are the data that is regularly available to indicate desired trends for each action. The metrics represent measurable achievements that move the city towards its objectives. In addition, these metrics assist City Council, boards, commissions, and staff to monitor the Plan's effectiveness.

Glossary

CDBG	*Community Development Block Grant*
CDCs	*Community Development Corporations*
EPA	*U.S. Environmental Protection Agency*
ESG	*Emergency Solutions Grants Program*
FEMA	*Federal Emergency Management Agency*
GHPRD	*Greater Huntington Park & Recreation District*
HADCO	*Huntington Area Development Council*
HLRA	*Huntington Land Reuse Agency*
HMDA	*Huntington Municipal Development Authority*
HOME	*U.S. Department of Housing and Urban Development's HOME Investment Partnership Program*
HUD	*US.. Department of Housing and Urban Development*
HWQB	*Huntington Water Quality Board*
HWVHA	*Huntington West Virginia Housing Authority*
KYOVA	*Kentucky, Ohio, West Virginia Interstate Planning Commission*
USACE	*U.S. Army Corps of Engineers*
WVCAD	*West Virginia Community and Development Office*
WVDEP	*West Virginia Department of Environmental Protection*
WVDOH	*West Virginia Department of Highways*

Resilient economy

Objective	Action	Time frame	Cost	Potential partners	Metrics
Ensure viable business ventures	Encourage private investors and financial institutions to provide venture or angel capital for startup businesses.	Short	$	HMDA	• Increase in number of businesses in Huntington
	Connect local entrepreneurs to resources, technical assistance, and toolkits at business incubators.	Short	$	Unlimited Future, Inc.; Marshall University iCenter	
Reverse financial leakage in underserved neighborhoods	Promote development and incentivize the creation of neighborhood business centers to house small businesses and ensure consumer dollars stay local.	Medium	$	HMDA	• Decrease in amount of retail leakage • Increase in quality retailers in or serving neighborhoods • Increase in businesses in targeted nodes
	Encourage Huntington employers to provide relocation incentives like rental or down payment assistance to their commuting employees.	Medium	$	HADCO, HMDA	
	Inventory and support commercial spaces that are move-in ready for development opportunities, prioritizing service and retail spaces.	Medium	$$	Downtown Business Association	
	Target underperforming retail nodes and commercial corridors for reinvestment or potential repositioning if necessary.	Long	$$$	HMDA	
	Work to ensure that all neighborhoods are served by quality retailers like grocery stores.	Long	$$$	HMDA, commercial broker	
Diversify Huntington's economic base	Continue to promote employment downtown by showing employers your success as a walkable downtown and encouraging small businesses to open downtown.	Short	$$	HMDA	• Increase in number of advanced manufacturing employers • Increase in number of workforce development partners • Increase number of businesses downtown
	Partner with organizations promoting careers in residential construction.	Medium	$	Mountwest Community and Technical College	
	Seek businesses/employers that offer a diverse range of wage levels and skill set requirements.	Long	$	HADCO, Advantage Valley	
	Continue economic partnerships with and support the growth of the area's largest employers and emerging sectors, like advanced manufacturing, cyber security, aviation, advanced energy, forensic science, and innovation and health services such as addiction services, geriatrics, and orthopedics.	Long	$	HMDA, HADCO, Advantage Valley, Marshall University	

Objective	Action	Time frame	Cost	Potential partners	Metrics
Foster reinvestment by strengthening the placemaking efforts of targeted areas	Continue to advocate for federal and state demolition funding for blighted properties where appropriate.	Short	$	HLRA, WV DEP	• Increase in number of adaptive reuse projects • Increase in budget for demolitions • Increase in commercial property values • Decrease in commercial vacancy rates • Increase in number of owner-occupied housing units • Increase in number of residential building permits issued
	Support existing housing programs to ensure maximum participation in all of Huntington's neighborhoods.	Short	$$	HUD, WVCAD	
	Embrace and execute targeted placemaking strategies, such as mixed-use development, historic buildings, parking lot beautification, bike lanes, and pedestrian-friendly streets.	Medium	$$$	CDCs, HMDA, WVDOH, KYOVA	
	Provide façade and/or site improvement assistance to business and property owners.	Medium	$$$$$	Project Shine	
	Work with the development community to ensure that processes and regulations are conducive to providing quality residential development.	Medium	$	Homebuilder's Association	
	Ensure that walkability and safety are facilitated in all targeted areas.	Long	$	Huntington Bike and Pedestrian Advocacy Coalition	
Create a diverse retail and business environment	Identify and market vacant properties towards retailers with specific layout needs. Additionally, develop relationships with commercial retail brokers to help recruit to downtown.	Medium	$$	HLRA, HMDA	• Increase in commercial property values • Decrease in commercial vacancy rates
Establish ongoing place management	Bring together landowners, business owners, and developers at regular intervals to discuss needs, address problems, and strategize for future growth downtown.	Medium	$	Huntington Regional Chamber of Commerce	• Increase in number of attendees at regular meetings

Livable built environment

Objective	Action	Time frame	Cost	Potential partners	Metrics
Establish individual neighborhood planning and investment frameworks to assist in neighborhood stabilization or transition	Establish an annual citywide inventory program assessing vacancies and housing conditions.	Short	$$	Neighborhood Institute	• Development of neighborhood planning areas • Increase in number of surveyed homes
	Establish formal neighborhood planning areas to help direct services, funding, and implementation to uniquely defined areas of the city.	Medium	$$	Neighborhood Institute	
Reduce dilapidated, abandoned, or neglected (DAN) property	Host code training workshops with the Neighborhood Institute and community stakeholders and enlist their support in identifying distressed properties in need of security boarding, utility disconnections, and trash removal.	Short	$	Neighborhood Institute	• Decrease in number of DAN properties • Increase in number of demolished properties • Increase in neighborhood property values • Increase in budget for reducing DAN property • Decrease in number in property maintenance complaints • Increase in percentage of cases resulting in compliance by voluntary action • Increase number of confirmed vacant structures • Increase in development standards designed to protect residential areas • Increase in number of infill housing units
	Protect residential areas from the adverse impacts of adjacent incompatible land uses through updating buffer and screening standards.	Short	$	Planning & Zoning staff	
	Cultivate partnerships with state and federal agencies to help with DAN properties.	Short	$	HLRA, WVCAD, WV Brownfields Assistance Center	
	Pursue funding opportunities from a range of sources, including state and federal grants, to support various demolitions and DAN property reduction initiatives.	Short	$	WVDEP, WV Brownfields Assistance Center, EPA	
	Closely coordinate demolitions with the Huntington Land Reuse Agency.	Short	$$	HLRA	
	Develop a streamlined, proactive, and consistent code enforcement strategy.	Medium	$$	Center for Community Progress	
	Prioritize infill development in existing commercial and industrial zoning districts and reduce encroachment of commercial uses into predominantly residential areas.	Medium	$$$	HLRA, WV Brownfields Assistance Center	
	Design and implement a comprehensive strategy to eliminate DAN properties throughout the city.	Medium	$$$	HLRA	

Objective	Action	Time frame	Cost	Potential partners	Metrics
	Deter irresponsible property ownership by enforcing a rental registration and licensing program, conducting rental inspections, moving to a performance-based regulatory system, and providing incentives to responsible landlords.	Medium	$$$	Center for Community Progress	
	Use the comprehensive strategy to eliminate DAN properties throughout the city to guide the demolition of vacant or substandard structures.	Long	$$$	HLRA	
Engage local developers, real estate professionals, residential homebuilders, and community members to refine local housing supply goals	Host community listening sessions with local developers, real estate professionals, residential homebuilders, and community members to gather feedback on challenges to increasing, preserving, and improving local housing.	Short	$	Homebuilder's Association	• Increase in number of residential building permits • Increase in number of adaptive reuse projects • Increase in number of infill development projects
	Identify preferred development areas based on the findings of the Housing Needs Assessment.	Short	$	Planning & Zoning staff	
Support and improve partnerships and programs that reduce housing vacancies and strengthen neighborhoods	Encourage neighborhood and community events, such as picnics, meet-ups, block parties, book clubs, and coffee meetings to strengthen the sense of community within the city and its neighborhoods.	Short	$	Neighborhood Institute	• Increase in proportion of Huntington workers who live in Huntington • Increase in housing development along transit routes • Increase in number of neighborhood organization memberships • Increase in number of neighborhood special events • Increase in number of public engagement event attendees and responses
	Support new housing options that are along transit routes or links to transit to provide opportunities for safe travel without a vehicle.	Short	$$	Tri-State Transit Authority	
	Market the Development Office's Housing Rehabilitation Assistance to help with the rehabilitation of homes and residential structures in good condition.	Short	$$	Development staff	
	Work with key employers and stakeholders to create a "Live Huntington" program, which would provide rent or down payment assistance in the HIP or other targeted areas.	Medium	$$	HMDA, Marshall University	
	Develop and maintain a civic engagement strategy that helps increase the capacity of the public to participate in the decision-making process.	Medium	$$$	Planning & Zoning staff	

Objective	Action	Time frame	Cost	Potential partners	Metrics
Diversify the city's housing stock to allow anyone to make Huntington their home	Improve the public's knowledge and awareness of the Federal Fair Housing Act and related laws, regulations, and requirements to affirmatively further fair housing.	Short	$$	Neighborhood Institute	• Increase in number of residential building permits • Decrease in number of vacant structures • Increase in small-scale multi-family units • Increase in high-density multi-family units • Increase in attendance at Neighborhood Institute functions
	Promote residential development and redevelopment of a variety of housing types and densities consistent with the Future Land Use Map to accommodate a diverse population.	Medium	$	Planning & Zoning staff	
	Help relieve multi-family rental housing supply by working with the real estate community to identify and market properties for high-density multi-family rental housing at all price ranges.	Medium	$$	Homebuilder's Association	
	Examine and implement processes to facilitate the development of small-scale residential projects like duplexes, triplexes, fourplexes, and other neighborhood-scale housing types with pre-approved design plans and facilitated pre-development capital.	Medium	$$	Planning & Zoning staff	
	Support efforts to construct, rehabilitate and develop additional affordable rental and owner-occupied housing units, especially for households whose income is less than 80% of the median income.	Long	$$$$$	Homebuilder's Association, HWVHA	
Support housing supply financing	Inventory and market all allowable financial tools and programs available to local government to develop a funding strategy that supports the production, preservation, and improvement of the city's housing supply. This includes the PRO-HOUSING grant, CDBG, Section 108 loan guarantee, HOME program, ESG, and LIHTC.	Short	$$$$$	Development staff	• Increase in marketing of financial tools • Increase in number of applicants for financial tools • Increase in number of LIHTC developers in Huntington
	Leverage public-private partnerships to fund the production, preservation, and improvement of the local housing supply. Partners may include major employers like NUCOR and Marshall University, the Benedum Foundation, non-profit organizations, and community banks.	Medium	$$$	NUCOR, Marshall University, Benedum Foundation	

Objective	Action	Time frame	Cost	Potential partners	Metrics
Preserve existing neighborhoods in targeted areas like Fairfield, Highlawn, and West Huntington	Improve owner-occupied housing by marketing and expanding rehabilitation programs like the Project Shine's homeowner rehabilitation program.	Short	$$$	Project Shine	• Increase in number of Project Shine applicants • Increase in number of improved owner-occupied housing units
Promote aging in place opportunities by aligning land use policies and transportation policies that promote a housing market capable of accommodating residents throughout all stages of life	Investigate land use options like cohousing, cottage housing, and accessory dwelling units to allow for shared amenities and less expensive homes so residents may age in place.	Medium	$	Planning & Zoning staff	• Increase in number of housing types • Increase in number of applicants for ADA services
	Diversify and expand programs like Project Shine to reduce accessibility impediments and fall risks to help seniors age in place.	Medium	$$$	Project Shine	
Build new homes downtown	Evaluate the current mix of uses and vacancy rates downtown to determine whether buildings intended for office space could be better positioned as a residential conversion.	Medium	$$$	HMDA	• Increase number of housing units downtown • Decrease in vacancies downtown
	Develop mixed-use, mixed-income, higher-density buildings downtown by tying density- or parking-based incentives for inclusion of affordable units.	Medium	$$$	Planning & Zoning staff	
Align development standards with state code	Update the development ordinance to ensure alignment with state code requirements and provide clarity for development standards where possible.	Medium	$	Planning & Zoning staff	• Decrease in building permit application revisions
Integrate transportation improvements alongside land use priorities	Adopt a citywide Complete Streets policy to ensure development of transportation routes that prioritize all users of the roadway when improving transportation options.	Short	$	Planning & Zoning staff	• Increase in miles of transportation options other than vehicular options • Increase in property values in residential areas that experience disinvestment • Increase in number of electric vehicle plug-in stations
	Prioritize Complete Streets in commercial and residential areas that have experienced disinvestment because of noise, traffic, and speed of vehicles on adjacent roadways. In particular, implement the Downtown Streetscape project, Gallaher Village Streetscape project, the Guyandotte Streetscape project, and along 3rd and 5th Avenue.	Medium	$$$	Planning & Zoning staff, KYOVA, WVDOH	

Objective	Action	Time frame	Cost	Potential partners	Metrics
	Create a transportation capital improvements plan to determine roadway improvement priorities consistent with land use changes in the Future Land Use Map.	Medium	$$$	Public works	
	Adopt best practices to include sidewalk repair and/or bike lane striping with routine repaving.	Medium	$$$	Public works	
	Invest in strategic implementation of electric vehicle infrastructure to support alternative fuel vehicles for residents and visitors.	Medium	$$$	KYOVA, WVDOH	
	Consider paving alleys that are key bike routes where other alternatives do not exist.	Long	$$$$	Public works	

Working with nature

Objective	Action	Time frame	Cost	Potential partners	Metrics
Continue implementing the PATH Master Plan	Use the ActiveTrans Priority Tool to prioritize and continue PATH development.	Short	$	Planning & Zoning staff	• Increase in miles of PATH development • Increase in number of participants in Friends of PATH program
	Evaluate priorities within the PATH Master Plan and consider updating to incorporate best practices and future connections.	Short	$	Planning & Zoning staff	
	Continue to expand education and awareness about the existing and future connections of the PATH.	Short	$	Huntington Bike and Pedestrian Advocacy Coalition, PATH Board	
	Continue to focus on sustainability and maintenance of the existing PATH network.	Short	$$$	GHPRD, PW, HWQB	
Encourage new development to provide connections to the PATH system	Update Chapter Eleven of the Planning and Zoning Code to require connections to existing and proposed trails where practicable.	Short	$	Planning & Zoning staff	• Updated Chapter Eleven • Increase in number of connections to PATH from private property
Provide access to the city parks and green spaces	Investigate and use the National Recreation and Parks Association's 1/4-mile service area, uninterrupted from pedestrian barriers, for city parks and open spaces.	Medium	$$	GHPRD	• Decrease in number of pedestrian barriers • Decrease in the number of households outside park service areas • Increase in number of water access areas • Increase in acreage of land available for blue/green infrastructure • Increase in miles planned and completed for natural trails
	Establish funding partnerships with local institutions, organizations, businesses, and health care systems to implement public art throughout the city's parks.	Medium	$$	Huntington Museum of Art	
	Conduct an analysis of the green space service levels within the city to identify service gaps and surpluses to ensure equitable access to green spaces.	Medium	$$$	GHPRD	
	Support the continued access to the Guyandotte Water Trail through supportive businesses and safe recreational opportunities.	Medium	$$$	Huntington Regional Chamber of Commerce	
	Support the development of recreational paddling trails and non-motorized usage along the Ohio River.	Medium	$$$	Ohio River Way	

Objective	Action	Time frame	Cost	Potential partners	Metrics
	Develop, implement, and review a comprehensive plan for the maintenance of community centers and buildings ensuring the use of best practices and cost-effective strategies.	Medium	$$$	Public works	
	Identify physical barriers in the community that impact safe pedestrian access to parks, including railroads, inadequate sidewalks, the Guyandotte River, and arterial streets. This includes implementing the Huntington Riverfront Master Plan.	Medium	$$$	Planning & Zoning staff	
	Maintain safe lighting in parks and green spaces.	Long	$$$$	Public works	
	Work with partners to create new and expand existing natural surface trail networks that support Huntington's growing community of hikers, trail runners, and mountain bikers.	Long	$$$$	Outdoor recreation businesses	
Reduce the city's carbon footprint	Review and implement current street tree ordinances to encourage planting along commercial corridors.	Medium	$	Public works	• Increase in square footage of tree canopy • Increase in number of trees planted along commercial corridors
	Consider strategic street tree planting along key residential and commercial pedestrian routes to provide canopy and quality shade environments.	Medium	$$$	WV Division of Forestry	
	Develop and implement the Master Urban Tree Plan to manage and maintain the city's tree canopy and coordinate planting new trees.	Long	$	Public works	
Use Federal Emergency Management Agency (FEMA) funding for disaster resilience	Pursue funding through the Flood Mitigation Assistance Program to receive subgrants for localized flood risk reduction projects and mitigation of combined sewer impacts.	Medium	$$	FEMA	• Increase in funding for flood risk reduction projects
Improve the ecological health of Huntington's natural systems	Create a citywide guidebook on appropriate street tree maintenance and native vegetation planting.	Medium	$$$	Public works	• Decrease in area of impermeable surface in City rights-of-way • Decrease in linear feet of combined sewer • Increase in number of appropriately planted trees
	Investigate priority updates to the sewage treatment plant.	Medium	$$$	HWQB	
	Study areas in the City rights-of-way where appropriate to plant native grasses, trees, and shrubs (green infrastructure) to reduce long-term maintenance costs while promoting environmental sustainability and improving permeability for stormwater.	Medium	$$$$	Public works, HWQB	
	Investigate updating the floodwall in priority locations with new technological advances.	Long	$$$$	USACE, HWQB	

Objective	Action	Time frame	Cost	Potential partners	Metrics
Reduce flooding impacts	Support transportation projects that provide alternative points of ingress and egress to flood-prone neighborhoods.	Medium	$$$	Public works, KWQB, KYOVA	• Decrease in number of flood claims • Increase in number of alternative ingress and egress points to flood prone neighborhoods
	Support projects for bridge replacement and the reduction of flooding impacts along the Fourpole Creek watershed and main transportation corridors as detailed in planning studies.	Long	$$$$	Public works, HWQB, KYOVA	
Eliminate and mitigate combined sewer systems	Continue to separate stormwater and wastewater collections lines. Promote and incentivize best management practices for on-site water retention where practicable.	Long	$$$$$	HWQB	• Decrease in linear feet of combined sewer
Encourage green development	Cultivate awareness among City officials, business services advocates, community leaders, residents, and potential investors about the benefits and opportunities of green urban planning, low-impact development, renewable energy, and climate adaptation.	Short	$	Planning & Zoning staff	• Increase in marketing of the benefits of low-impact design • Increase in regular meetings with City stakeholders about green urban planning
	Promote the use of best management practices for new development and redevelopment projects consistent with low-impact design technologies to reduce runoff.	Medium	$	Planning & Zoning staff	

Healthy community

Objective	Action	Time frame	Cost	Potential partners	Metrics
Reduce environmental contributions to crime	Continue to hold community conversations between public safety officials and residents regularly throughout the year.	Short	$	Police and Fire	• Decrease in number of petty crime reports • Maintain regular meetings with neighborhood organizations
	Amend the zoning code to reflect the best practices in crime prevention through environmental design.	Medium	$	Planning & Zoning staff	
	Continue to evaluate the existing street lighting system to ensure it meets current needs and that all lights are fully functioning.	Long	$	Public works	
Develop a local food system	Plan and adopt an urban agricultural policy for underutilized properties that supports local growing, provides recommendations to improve access to local food, and ensures compatibility with adjoining uses.	Medium	$$$	Planning & Zoning staff	• Decrease in property held by HLRA • Decrease in vacant properties • Increase in local food options • Increase in number of community gardens
Promote exercise and active lifestyles	Prioritize connecting sidewalk networks throughout all residential and commercial areas by continuing the sidewalk repair program, continuing to improve ADA curb ramps, and adding sidewalk infrastructure in key needed connections.	Medium	$$$	Public works	• Increase in linear feet of bike infrastructure • Increase in linear feet of ADA compliant sidewalks • Increase in linear feet of repaired sidewalk
	Continue to support bicycling through bike lanes, trails, storage, and active transportation, and other recommendations in the Huntington Strategic Non-motorized Connections Study, Long Range Transportation Plan, Complete Streets Prioritization Plan, and other plans.	Long	$	KYOVA	

Action Plan

Responsible regionalism

Objective	Action	Time frame	Cost	Potential partners	Metrics
Support the plans of adjacent jurisdictions and the surrounding region	Coordinate land use plans with KYOVA and regional transportation investments.	Short	$	KYOVA	• Increase in number housing units in Huntington MSA • Increase in linear feet of connected, multi-modal transportation projects to destinations outside of Huntington
	Coordinate the City's housing goals with the region's.	Short	$	Adventure Valley	
	Promote regional cooperation and sharing of resources, especially within the greater metropolitan area.	Short	$	KYOVA	
	Support expanding amenities for the regional Amtrak service in Huntington, including advocating for a daily service.	Short	$	KYOVA	
	Coordinate multi-modal transportation projects to connect with the surrounding communities to support trails, pedestrian routes, bicyclists, and transit in addition to vehicular connections.	Medium	$$$	KYOVA	

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Appendix

Community Engagement Plan

Downstream Strategies

Ideas that sustain.

May 2024

TABLE OF CONTENTS

1. PROCESS

In the beginning of 2023, the City of Huntington initiated the process to update the City's Comprehensive Plan, Plan2025. The updated Comprehensive Plan will address the City of Huntington's land use policy and development for the next 10 years. Specifically, the Comprehensive Plan will: address current development trends, determine a vision for how the community would like to see Huntington develop, and provide a plan to achieve this vision.

This document, the Community Engagement Plan, is an overview of the City's approach to engaging the public. This plan will allow all people to bring their voices into the planning process and to share their own ideas, backgrounds, and experiences to plan for a better Huntington.

Timeline

The Comprehensive Plan update process includes six phases, as shown below, with opportunities for community input at each phase. A more detailed timeline is provided in the Appendix.

Initiate → Discover → Dream → Plan → Build → Adopt
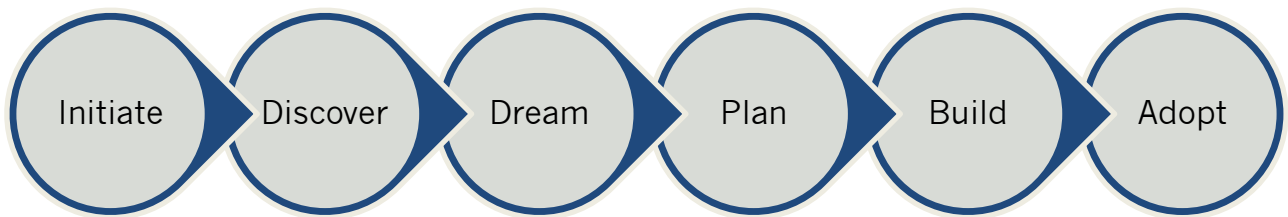
2. GUIDING PRINCIPLES

The following public engagement principles are used to guide and ensure meaningful public participation throughout the planning process.

1. **Inclusive** of diverse perspectives
2. Provide **multiple and meaningful** ways for the public to engage in the planning process
3. **Repeated** public engagement from start to finish of the planning process
4. Ensure **each round of public engagement builds on the previous round** of engagement
5. Remain **transparent** about how input will be used in the process

3. PLANNING GROUPS

The following groups play a formal role in the Comprehensive Plan update process. A brief description of each group's role is provided below.

Planning staff

Planning staff will play a role in keeping the community informed, assisting with questions and the planning process feedback, and providing insight to proposed policies and actions for successful implementation of the Comprehensive Plan. The consultant team will work closely with Planning staff.

Steering Committee

The Steering Committee, representing the citizens of Huntington, is a working group that will work closely with the Planning staff and the consultant team to guide the Comprehensive Plan update. Input from the Steering Committee will supplement regular interactions with Planning staff and input received from the various public input opportunities.

Planning Commission

According to West Virginia Code 8A-3-3, the Planning Commission is responsible for preparing the Comprehensive Plan. As a result, the Planning Commission will advise and work closely with the Planning staff and the consultant team on the policy direction and priorities for the Comprehensive Plan.

4. COMMUNITY STAKEHOLDERS

Community stakeholders are individuals or groups who have an interest in the future of Huntington. A diverse group of stakeholders will be engaged to provide additional context for the community and ensure historically underrepresented voices are represented. This will be done through a combination of focus groups and interviews.

Land use	
Local builders and developers	Architects and designers
Realtors	Local banks

Housing	
Huntington WV Housing Authority	Fairfield CDC/RenewAll
Tri-State Home Builders Association	Landlords
Huntington Land Reuse Agency	Marshall University Student Affairs

Transportation	
KYOVA	Tri-State Transit Authority
WV Department of Highways	Bike and Pedestrian Advocacy Committee

Infrastructure	
Public works	Huntington Stormwater Utility
Huntington Sanitary Board	Huntington Municipal Parking Board

Economic development	
Center for Rural Health Development, Inc.	Old Central City Association
Huntington Municipal Development Authority	Advanced Manufacturing Center
Huntington Regional Chamber of Commerce	Huntington Area Development Council
Downtown Huntington Partners	Coalfield Community Development
Unlimited Future, Inc.	MU Center for Innovation and Entrepreneurship

Public services	
Cabell County Public Library	Hospitals
Continuum of Care/Harmony House	Huntington Black Pastors Ministerial Association
Educators	Cabell County Technical Center
Youth	Seniors

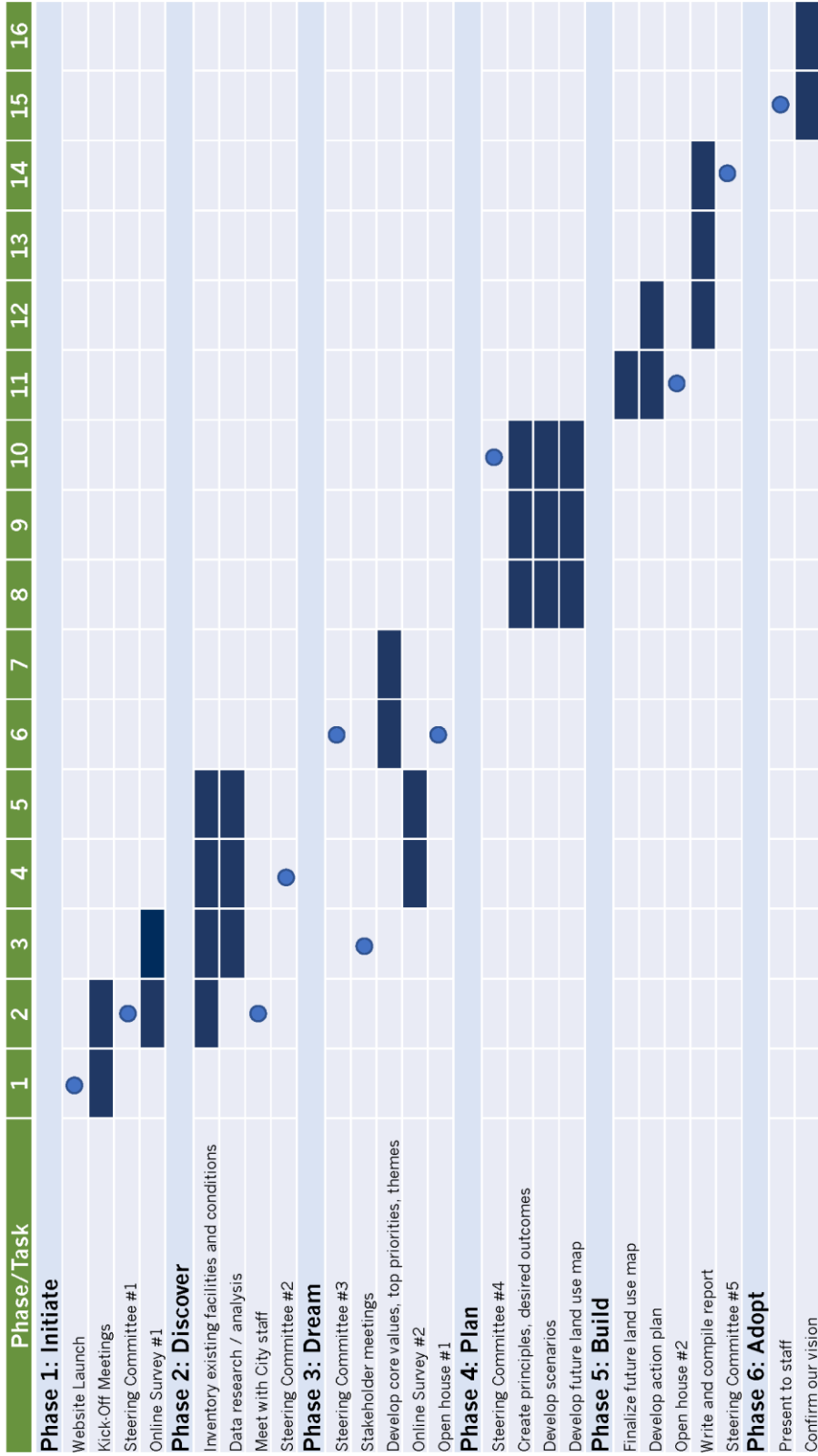| Parks and recreation	
Greater Huntington Park & Recreation District	YMCA
PATH	Huntington Children's Museum
Safety Town	Heritage Farm

5. ENGAGEMENT AND INPUT OPPORTUNITES

A mixture of in-person and online input opportunities will be provided throughout the planning process. Engagement opportunities are designed to be broadcast to gather as much input as possible and targeted to engage all voices.

Opportunity	Description	Desired outcome	Date
Website	• Provide project information • Promote upcoming meetings and events • Allow public inquiry and input	• Inform the public of milestones and events	February–Duration of process
Community survey #1	• 15-minute survey for public to respond to questions about issues and opportunities facing Huntington	• Identify and understand major issues for the community	March–May 2023
Community events	• Tables maintained by City staff • Events to be selected by staff to optimize engagement and exposure for the Comprehensive Plan at highly attended public events	• Increase awareness of the update process and input opportunities	As opportunities allow
Neighborhood conversations	• Neighborhood conversations organized and facilitated by City staff with support from the Steering Committee for neighborhood association and community members • Introduces the Comprehensive Plan process and walks group through discussion points for conversation • Participants take notes on worksheets created by the consultant team and return to City staff	• Increase discussion for neighborhood-specific issues and opportunities	March–July 2023
Kitchen conversations	• Community held conversations with a preloaded template and materials that expands conversations that people are having about the comprehensive plan process	• Increase community outreach in a casual setting, not led by staff, to further opportunities for comments	May–July 2023
Stakeholder and focus group interviews	• Interviews will be conducted to discuss key issues and opportunities for the community • Stakeholders will include representatives, partner agencies, City departments, and builders/developers and others identified with City staff	• Develop a better understanding of the trends, issues, and opportunities facing Huntington • Educate stakeholders on the Comprehensive Plan process	June–August 2023

Opportunity	Description	Desired outcome	Date
Youth activities	• Events and activities designed for school-age children • May include worksheets, facilitated discussion, or visioning exercises	• Engage youth and solicit input	As opportunities allow
Open house #1	• Present quantitative data for Huntington from the past 10 years • Present, identify, and understand major issues (big things we must get right) for the community with questions like those from Community survey #1 • Identify the community's values to form a community vision	• Confirm the big issues facing the community to establish priorities • Confirm the community's values • Begin establishing the community vision	August 2023
Community survey #2	• 15-minute survey to public to respond to more specific questions about the issues identified in Community survey #1	• Confirm the emerging priority issues	May 2024
Open house #2	• Present community vision • Present and understand what progress means to the public on the emerging priority issues identified in previous Open house #1 and Community survey #2 • Present and understand the future land use map	• Confirm what progress means on the emerging priority issues • Confirm the future land and preferred development areas • Confirm community vision	Summer 2024
Plan adoption public meeting	• Planning Commission public meeting with opportunities for public testimony	• Adoption of the Comprehensive Plan update	Fall/Winter 2024

APPENDIX A: DETAILED PROJECT TIMELINE

Phase/Task	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Phase 1: Initiate																
Website Launch	●															
Kick-Off Meetings	▮	▮														
Steering Committee #1		●														
Online Survey #1			▮													
Phase 2: Discover																
Inventory existing facilities and conditions			▮	▮	▮											
Data research / analysis			▮	▮	▮											
Meet with City staff				●												
Steering Committee #2		●														
Phase 3: Dream																
Steering Committee #3						●										
Stakeholder meetings			●													
Develop core values, top priorities, themes						▮	▮									
Online Survey #2				▮	▮											
Open house #1						●										
Phase 4: Plan																
Steering Committee #4										●						
Create principles, desired outcomes								▮	▮	▮						
Develop scenarios								▮	▮	▮						
Develop future land use map								▮	▮	▮						
Phase 5: Build																
Finalize future land use map											▮					
Develop action plan											▮	▮				
Open house #2											●					
Write and compile report												▮	▮			
Steering Committee #5														●		
Phase 6: Adopt																
Present to staff															●	
Confirm our vision															▮	▮

COMMUNITY ENGAGEMENT OVERVIEW

The City of Huntington has conducted a number of community engagement activities to help develop and inform the content of Huntington 2035. The content and results of these activities are presented in the following pages.

A summary of the activities includes:
1. the online survey was closed in May 2023 with over 1,100 responses;
2. the planning staff organized a pop-up event during the 2023 Juneteenth Festival with 91 responses;
3. eight neighborhood conversations with the neighborhood associations were held in July and August with 205 participants;
4. an open house was held in August at the Huntington Area Convention and Visitors Bureau with 35 participants; and
5. a second online survey was held in May 2024 with 362 participants.

Event	Date	Respondents/Attendees
Online survey #1	May 2023	1,114
Juneteenth Festival pop-up event	June 2023	91
Neighborhood conversations	July, August 2023	205
Open house	August 2023	35
Online survey #2	May 2024	362
		1,807

SURVEY 1

The City of Huntington conducted the first online survey between March and May in 2023. The goal of the survey was to identify and understand major issues for the community. The feedback from this survey will guide and refine the development of goals, objectives, recommendations, and actions for the Comprehensive Plan update.

The total number of participants in the survey was 1,114. The first four questions provided demographic information about the participants. The remaining questions asked participants to rank what the City of Huntington should do to address the emerging topics from earlier public engagements like the open house and neighborhood meetings. The following is a summary of the responses received in the survey.

How long have you lived in the city of Huntington?
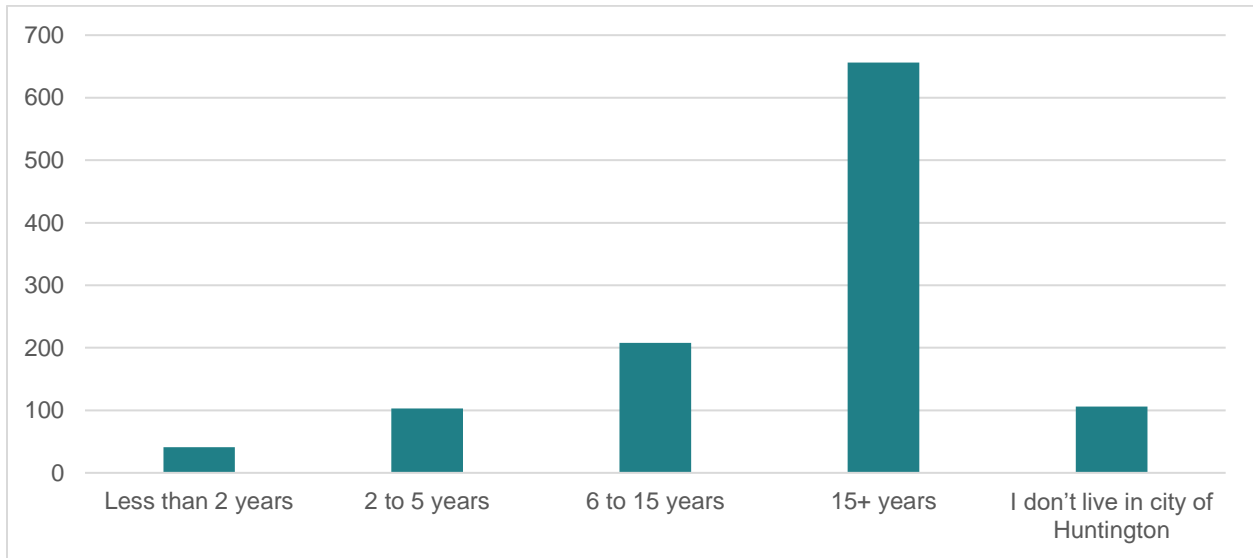
Answer	Count	Percent
15+ years	656	58.89%
6 to 15 years	208	18.67%
I don't live in city of Huntington	106	9.52%
2 to 5 years	103	9.25%
Less than 2 years	41	3.68%
Answers: 1,114 Skipped: 0		

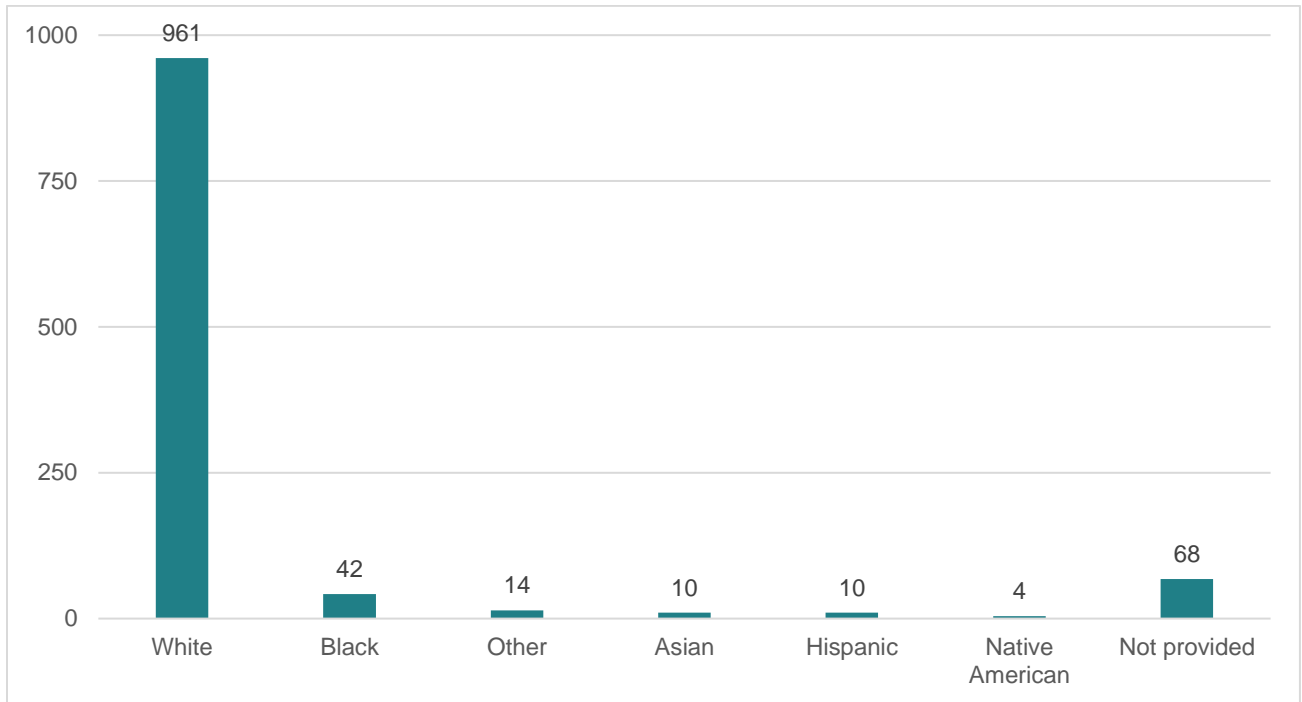**If you live in the city of Huntington, do you own or rent your current home?**

Rent, 204, (20%)
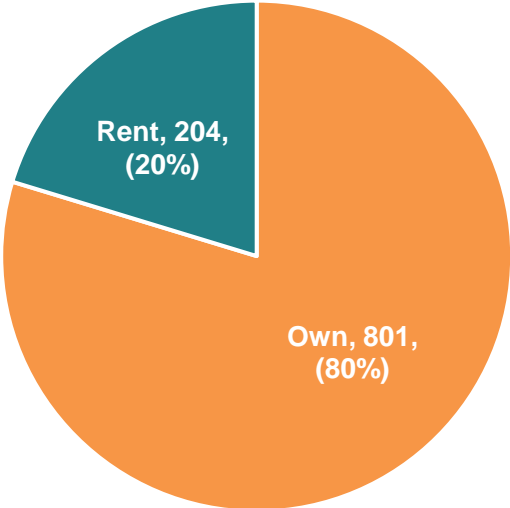
Own, 801, (80%)

Answer	Count	Percent
Own	801	71.9%
Rent	204	18.31%
Answered: 1,005 Skipped: 109		

How old are you?
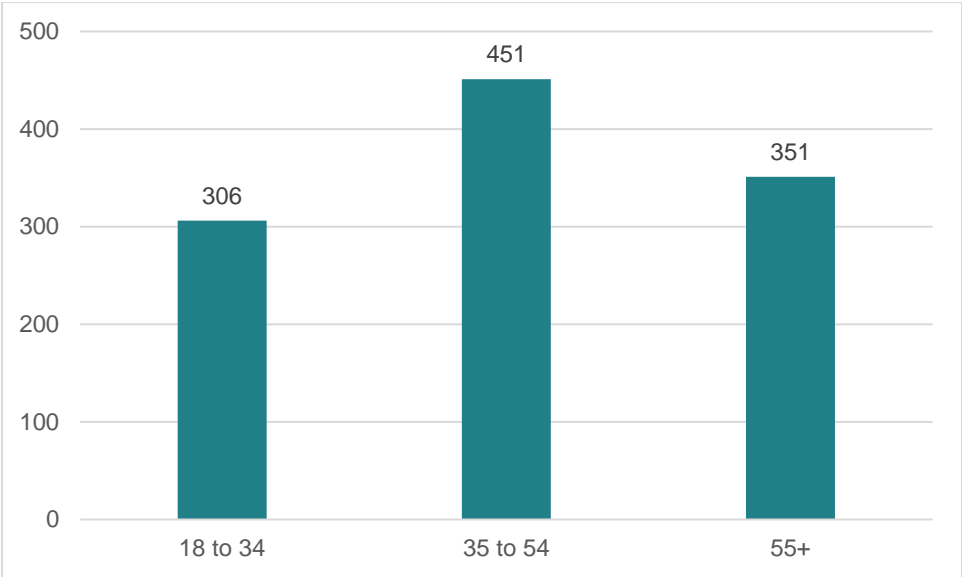
Answer	Count	Percent
35 to 54	451	40.48%
55+	351	31.51%
18 to 34	306	27.47%
Under 18	4	.039%
Answered: 1,112 Skipped: 2		

Which ethnicity/race do you identify with?

Answer	Count	Percent
White, non-Hispanic	961	86.27%
Prefer not to answer	68	6.1%
Black or African-American	42	3.77%
Other	14	1.26%
Asian-American	10	0.9%
Hispanic	10	0.9%
Native American	4	0.36%
Answered: 1,109 Skipped: 5		

Please select up to three issues that you believe the Comprehensive Plan must address.
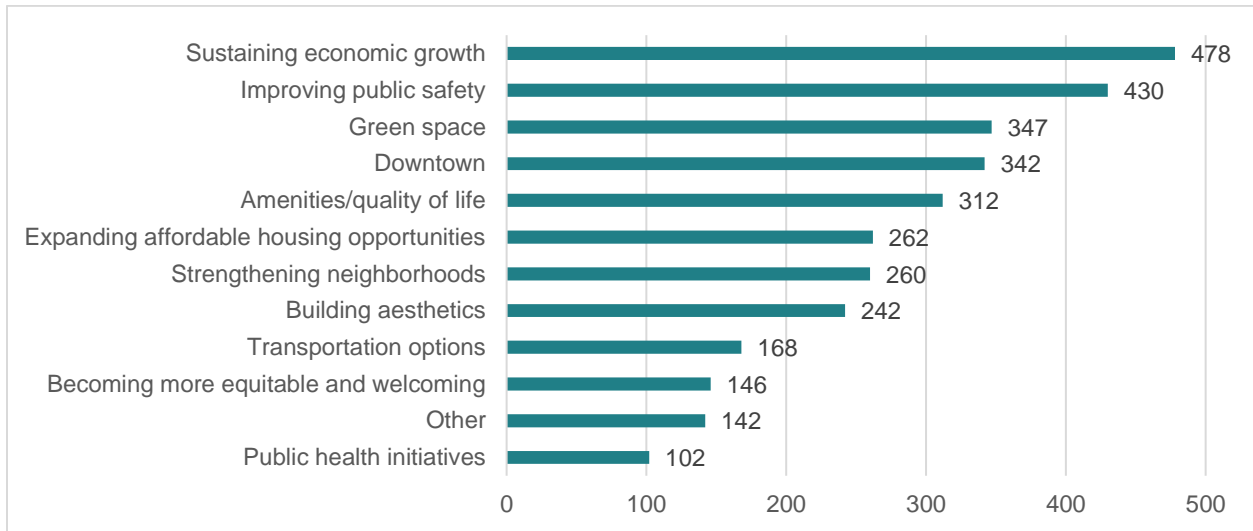

Answer	Count	Percent	Answer	Count	Percent
Sustaining economic growth	478	42.91%	Strengthening neighborhoods	260	23.34%
Improving public safety	430	38.6%	Improving the aesthetic of buildings and architecture	242	21.72%
Preserving green space like parks, gardens, and wooded areas	347	31.15%	Improving transportation options and reducing congestion	168	15.08%
Keeping downtown strong and/or making it stronger	342	30.7%	Becoming more equitable and welcoming for all residents	146	13.11%
Keeping our amenities and quality of life strong and/or making them stronger	312	28.01%	Other	142	12.75%
Expanding affordable housing opportunities	262	23.52%	Expanding public health initiatives	102	9.16%
Answered: 1,112 Skipped: 2					

Top ten "Other" responses to "Please select up to three issues that you believe the Comprehensive Plan must address."
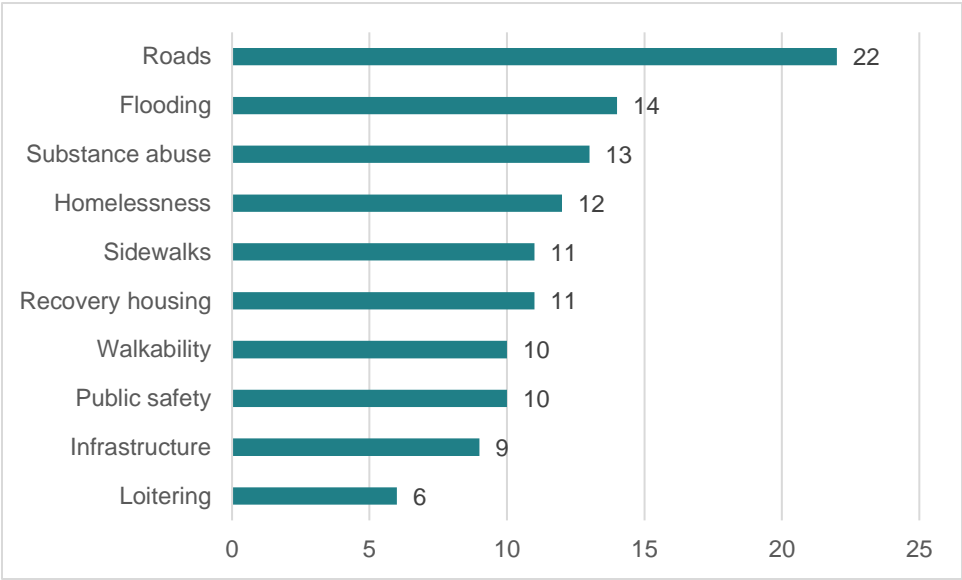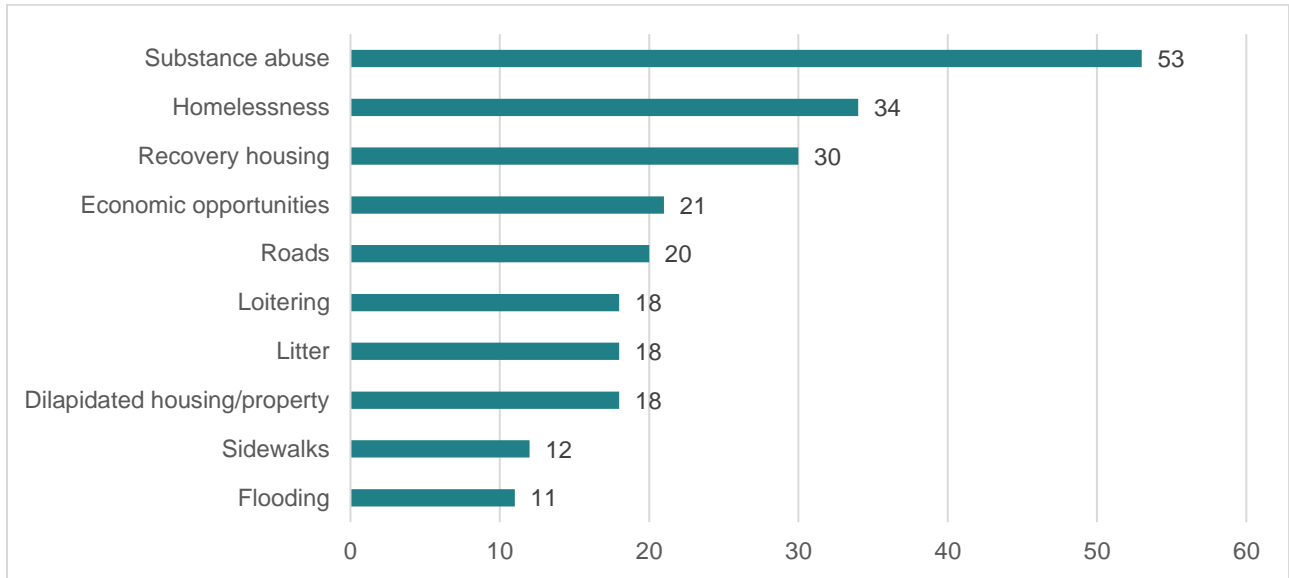

Answer	Count	Answer	Count
Roads	22	Sidewalks	11
Flooding	14	Public safety	10
Substance abuse	13	Walkability	10
Homelessness	12	Infrastructure	9
Recovery housing	11	Loitering	6

What community factors have the greatest NEGATIVE impact on your quality of life in Huntington?
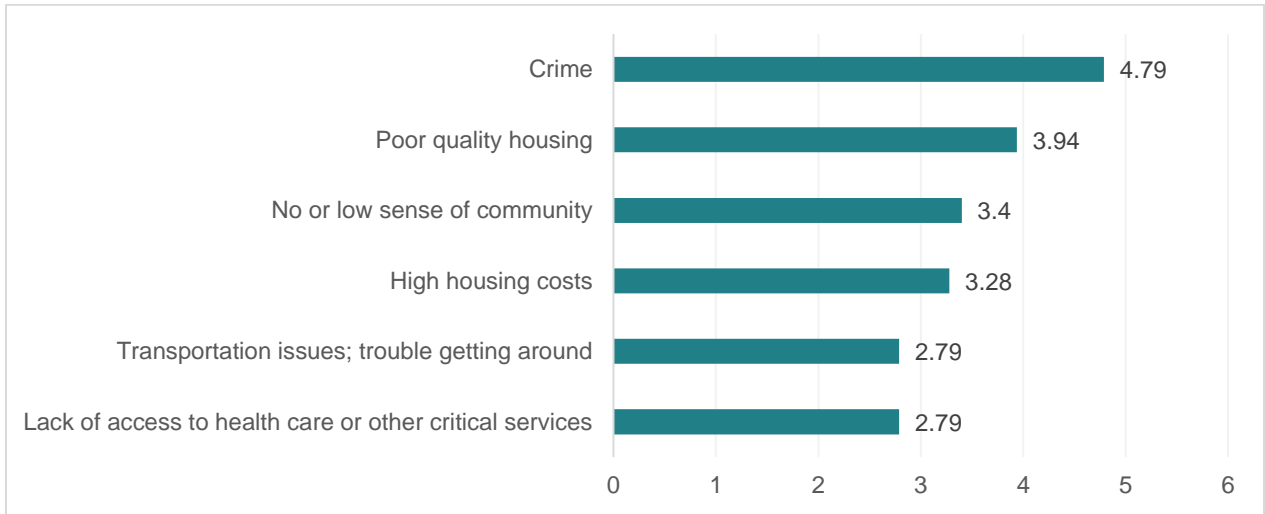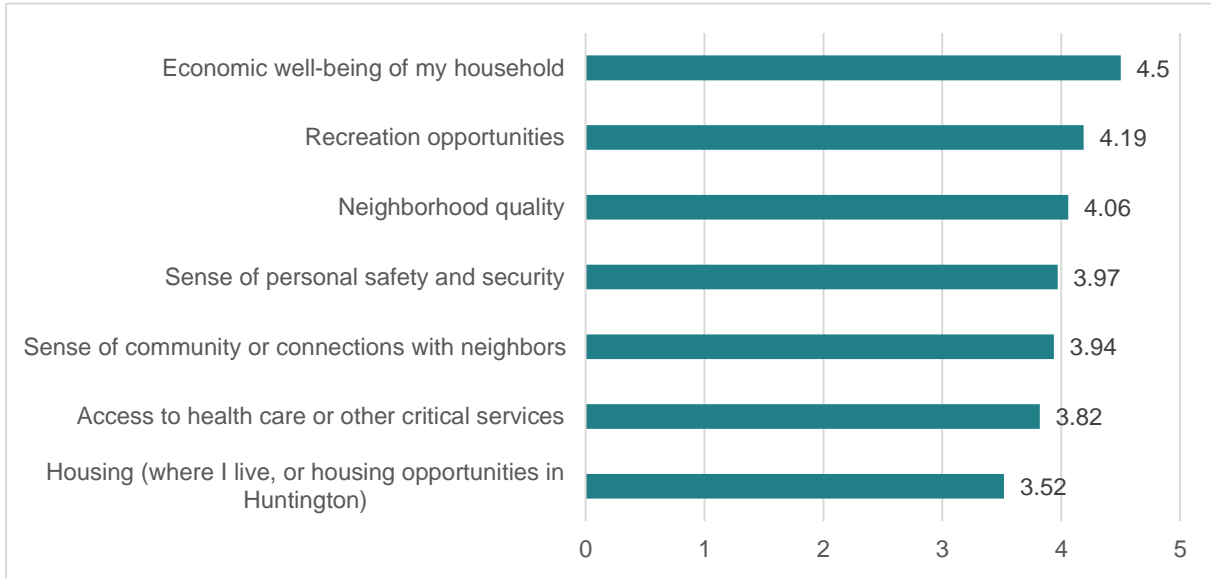

Answer	Average score (out of six)	Percent stated top priority
Crime	4.79	51.83%
Poor quality housing	3.94	16.24%
No or low sense of community	3.40	9.91%
High housing costs	3.28	10.27%
Transportation issues; trouble getting around	2.79	6.33%
Lack of access to health care or other critical services	2.79	5.41%
Answered: 1,090 Skipped: 24		

Is there another negative community factor that has a great impact on the quality of life in Huntington not listed?
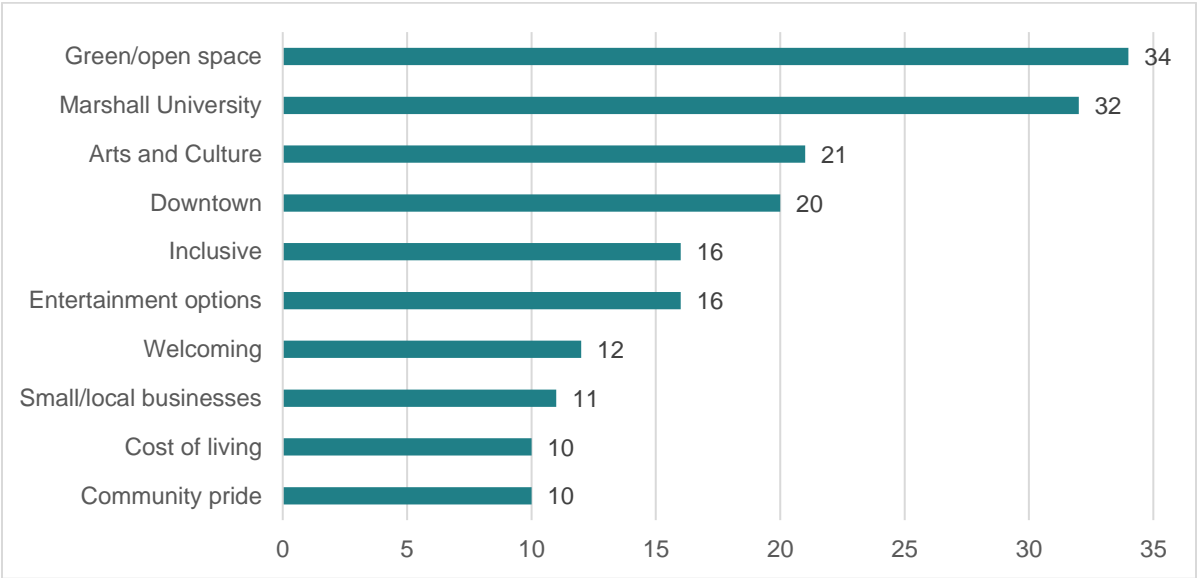

Answer	Count	Answer	Count
Substance abuse	53	Dilapidated housing/property	18
Homelessness	34	Litter	18
Recovery housing	30	Loitering	18
Economic opportunities	21	Sidewalks	12
Roads	20	Flooding	11

## What community factors have the greatest POSITIVE impact on your quality of life in Huntington?

Answer	Average score	Percent stated top priority
Economic well-being of my household	4.50	21.91%
Recreation opportunities	4.19	14.45%
Neighborhood quality	4.06	9.47%
Sense of personal safety and security	3.97	16.36%
Sense of community or connections with neighbors	3.94	14.35%
Access to health care or other critical services	3.82	15.22%
Housing (where I live, or housing opportunities in Huntington)	3.52	8.23%
Answered: 1,045 Skipped: 69		

Is there another positive community factor that has a great impact on the quality of life in Huntington not listed?

Answer	Count	Answer	Count
Green/open space	34	Entertainment options	16
Marshall University	32	Welcoming	12
Arts and Culture	21	Small/local businesses	11
Downtown	20	Community pride	10
Inclusive	16	Cost of living	10

How concerned are you about each of the following issues?
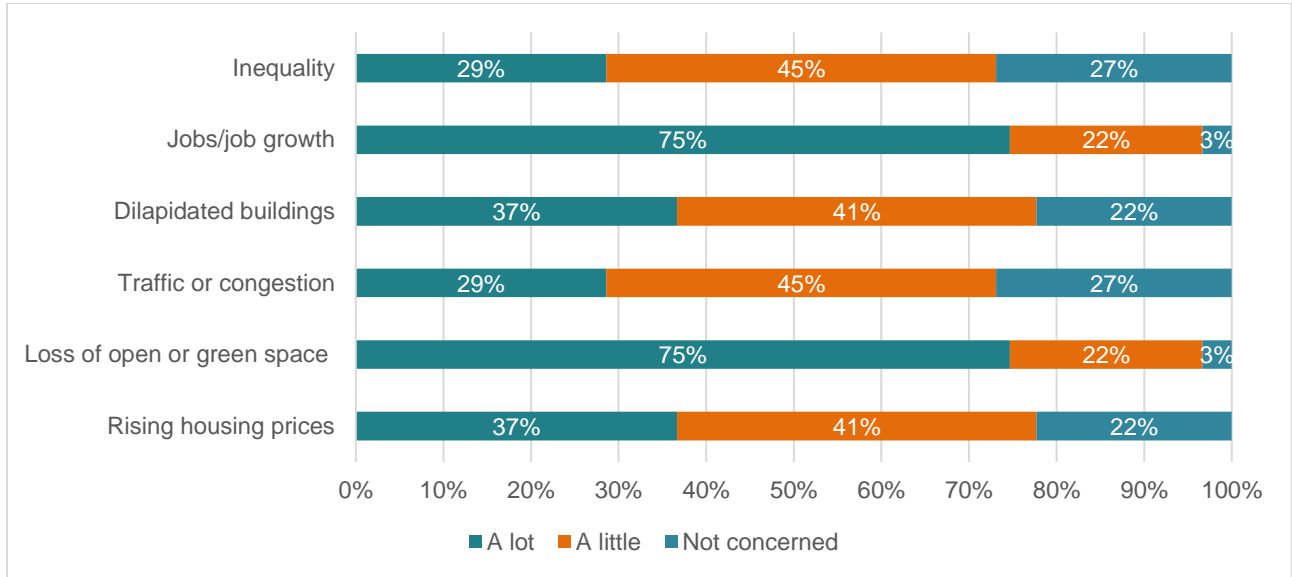

	A lot	A little	Not concerned
Rising housing prices	36.36%, (405)	40.66%, (453)	22.08%, (246)
Loss of open or green space in the city like parks, gardens, and wooded areas	74.15%, (826)	21.81%, (243)	3.32%, (37)
Traffic or congestion	28.28%, (315)	43.99%, (490)	26.57%, (296)
Dilapidated buildings	36.36%, (405)	40.66%, (453)	22.08%, (246)
Jobs/job growth	74.15%, (826)	21.81%, (243)	3.32%, (37)
Inequality	28.28%, (315)	43.99%, (490)	26.57%, (296)

Do you see yourself relocating for employment or financial reasons in the next two years?
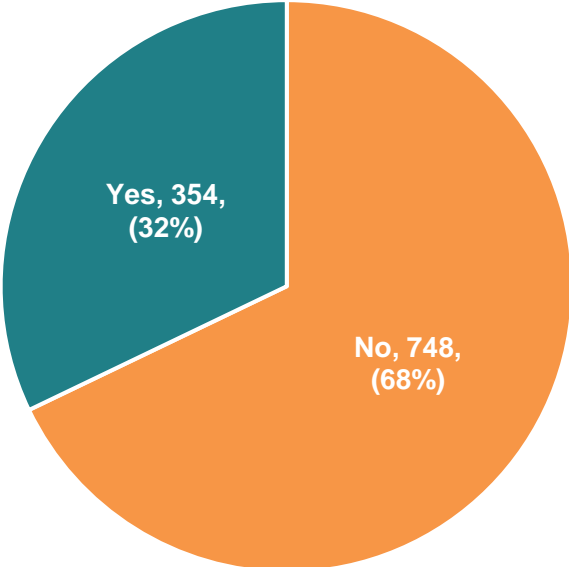
Yes, 354, (32%)

No, 748, (68%)

Answer	Count	Percent
No	748	67.15%
Yes	354	31.78%
Answered: 1,102 Skipped: 12		

If so, what would be the reason(s) for relocating?
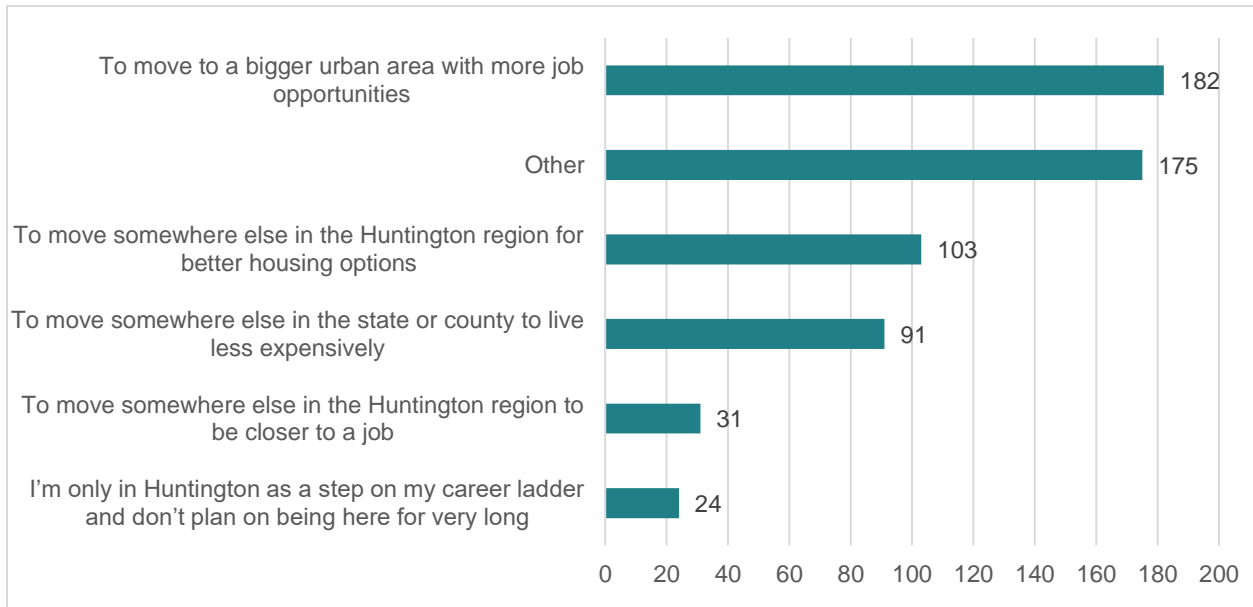

Answer	Count	Percent
To move to a bigger urban area with more job opportunities	182	16.34%
Other	175	15.71%
To move somewhere else in the Huntington region for better housing options	103	9.25%
To move somewhere else in the state or county to live less expensively	91	8.17%
To move somewhere else in the Huntington region to be closer to a job	31	2.78%
I'm only in Huntington as a step on my career ladder and don't plan on being here for very long	24	2.15%
Answered: 606 Skipped: 508		

Top ten "Other" responses to "If so, what would be the reason(s) for relocating?"
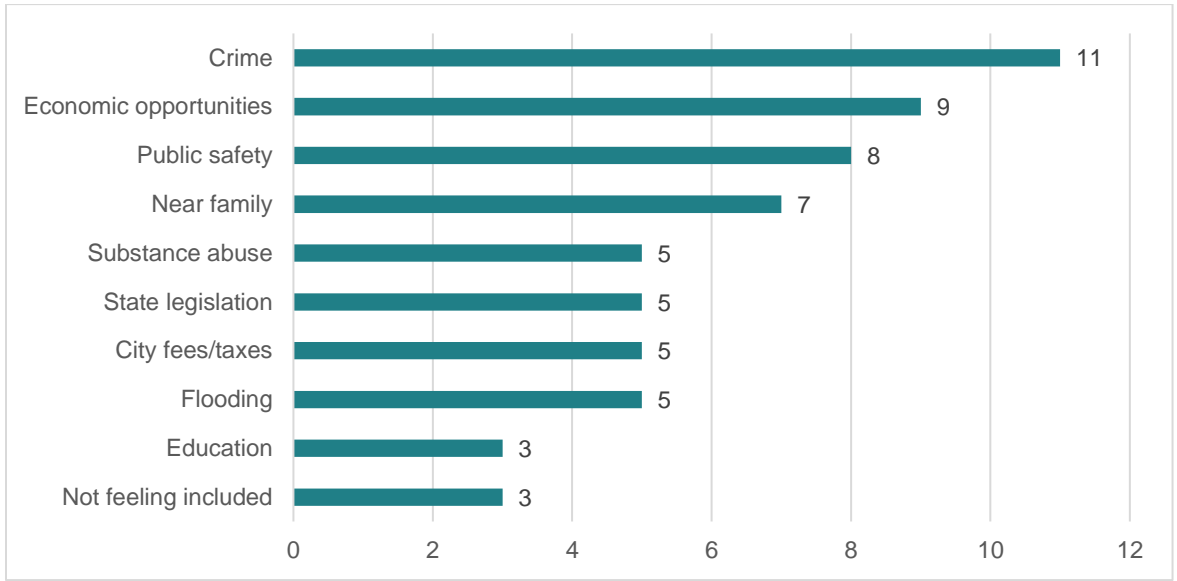
Answer	Count		
Crime	11	City fees/taxes	5
Economic opportunities	9	State legislation	5
Public safety	8	Substance abuse	5
Near family	7	Not feeling included	3
Flooding	5	Education	3

**If you were responsible for funding the following community priorities, how would you spend the money?**
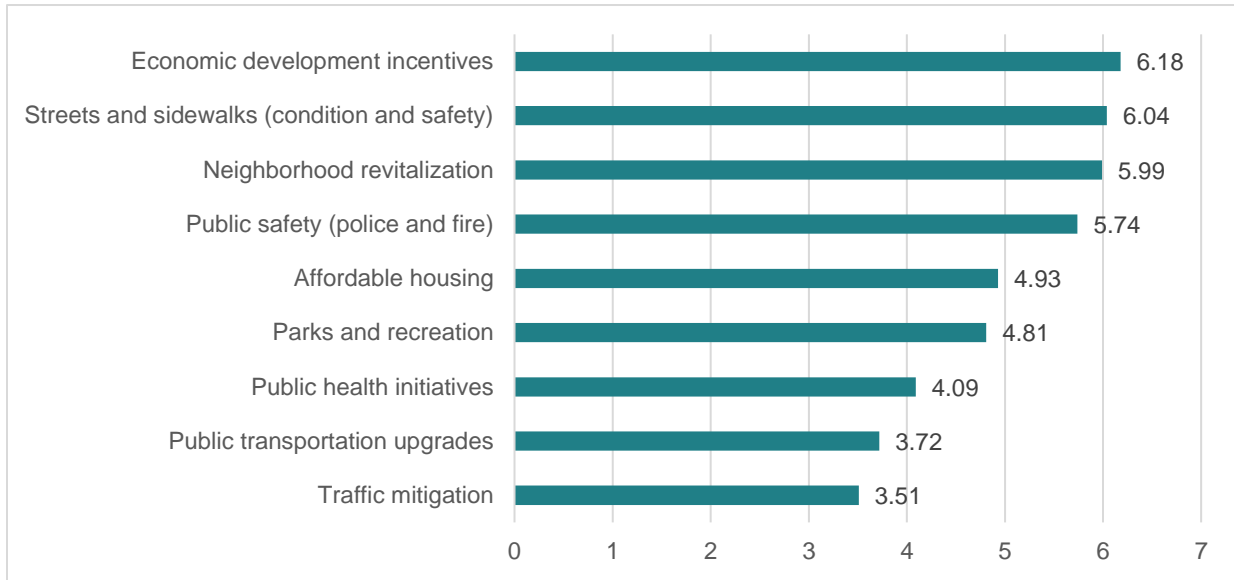
Answer	Average score	Percent stated top priority
Economic development incentives	6.18	23.05%
Streets and sidewalks (condition and safety)	6.04	14.05%
Neighborhood revitalization	5.99	15.43%
Public safety (police and fire)	5.74	23.69%
Affordable housing	4.93	11.39%
Parks and recreation	4.81	4.59%
Public health initiatives	4.09	3.67%
Public transportation upgrades	3.72	2.48%
Traffic mitigation	3.51	1.65%
Answered: 1,089 Skipped: 25		

JUNETEENTH POP-UP EVENT

The City of Huntington held a pop-up event during the Juneteenth Festival on June 17, 2023. Staff and consultants provided the public with information about the Huntington 2035 planning process and documented verbatim responses to the engagement question: "What's your BIG idea for Huntington?" Visitors wrote their "big ideas" on a chalkboard. Respondents provided 60 unique responses and an additional 31 votes to second responses for a total of 91 responses. The responses were then sorted into 16 themes that represented each comment. These themes highlight some items to be addressed in the Comprehensive Plan, but they also speak to ideas that go beyond the required elements. The following is a summary of the responses received during the pop-up event.

What is your "big idea" for Huntington?
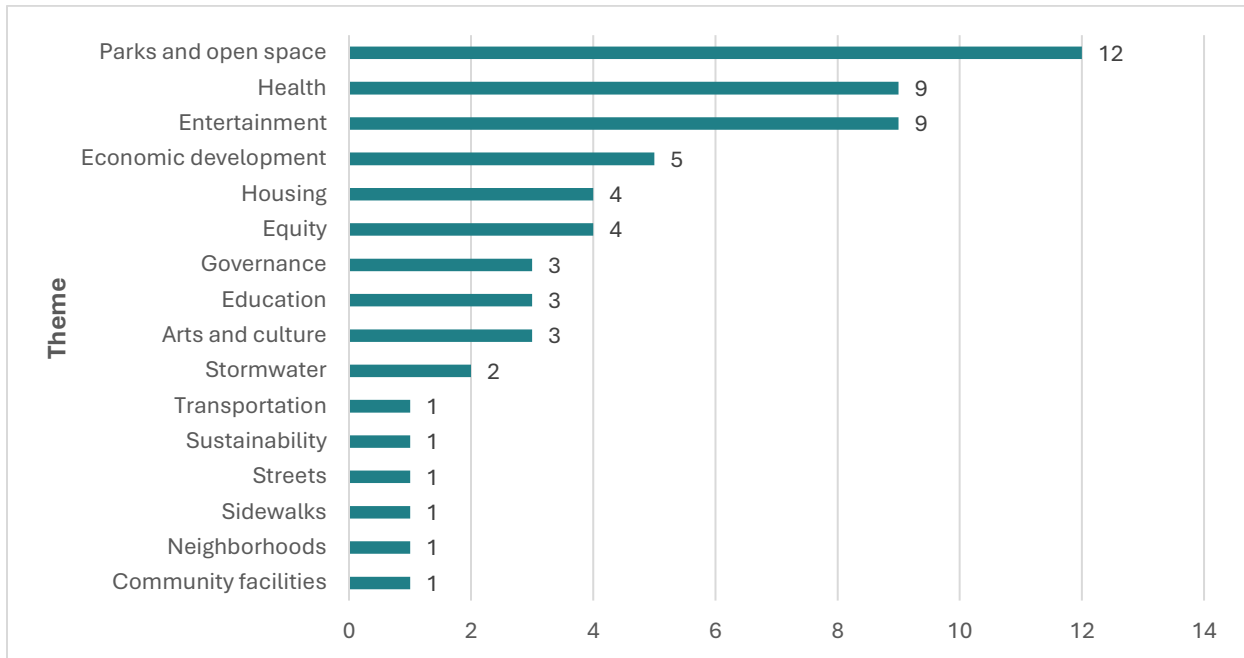
Theme	Count	Theme	Count
Arts and culture	3	Housing	4
Community facilities	1	Stormwater	2
Economic development	5	Neighborhoods	1
Education	3	Parks and open space	12
Entertainment	9	Sidewalks	1
Equity	4	Streets	1
Governance	3	Sustainability	1
Health	9	Transportation	1

| Idea	Seconds	Code
Cultural musems attractions	2	Arts and culture
More libraries	1	Arts and culture
Cultural center Mrs. TC		Arts and culture
Pick up the trash when the trash time is		Community facilities
Better pay and insurance for teachers including Pre-K	1	Economic development
Jobs along Hal Greer for the people living in the community		Economic development
More events that encourage local shopping		Economic development
More kids clothes		Economic development
Reimaging real innovation in Huntington		Economic development
Fashion designer studio for kids		Education
Fashion shows where kids design outfits		Education
Getting better teachers		Education
More stuff for kids	7	Entertainment
A big theme park	3	Entertainment
Adult entertainment that does not require alcohol	1	Entertainment
Arcade		Entertainment
Baseball team		Entertainment
Have friends and fun		Entertainment
More entertainment center for younger/older kids		Entertainment
More fun		Entertainment
Skyzone		Entertainment
Better people		Equity
Make the big ideas more inclusive		Equity
More handicap access sidewalks		Equity
Support black lives		Equity
Lower taxes		Governance

No guns		Governance
Not 1.25 it need to be 1.00		Governance
Better quality drinking water	1	Health
Childcare (coordination with education system)		Health
Free recovery resource center		Health
Get rid of the drugs		Health
House homeless		Health
Less stray animals on the street		Health
Princess and princes week for homeless children		Health
Smile more		Health
Utility program for low income people (not LEAP)		Health
Clean safe affordable housing	2	Housing
Safe student housing	2	Housing
More apartments		Housing
Tiny homes for homless		Housing
Fix the drainage system		Stormwater
Monthly Four Pole Creek inspection		Stormwater
Banners for Westmoreland		Neighborhoods
Basketball courts	3	Parks and open space
Youth programs	3	Parks and open space
A cleaner park bathroom	1	Parks and open space
More amusement/splash parks	1	Parks and open space
Baseball everywhere		Parks and open space
BB courts @ Ritter		Parks and open space
By cleaning up the Ohio River by hiring the homeless and begin offering water sports and concerts		Parks and open space
Camp opportunties		Parks and open space

Cleaner parks		Parks and open space
Ice rink		Parks and open space
Splash park		Parks and open space
Track for running		Parks and open space
More sidewalks		Sidewalks
More trees on the sidewalks	1	Streets
Stop putting cigarretes on the road		Sustainability
More improvements on public transprotation	2	Transportation

NEIGHBORHOOD CONVERSATIONS

Neighborhood conversations were held between March and July 2023. These were organized and facilitated by City staff with support from the Steering Committee for neighborhood association and community members. The conversations introduced the Comprehensive Plan process and walked groups through various discussion points. Participants took notes on worksheets that were created by the consultant team and returned to the City staff. The goal of the neighborhood conversations was to increase discussion for neighborhood-specific issues and opportunities.

Attendance
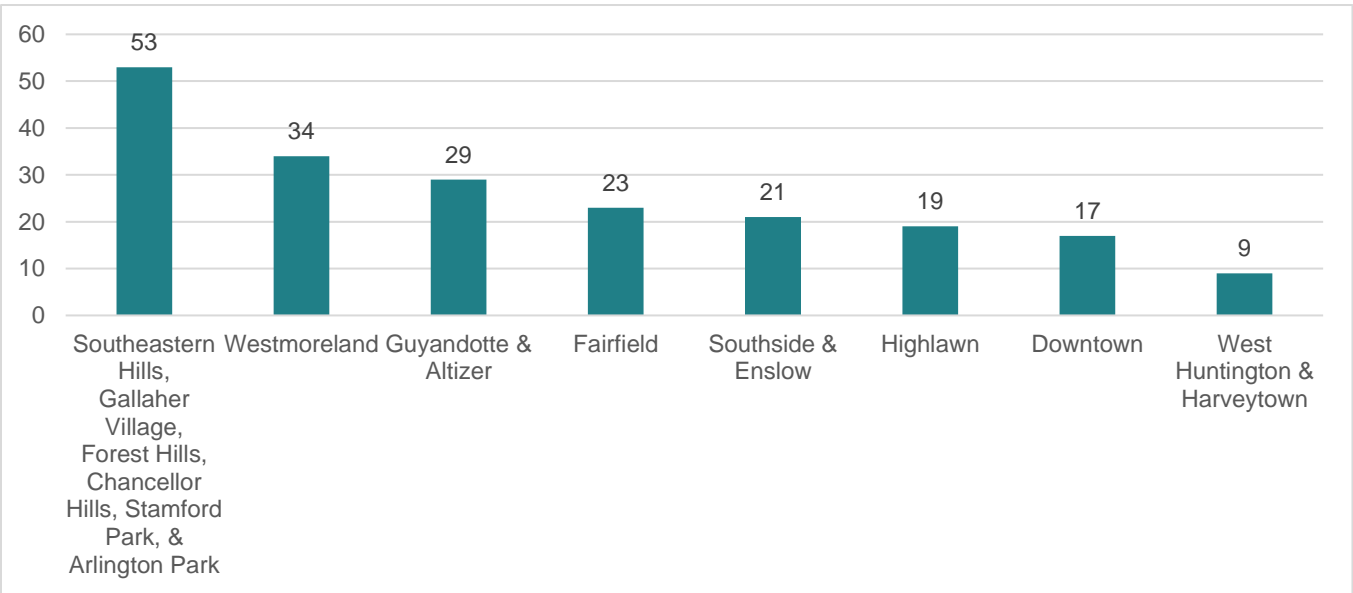
Neighborhood	Attendees	Neighborhood	Attendees
Southeastern Hills, Gallaher Village, Forest Hills, Chancellor Hills, Stamford Park, & Arlington Park	23	Southside & Enslow	53
Westmoreland	21	Highlawn	19
Guyandotte & Altizer	29	Downtown	17
Fairfield	34	West Huntington & Harveytown	9
		TOTAL	**205**

1. What makes your neighborhood a great place to live, work, play (strength/assets)?

Southeastern Hills, Gallaher Village, Forest Hills, Chancellor Hills, Stamford Park, & Arlington Park

• Lots of nature • Greenspace • Feeling of community • Safe on Brereton, Romar (not N. Terrace, Valley - scared) • Alchemy Theater • Churches of all denominations • Want Giovanni's back • Schools • People • Quiet • Nature/woods, yards/gardens • Ideal for WFH • Great greenspace • Close to Ritter, YMCA, Rotary, Hospital, library	• Lack of HOAs • Safe • Zoning • Convenience • Low traffic • History (SH Cem) • Aff[ordable] housing • Single families • Pride in neighborhood • Alchemy Theater • Forming neighborhoods (crossroad comm.) • Quiet and safe • Walkability, convenience, safety • Access to I-64	• Neighborhood diversity • Greenery, desirable homes • Plentiful community spaces, Churches with gyms and plenty of meeting rooms, library meeting room, community centers • Green spaces-Gallaher Village Square, Rotary Park, Community Gardens at Spring Hill, both cemeteries • Great community active library • Community Sponsored Agriculture Program • Feeling of community • Great Neighborhood Association

Westmoreland

• Community • Helping • Peaceful • Clean • Low crime rate • Generational community • Sense of community • Low crime/safe environment • Low traffic • Generational community pride • Good schools • Easy access to stores, interstate, downtown	• Owner occupied homes • Small town atmosphere • Neighbors/good people * • Dedicate police presence • Pride, sense of community • Police/patrolling • Generation community pride • People • Community - help each other • Peaceful - respectful	• Low crime rate • Clean • Our own park • Low crime • Helping one another • Community * • Everyone watches out for one another • Pride • Property is kept up • School system (for the most part) • Good church community • Camden Corner

Guyandotte & Altizer

• We have a self functioning community • Post-office • Library • Community area (UFW - Ballroom) • Elementary school - good community members • Close to work (downtown) and resources • Food pantries • Clothing closets at church • Boat ramp • Some small business • Community + single family dwellings • GNA • Library • Neighbors • Sense of community	• Sense of safety from HPD • Community events • History • Community Vol. (care) • Sense of community • Neighbors helping neighbors • Historic character • School/library being close • River • Businesses + programs • Library school live • Self functioning community • Community members • Downtown but cheaper rent • People know each other + help out when in need • Boat dock • Not a bad place to be but economically hard	• Historical buildings • Great neighborhood association • Splash pad • Caring ind. Who love their community • Good sense of neighbors, safety, community events, volunteers • Self govern • VFW • Boat ramp • Community driven • Neighbors families know everybody • Help each other out • Trying to keep clean • Historic character • Old buildings • Oldest congregation in nation beautiful church • School • Boat dock

Fairfield

- People are caring
- Anchor institutions ie. business that have been here for over 5 years
- Invested in the community
- Help for police
- AD Lewis, Unlimited Futures, Scott Center, Ebenezer Day Care and Medical Center
- Access to downtown, amenities, walking distance, public transport, hospital
- Good neighbors
- Worship services available (religious community)

- Challenges
  - Construct new building for AD Lewis facing Hal Greer Blvd as part of the City's beautification project
  - Better lighting in streetscapes
  - Speed management
  - Employment training and job development
  - Business district in neighborhood (ie grocery store, small business development, event venue)

- Great place to live & work
- Not a lot of commercial places either hospital or fast food
- Have some central services hospital
- AD Lewis Center
- Barnett Commons
- Location to interstate
- Room to growth for more opportunities
- Families
- Safety & security
- Close to hospital, university, downtown
- Access to interstate
- Close to parks

Southside & Enslow

- Walkability, like schools in neighborhoods (kids can walk to schools)
- love historical architectural features like brick streets
- Well maintained trees (big) with shade
- Bridge restoration was great
- Central location
- Porches

- Historic and beautiful
- Recreation facilities
- Architecturally significant
- Close to hospital
- Highway convenience
- Parks
- Strong sense of neighborhood
- Ritter park
- YMCA

- Neighborhood churches - provide community spaces
- Festivals
- Services (after flooding)
- Diversity of income levels and people
- Police - responsive
- When coming in, you're here for a purpose

Highlawn

- SMMC (proximity to health care) and other employers
- Highlawn elementary
- Sidewalks
- Grocery store
- Proximity to Marshall
- Proximity to downtown
- Easy access (two main corridors)
- 2 parks
- Only area without a floodwall
- Strong neighborhood leadership
- Community gardens
- Churches (involved in some way)
- Grocery store / all amenities
- Healthcare access
- Easy to meet people

- Lots of houses w/ front porches
- Sense of community
- Fairy secure neighborhood
- New development
- Trees/shade/green space
- Soccer stadium (national champs)
- Maintain historical look
- Tight community
- RIverview park
- Low crime rate
- Long term residents
- Open property for businesses
- Wide variety of current businesses
- Accessibility - close to things
- Some walkability
- Nice doggies

- Hospital
- Friendliness
- Attractive
- Engagement - neighborhood association/alliance
- Elementary school in area
- Police presence
- Wide streets
- Access to hospital and campus
- Affordable housing
- Great place to walk - very connected
- Neighborhood school
- McClelland Park - River Access
- Sense of community - connected people

Downtown

- Robust entrepreneurial community growing
- Live music/outdoor dining
- Local ownership of restaurants
- Neighbors take care of each other
- Walk to everything - accessible
- Traffic versus Atlanta is great
- Festivals, restaurants
- Good parking and curb cuts

- Many entertainment and shopping options
- Food options
- Sidewalk cafes
- Culture and communication of the community
- Accessibility
- Free parking
- Walkable
- Feels safe
- Grocery store

- Free parking
- Friendly people
- Small business focus is better than Red Lobster
- Green living
- Need student housing and housing for many things within walking distances
- Its multigenerational
- Proximity of Marshall
- Pullman Square
- Entertainment, restaurants

West Huntington & Harveytown		
• Central City • Wonderful neighbors • Engaging people; share veggies • Caring neighbors	• Nice properties • SPECO • St. Clouds • Safe & quiet	• Neighbors, caring, engaging people, sharing veggies, safe, quiet, unkempt property • Central City! Independent businesses! Music

2. Consider your neighborhood in terms of challenges and opportunities. What things are missing and need to be improved?

Southeastern Hills, Gallaher Village, Forest Hills, Chancellor Hills, Stamford Park, & Arlington Park	
• Landlords/rentals • No sidewalks * • Vacant buildings/homes • "Crossroads" painted - risk • Transportation options • Calming devices engineering • Deterioration of sidewalks (Saltwell) • Flooding - Arlington/other streets • Parking on street - Arlington • No farmer's market / fresh food • Drainage (ie Norway) - particularly during heavy rain • Accessibility (income wise) • Walkability - Norway (Wal-Mart) • Sidewalks • Lighting • Speeding • Businesses • GV Square - develop • Access road (Saltwell) sidewalks dangerous, speed limit needed as well as major repair • Alchemy Theater not keeping grounds good order • Leaks water system • Adequate fire hydrants • Out of state street sweeping marks more mess • Neighborhood drug houses destroy prop. Values • Creepy dispensaries of Marijuana • Need playgrounds, crosswalks, places for kids/families • Food desert -> possible bodega/farmer's market • Speed needs to be addressed -> signage, bumps? • Sidewalks/curbs • Marcum Terrace -this area continues to deteriorate, the apartments themselves are in poor shape, the kids are forming gangs, there are rumors of drugs being sold on the school buses. The streets surrounding the terrace are also suffering from the drug issues that plague the terrace. • Empty Storefronts Ernie's 76 gas station, is abandoned and a hazard and occupies a prime business location, the building between the alleys on the Walnut hills side of Norway in the village has been many business in the past, now it a place of nefarious goings on, the dry cleaner property, the old consignment shop, the old Neiman's property, the old Rich oil property, the old Aladin property, the old Budget pharmacy property. • Sidewalks walkable communities need walkable sidewalks. To help build up for the businesses in the neighborhood the sidewalks need improved, starting with but not limited to cemetery to cemetery. • Abandoned houses • Lack of curbs, this lets water flow into resident's houses	• Flooding and freezing, Ferguson Road, Washington Blvd at rt 60 and Arlington Park are the spots that flood the worst. Natural springs and runoff at Chestnut and Fairfax, Gallaher and Roland and the bottom of the Green Oak cause issues with freezing. Also the storm drains • Lack of coordination between city and utilities Seems we no sooner get a road paved and a utility comes in and tears it up. The utilities also do a poor job putting to rights what they tear up • Poor job paving the old layers are not properly removed before new asphalt is put down. Now the existing street is dead even with the sidewalk or yards in most places, leaving water accumulating during rain storms on the streets or in the yards. We need gutters and curbs • Litter still a problem, people do use the barrels the neighborhood association put out. In the 70's there were trash cans on the main thoroughfares of the neighborhood. Could these not be placed again with additions along Roby and Norway and Washington and the Sanitation department empty them on the days they are on those streets. If we have money to water flowers (and we are not against that) couldn't this be done as well. • Drug rehab housing • Enforcement of speeding and traffic rules and an additional crossing light at Washington and Avondale intersection. • Rotary Park is a beautiful resource on the edge of our neighborhood, it is also largely neglected by the park board. Disc golf is a popular sport and should be promoted more and the course upgraded, there is an area that has ramps and such for bikes and skateboards that have fallen into disrepair, the trails and views of Huntington the park offers are incredible but the views have been blocked by overgrowth and the trails are not marked clearly. There is also plenty of room to put in a splash pad which would serve the families in the area well. It has a number of underused sports courts and fields as well. • Peyton elementary, does anyone know what's going on there, is it just being left to rot • Empty storefronts, by experimentation we are really confident we could support a small green grocer or something akin to the wild ramp. We are working on the actual viability of having a coffee shop/restaurant/deli in the village. Other ideas that would benefit our community. • Rebuild what was good, rejuvenate outdated things that worked in the past, look forward with engaging new neighbors and encouraging ownership.

Westmoreland

• Code enforcement • Dilapidated housing • Westmoreland day • Grocery store • Westmoreland palooza • Spaces, greenspaces - Waverly • Concert for ... • Infrastructure (Sidewalks, street lights (dim), PATH maintenance) • Grocery store • Lack of maintenance @ public spaces • Concerns for future sense of identity for Westmoreland	• Grocery store; events/recreational • Activities • Community center • Maintain greenspace • Code enforcement for dilapidated buildings • Sense of community identity • Public works & state • Grocery store • Maintain public area • Beautification • Dark areas and bad lighting • Maintain PATH • Grocery store • More activity for youth • Speeding	• Westmoreland festival or activity • Concert series in our park • Infrastructure - paving, sidewalk • More responsive city representatives* • Less rental properties • Community center* - maybe at old fire station? • Grocery store/supermarket* • More restaurants* • Less rental housing* • New fire station! • Code enforcement/property appearance • Dilapidated houses • Sidewalks • Lighting • Street signs • Disenfranchised

Guyandotte & Altizer

• A park that's not the school playground • Better street lighting • Tear down the houses that are falling apart • Community store-grocery and other needs • Service industry jobs • Seeming lack of consideration by City • No infrastructure for kid - playgrounds, splash pads, parks • No grocery/pharmacy - Fruth-Proctorville • No damned sidewalks • Sidewalks, roads, street lights • Parks/youth activities • Grocery/farmers market • Murals on flood walls • Cold weather shelter	• Drug problems/drug abuse • Not a lot of stuff for kids to do • Attracting new businesses • Condition of roads • Low median income • Grocery store • Police presence increase • Access safe roads and sidewalks • Exercise, grocery stores, laundromat • Lighting • Park not part of school • Community store not gas station • No pharmacy, no grocery • No infrastructure for children living in comm. • Plan for a skatepark? • Homeless population	• Flooding Buffington potholes • More mural on floodwall • Trash • Homelessness • Restroom @ boat dock • Need businesses, food • Homeless - living on streets - need help! • Trash • Kids on 4-wheelers, but don't have anything better to do • No where for people to go • Attracting new business is a challenge • Roads, potholes need sidewalks • 8th Avenue vandalism police don't come • People aren't rebuilding houses • Funding • Idea that COH does not prioritize this community • Play area for kids • Floodgates close - Old Guyandotte River floods, no emergency services

Fairfield

• Police presence - listening and acting on the concerns of the community
• Dilapidated housing
• Trash
• Homelessness
• Opportunities
  o More skilled apprenticeship
  o Trade schools back in school
  o Better communications in the neighborhood
  o Lack of community networks
  o No follow up meetings to keep us informed
  o Securing resources
  o Youth experiences
  o Restaurants
	• Historical markets ie Barnett School
	• Cross walks
	• Street named after African American Contributors ***
	• Marshall needs to partner @ community
	• Money - budget for projects
	• Dedicated resource for planning and development in Fairfield
	• Educational system that support black youth
	• Jobs
	• Business that hire people from our community
	• More training programs
	• Variety of foods restaurants
		• Need money to start new businesses
		• Employment, use of minority owned businesses as contractors, more job training, more businesses
		• Gym
		• Grocery store
		• Increased black owned business to parity banks, investment, real estate
		• Resource center
		• Outdoor recreation area (basketball court)
		• Need preferences to neighborhood residence to abandoned housing
		• Treating home ownership as a mandatory requirements
		• Neighborhood unity
		• A group of collective citizens to promote businesses - buy businesses - share resources

Southside & Enslow

- Four Pole Creek drainage needs to be improved
- Still a lot of vacant houses or in disrepair
- Far walk for local goods and services like coffee shop, grocery, post office
- A lot of stop signs are covered by trees
- Tree maintenance and sidewalks in disrepair
- Utilities often go out during storms (maybe make some utilities underground)
- Little code enforcement
- Single family houses being developed into multi

- Too many rentals (if rental house goes for sale, offer tax credits to encourage live-in home owner)
- Need more trees along Four Pole Creek to decrease erosion
- Treatment, intake locations
- Zoning
- SIngle-family homes retained
- Dilapidated structures
- College and sober living houses
- Flooding
- 5th Ave bridge choke point
- Flood emergency evacuation system plan needed

- Need cooperation between county and city to conduct hydro study
- Lack of quality and affordable housing
- Vacant houses
- Stormwater problems
- There are so many players when things need to be improved → water, flooding
- Moving meadows out of neighborhood
- Lack of respect for traffic laws
- Emergency exit from Enslow Park
- Lack of new homes
- More jobs
- BOE coordinating with City
- Rental unit parking
- Theft/break-ins
- Street lighting
- Homelessness/work programs

Highlawn

- Flooding (roads) but to improve
- Walkability
- Street lighting fairly poor
- 3rd & 5th Avenues are hard to cross
- Health/wellness opportunities (cost of Marshall Rec is high)
- No community center (elderly)
- Low inventory of one story housing
- Older housing stock (not many new houses)
- Too many rentals in disrepair

- Repurposing of old Highlawn Elementary (community/senior center?)
- Senior center @ old Highlawn Elem.
- CLothing or hardware store missing
- Drugs, speeding
- Homes kept up to code
- Flooding
- Sidewalks
- Degraded houses
- Property upkeep
- Crossing major streets

- Lighting, streets are dark, public lighting
- Upgrading crosswalks, lighting, pedestrian access
- Speeding in neighborhood streets
- Fewer lanes on 3rd/5th (lane diet)
- Bike lanes - Built lanes
- 13th Street division
- Dilapidated housing stock
- Sidewalks / driveways
- Sidewalk expansion
- Speeding on 3rd Avenue
- Homelessness
- Vagrancy

Downtown

- Need to regulate sober houses / homeless
- Need angled parking on 4th Avenue
- Need help/grant assistance for small business owners
- Not enough parking on 4th near 1300-1600 block
- Need more ready to move in spaces that don't require renovations
- Need 4th Friday or monthly shopping event
- Empty storefronts
- Homeless/drug community has grown
- Absentee property owners

- Safety after dark/lighting
- Bridge the gaps between pockets of redevelopment
- Control dumpster diving
- High number of repeat fallouts from rehab programs - the agency bringing them here needs to be accountable
- Re-introduce organized shopping events
- Inclusion in selecting the businesses to come in
- Diversity in music and entertainment
- Parking opportunity of coaching/infographics to inform

- Walking paths - brighter alleyways / walk way development
- Affordable housing / homelessness? / innovative strategies
- Grocery store / market
- NYC bodega - fresh fruit/veg, bread / eggs, milk
- Paris corner store
- Homeless - in trash cans
- Recycling downtown needs more capacity
- City is physically dirty
- City works not hitting alleys
- Dumpsters have locks would help
- More trashcans
- Not enough for young people

West Huntington & Harveytown

- No playground for
- Alley, potholes - Burlington and Jefferson
- Sidewalks (maintenance) - Adams Avenue
- Lower income properties - rental (mostly)

- Vacant abandoned properties
- Torn down properties trash
- Playgrounds
- Alleys
- Hidden parks
- Vacant properties

- Need more kids activities
- St. Clouds is hidden
- Old Jim Taylor property → connecting VA Ave 13th St. W → 14th
- Incorporate Taylor Property → bypass
- Poor sidewalks
- Vacant nonowner occupied

3. What is one community or neighborhood value or core belief you believe should guide the comprehensive plan process?

Southeastern Hills, Gallaher Village, Forest Hills, Chancellor Hills, Stamford Park, & Arlington Park				
Safety	Transit	Honoring our history while looking to the future		Strong communities
Then form bonds - will stay longer		Reinvesting in the city	Celebrating history	Inclusivity
Public safety	Education	Communication	We help each other and come together to support worthy projects	
Take care of people doing the right thing		Walkability between neighborhoods	Economic development	Positive mindset

Westmoreland			
Integrity of neighborhood	Camaraderie	Single family homes	Code enforcement strictly enforced
Helping neighbors	Partner with city, county & state	Youth buy-in	Care for public safety (fire station)
Religious community	Generational community pride	Closeness of people / community pride	

Guyandotte & Altizer			
Love thy neighbor	Community resources	Community driven	Strong community
Gardening	Neighbors helping neighbors	Safety of children	City listens to the community
Transparency	Encouraging a sense of community	History-historic quarter	Retain children
Something for kids to do	School tour / ghost tour	Fix buildings that can be fixed	Be active
Volunteering	Helping out in community	People know each other	Kids and seniors
Each neighborhood is different	If possible, participate	Charitable organization that provides service	

Fairfield			
Community	Community cohesiveness	Respect for community and culture	Faith and family
Open	Open minded about all people's culture	Safety in general (children, elderly, all)	
Family values	Faith, family, and community	City has to help change the perspective	Diversity
Accountability	Inclusion	Variety of foods and places to eat	Reparative strategies
Fairness	City was part of the problem media campaign	Knowing their value	Commitment
Innovation	Advance and advocate generation wealth	Inference throughout	

Southside & Enslow

Safety	Community interconnectedness / shared space	Family & friends	Healthy community	Beautiful
A thriving, committed, inclusive community for friends and family to live together		Revitalization	Culture of organization	Problem solving together
Inclusivity	High standards	Sense of ownership to solve problems	Responsible development while maintaining a sense of community	

Highlawn

Engagement	Connectivity	Continuation of ACF project	Keep current families & bring in new families
Upgraded utilities/flooding	Equity	Small town feel	Clear communication
Affordability	Support for neighborhoods	Equality	Transparency

Downtown

Safe place to visit shop	Safe commerce for existing business	Encourage entrepreneurship	Change the vision, change the future
Community is inviting to residence, businesses,	A safe, clean entertainment	Community public spaces and developing green spaces to further develop community and social diversity	

West Huntington & Harveytown

Community engagement / involvement	Infrastructure (better sidewalks, roads, bus stops)	Community programs that get people involved	Safety	Family-oriented community

OPEN HOUSE

Huntington 2035's first Open House was held from 4:00 to 7:00 p.m. at the Huntington Area Convention and Visitors Bureau on Thursday, August 31st, 2023. 35 people signed up during the event.

This summary provides a high-level overview of responses and feedback provided at each of four stations. For more information and details, see the Open House Poster Collection.

Station #1

Station #1 presented background information on Huntington 2035, comprehensive plans, and results from the online survey (May). Attendees had an opportunity to provide responses to two questions.

Question 1: When I think about _____, I get excited about Huntington's future.

The three most common responses to this question involved the following:

- Neighborhoods
- Library[1]
- Parks

Question 2: When I worry about Huntington's future, I mostly worry about _____.

The three most common responses to this question involved the following:

- Defunding libraries
- Lack of affordable housing
- Homeless

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[1]A controversial vote to reduce funding for the library was held the previous month.

Station #2

Station #2 addressed prioritizing focus areas. Based on input on this subject provided by the steering committee (April meeting) and based on input from the May community survey, six issues were presented for the community to review. Attendees had the chance to rank up to three issues reflecting their priorities. The chart below is a tally of the responses.

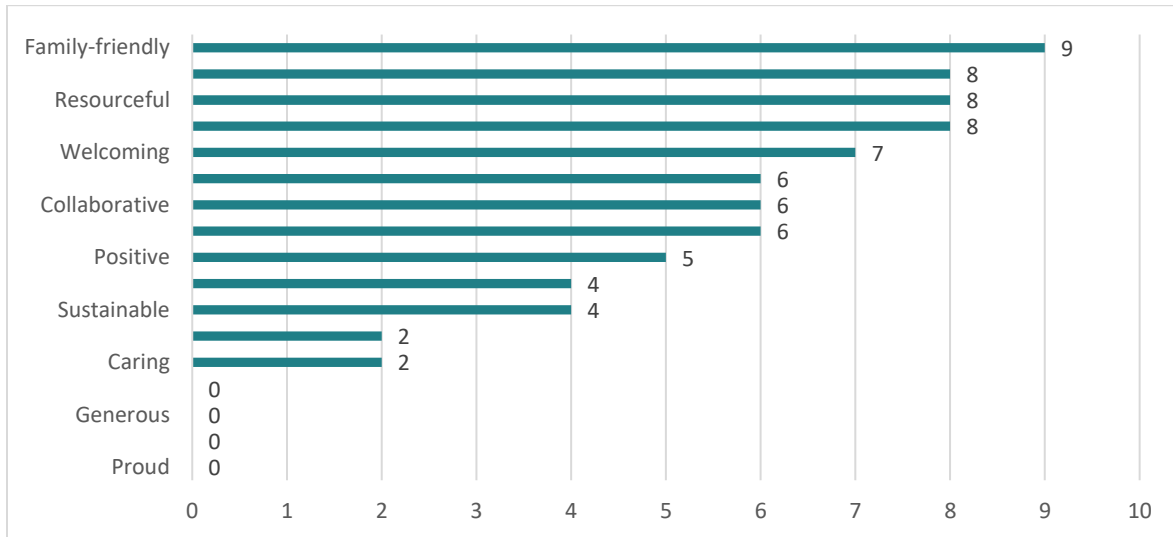## Which three of the six issues presented are top priority?
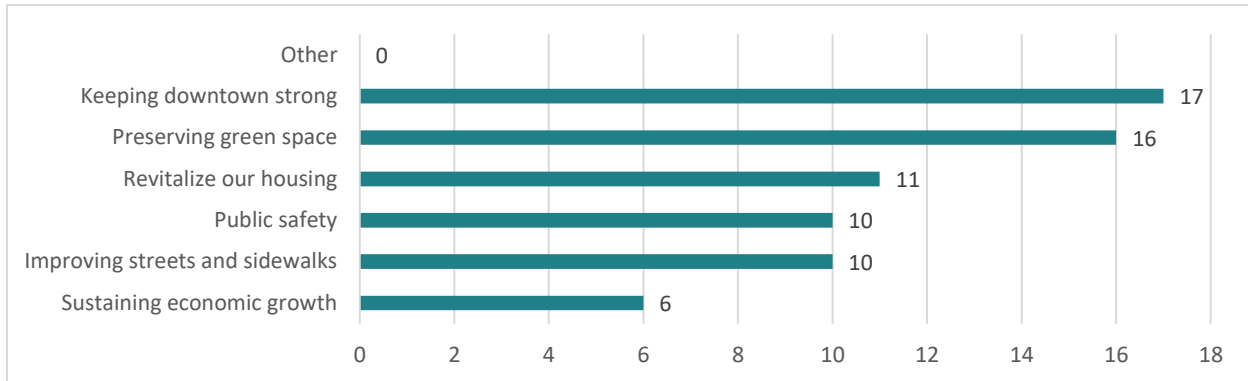
Issue	Number of attendees who identified issues as a priority
Sustaining economic growth	17
Improving streets and sidewalks	6
Public safety	5
Revitalize our housing	16
Preserving green space	10
Keeping downtown strong	11
Other	10

Responses to 'other'
- 4 pole creek (see 3 dots)
- Four pole creek flooding!
- Strong public library system + social services. System for people in need
- Strong funding and support for our public libraries and parks.
- Continuation of a strong library system + park system.

Station #3

Station #3 described the role that a community's values may have in shaping a city's comprehensive plan. Attendees had an opportunity to identify specific words that best described core values that they would like to shape Huntington's future.

The chart below is a tally of responses.

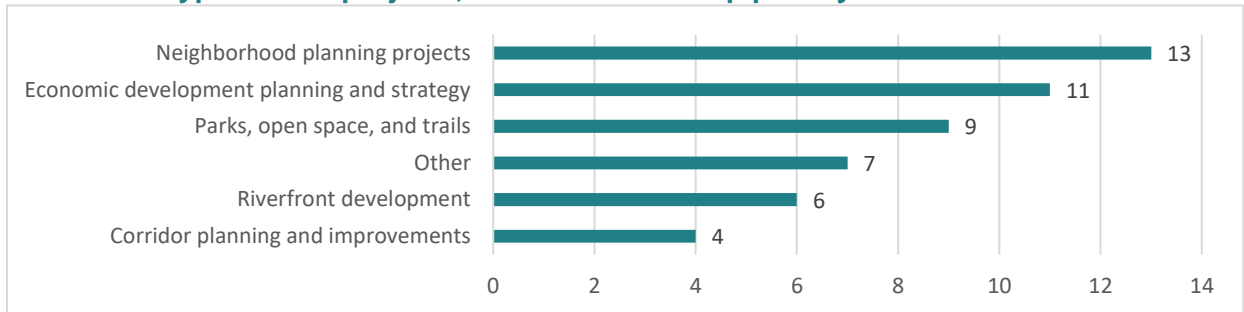### What specific words describe the core values that should shape Huntington's future?

Proud	-	**Family-friendly**	9
Welcoming	7	Embracing change	6
Generous	-	Sustainable	4
Industrious	8	Open	-
Resourceful	8	Accountable	4
Inclusive	8	Fair	-
Innovative	6	Caring	2
Collaborative	6	Positive	5
Other	2		
Responses to 'other'			
• National model for problem solving (drugs/rehabs, flooding, support for Ukraine) • We want to make new families feel welcomed and safe raining the kids in good schools and library and good outdoor activities (good parks)			

Station #4

Station #4 elaborated further on focus areas. Five HYPOTHETICAL projects were presented. Attendees had the opportunity to designate one project (from those presented) as a priority. The chart below includes the tally of responses. It also identifies the top rationale for selection.

## Out of five hypothetical projects, which would be top priority?

Project idea	Description	Count	Top rationale for selection
Neighborhood planning projects	The City wants to complete an in depth neighborhood planning initiative and invest in the revitalization of designated neighborhoods. The initial 5-year effort would focus on two neighborhoods.	13	Quality of life
Parks, open space, and trails	The City prioritizes funding to support parks, open space, and trails initiatives citywide. This includes more funds for maintenance of existing resources and expanding trails and amenities.	9	Quality of life
Corridor planning and improvements	The City continues to invest in transportation infrastructure along some of Huntington's primary corridors to include curb/sidewalk upgrades, street trees, bike lanes, general repair, etc.	4	Social/economic equity
Riverfront development	The City continues pursuing sustainable development along the riverfront within the city to be an asset for all neighborhoods.	6	Economic vitality
Economic development planning and strategy	In an effort to provide additional jobs and retain young professionals, the City creates a multi-tier approach to build up workforce training, encourage entrepreneurship, expand local businesses, and encourage new companies to develop in Huntington.	11	Economic vitality
Other		7	
'Other' projects desired included:	4 pole creek flooding - Support the arts + public art - Bring jobs and manufacturing in are - $ in all areas - Thriving library system. This would support all aspects of a thriving community: education, arts, quality of life, literary, etc. Our downtown library should be updated. Look at Kanawha! - Protect its citizens from ongoing development adjacent to city that causes frequent flooding issues to four pole creek. - Funding of library system.		

SURVEY 2

The City of Huntington conducted a second online survey between May 8 and May 30 in 2024. The goal of the survey was to focus more closely on the most important emerging topics from the previous public engagement events to be addressed in Huntington. The feedback from this survey will guide and refine the development of goals, objectives, recommendations, and actions for the Comprehensive Plan update.

The total number of participants in the survey was 362. The first four questions provided demographic information about the participants. The remaining questions asked participants to rank what the City of Huntington should do to address the emerging topics from earlier public engagements like the open house and neighborhood meetings. The following is a summary of the responses received in the survey.

## How long have you lived in the city of Huntington?
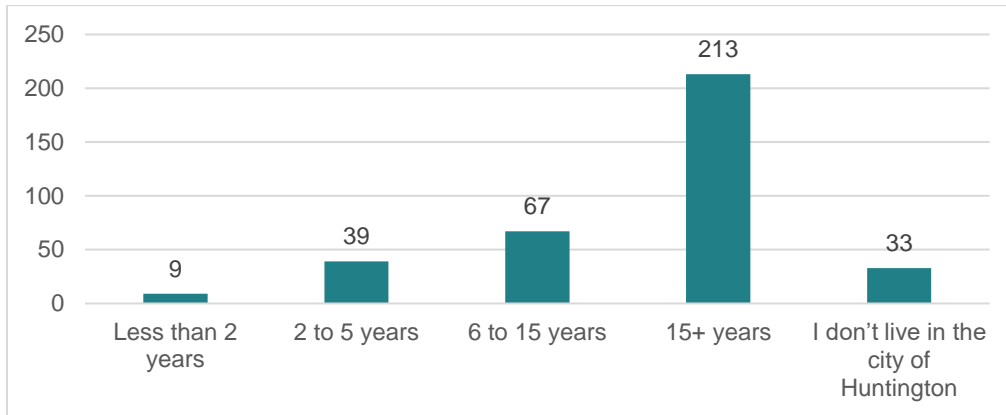
Answer	Count	Percent
15+ years	213	58.52%
6 to 15 years	67	18.41%
2 to 5 years	39	10.71%
I don't live in the city of Huntington	33	9.07%
Less than 2 years	9	2.47%
Answers: 361 Skipped: 3		

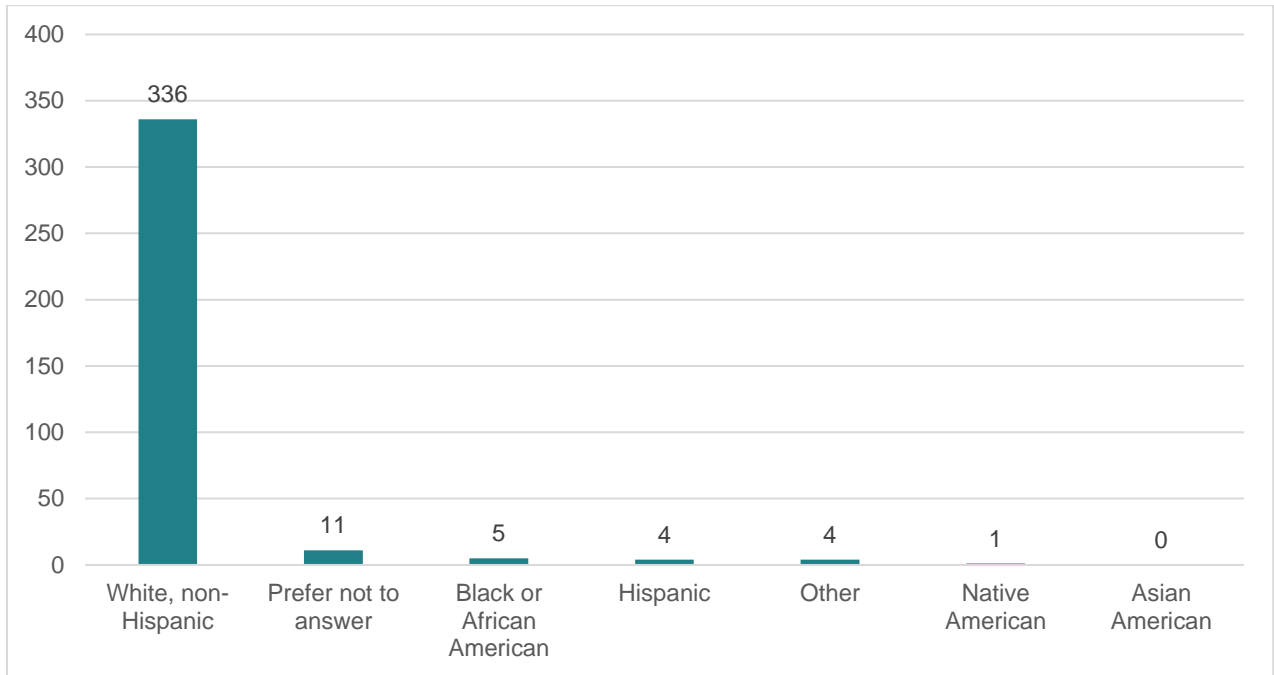**If you live in the city of Huntington, do you own or rent your current home?**
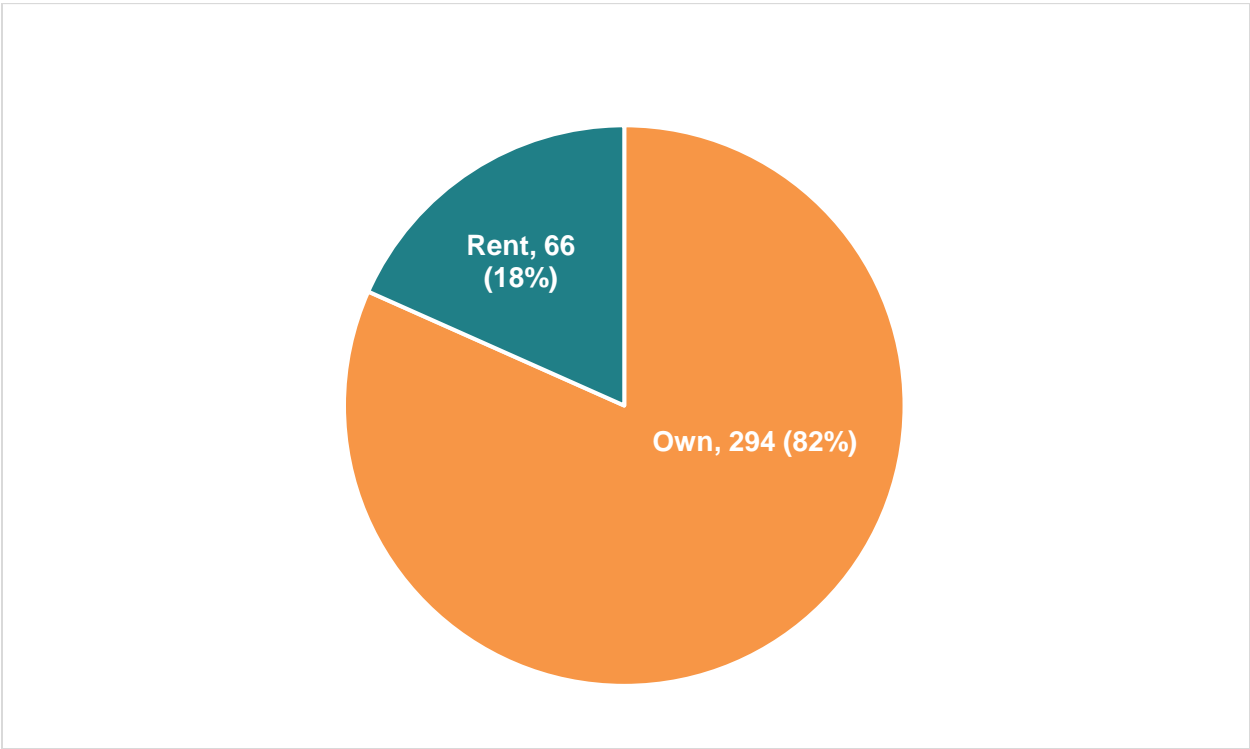
Answer	Count	Percent
Own	296	81.32%
Rent	66	18.13%
Answered: 362 Skipped: 2		

How old are you?
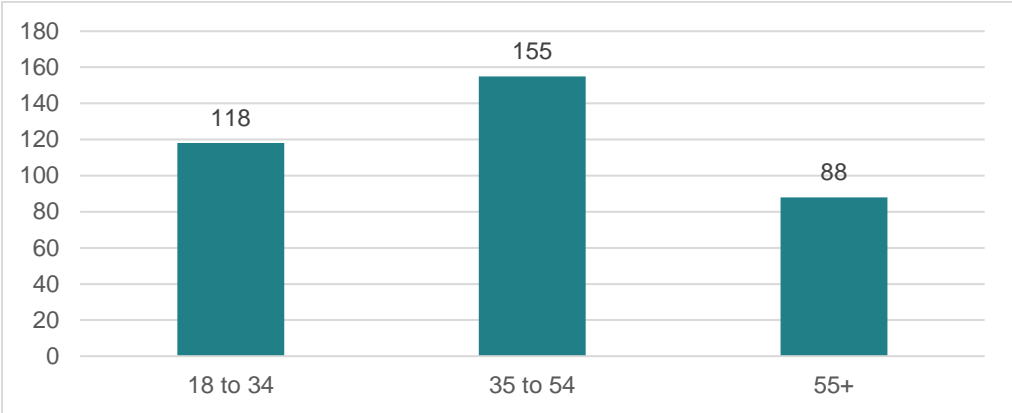
Answer	Count	Percent
35 to 54	155	42.58%
18 to 34	118	32.42%
55+	88	24.18%
Under 18	0	0%
Answered: 361 Skipped: 3		

Which ethnicity/race do you identify with?

| Answer	Count	Percent
White, non-Hispanic	336	92.31%
Prefer not to answer	11	3.02%
Black or African American	5	1.37%
Hispanic	4	1.10%
Other	4	1.10%
Native American	1	0.27%
Asian American	0	0%
Answered: 361 Skipped: 3		

When you think of economic development, what should the City of Huntington do to attract new businesses, retain existing businesses, grow the local economy, and facilitate private development and investment?
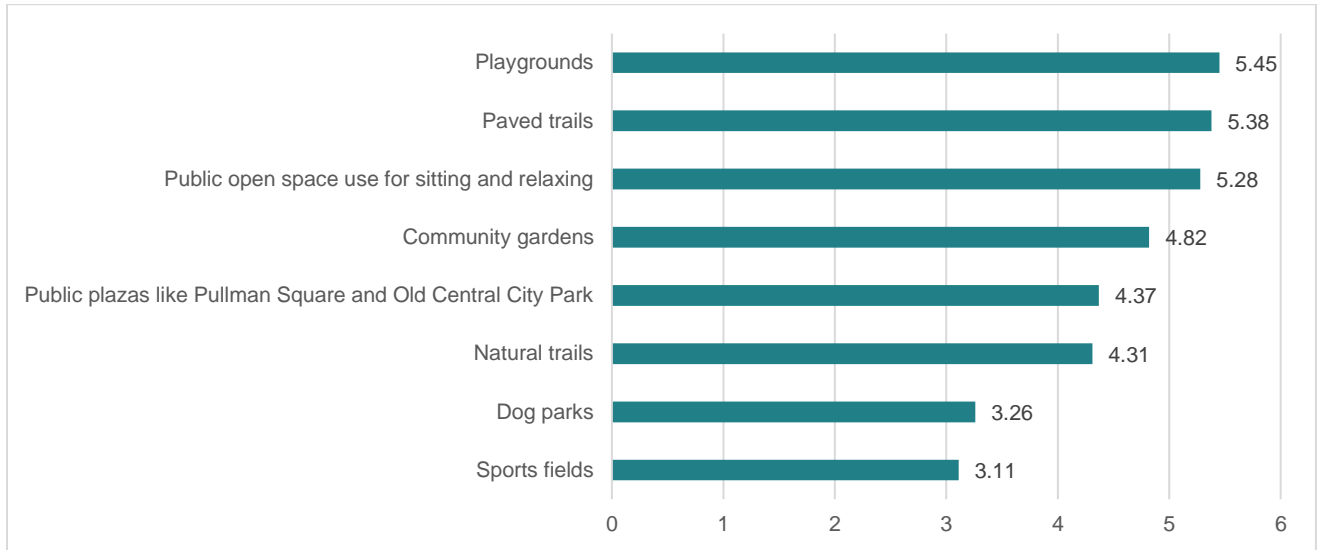

Answer	Rank	Average score
Support local incentives for new and existing businesses to encourage job growth and creation.	1	5.62
Invest and support retaining and creating small businesses.	2	5.20
Improve business-friendly regulations within the city.	3	4.55
Continue to invest in revitalization of commercial corridors (i.e. 14th Street West, Hal Greer Boulevard, etc.).	4	4.14
Offer real estate development incentives (i.e. public infrastructure improvements, property tax breaks, etc.).	5	3.97
Increase marketing and recruitment of light manufacturing users to Huntington.	6	3.19
Leave it to market forces.	7	1.29
Answered: 361 Skipped: 3		

Is there another economic development topic that is not listed in the previous question that you would rank as important?

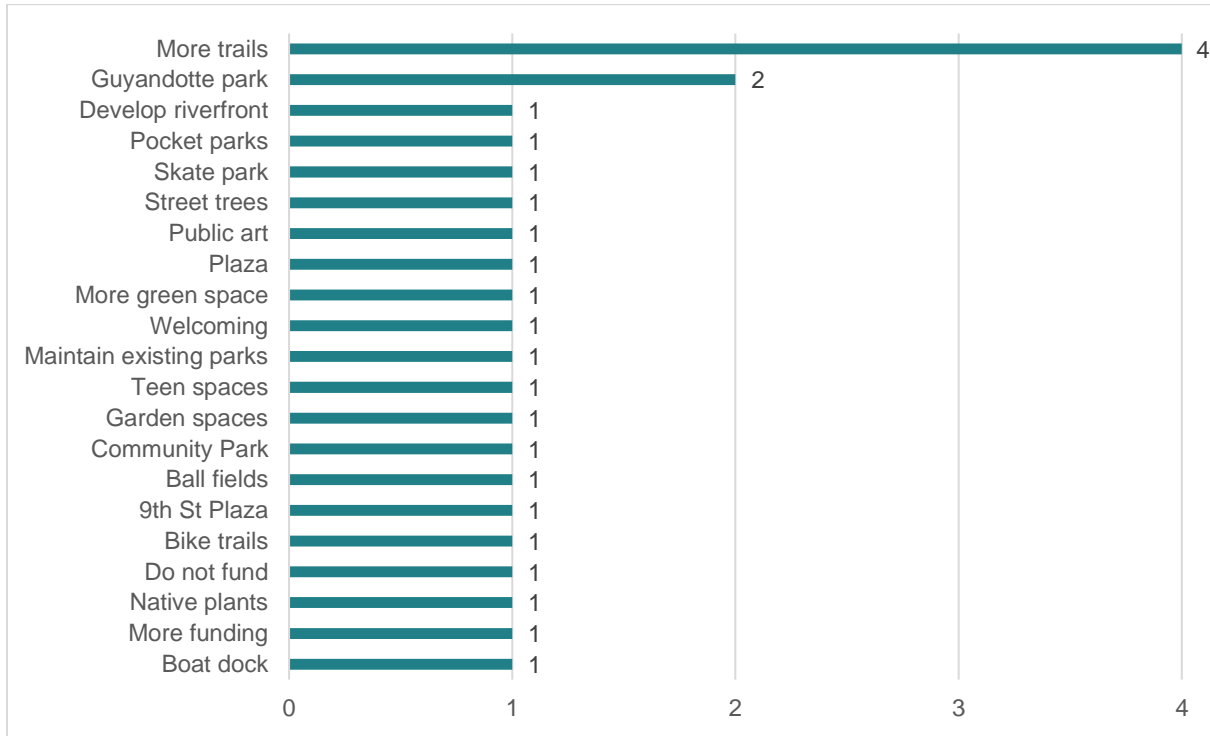| Answer	Count				
Affordable housing	10	Traffic	2	Mixed-use	1
Small business	6	Infrastructure	2	Sidewalks	1
Good roads	4	Rehab housing	2	Childcare	1
Recruit businesses	4	Affordable rent	1	Big box	1
Walkability	4	Better schools	1	Airport	1
Vacant property	3	Attract shoppers	1	Public safety	1
Public transit	3	Foot traffic	1	Fairfield	1
Develop riverfront	3	Clean up	1	Job training	1
Entertainment	3	Code enforcement	1	Parks	1
Substance abuse	3	Multi-modal	1	Downtown	1
Quality of life	3	Municipal cleaning jobs	1	Parking	1
Create jobs	2	Reduce taxes	1	Welcoming	1
Flooding	2	Design standards	1	Revitalization	1
Increase police	2	Rehab properties	1	Panhandling	1
Gentrification	2	Dogs	1	Remove barriers	1
Blighted housing	2	Community facilities	1	New housing	1
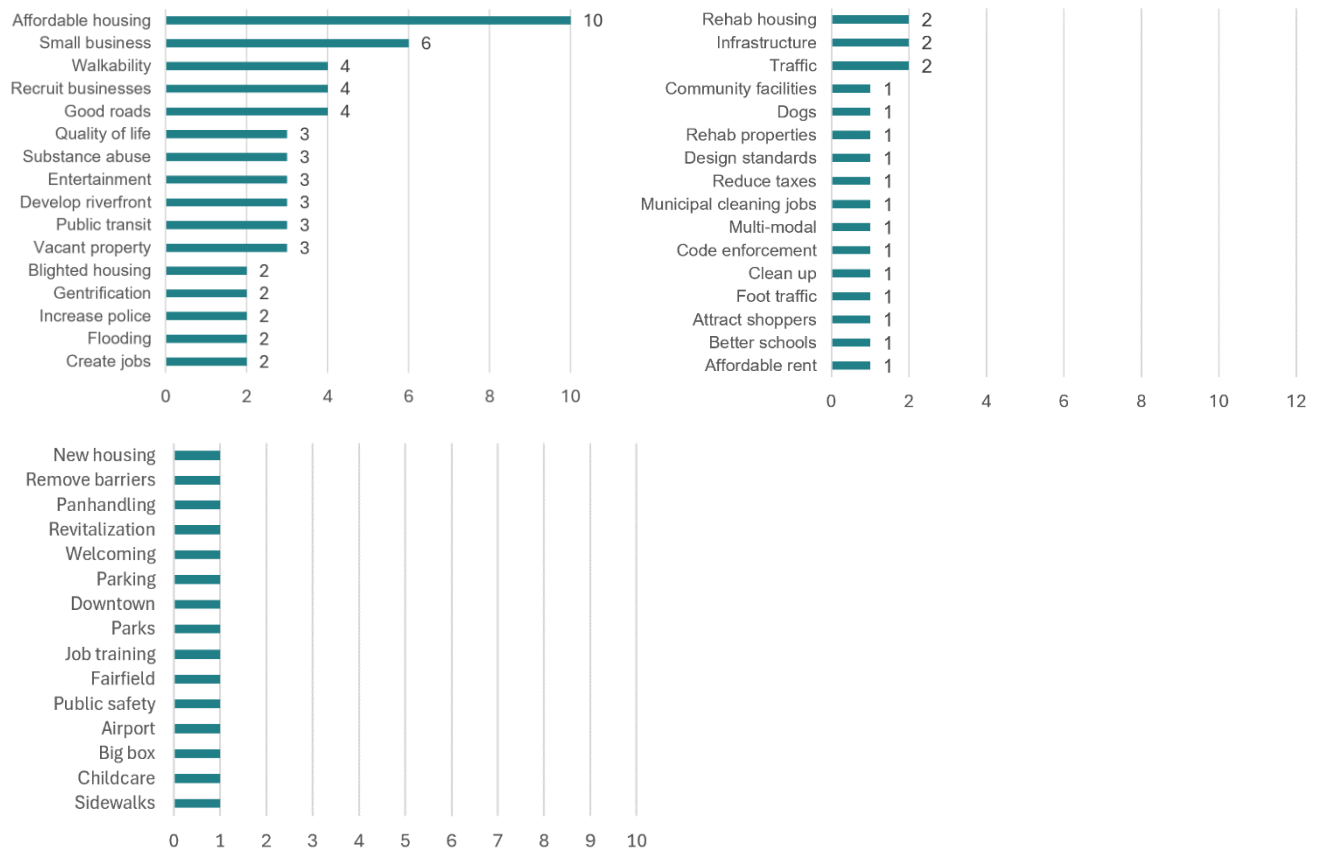
When you think of green spaces like parks, gardens, and wooded areas, how do you order the examples below in terms of importance?
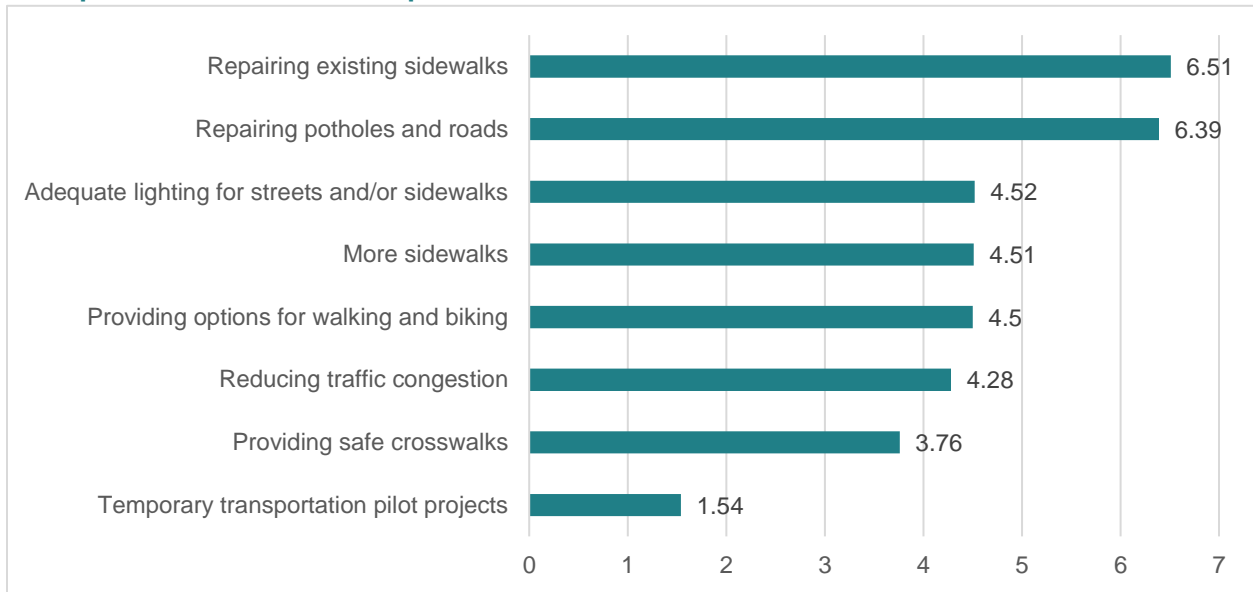

Answer	Rank	Average score
Playgrounds	1	5.45
Paved trails	2	5.38
Public open space use for sitting and relaxing	3	5.28
Community gardens	4	4.82
Public plazas like Pullman Square and Old Central City Park	5	4.37
Natural trails	6	4.31
Dog parks	7	3.26
Sports fields	8	3.11
Answered: 359 Skipped: 5		

Is there another green space or open space topic that is not listed in the previous question that you would rank as important?
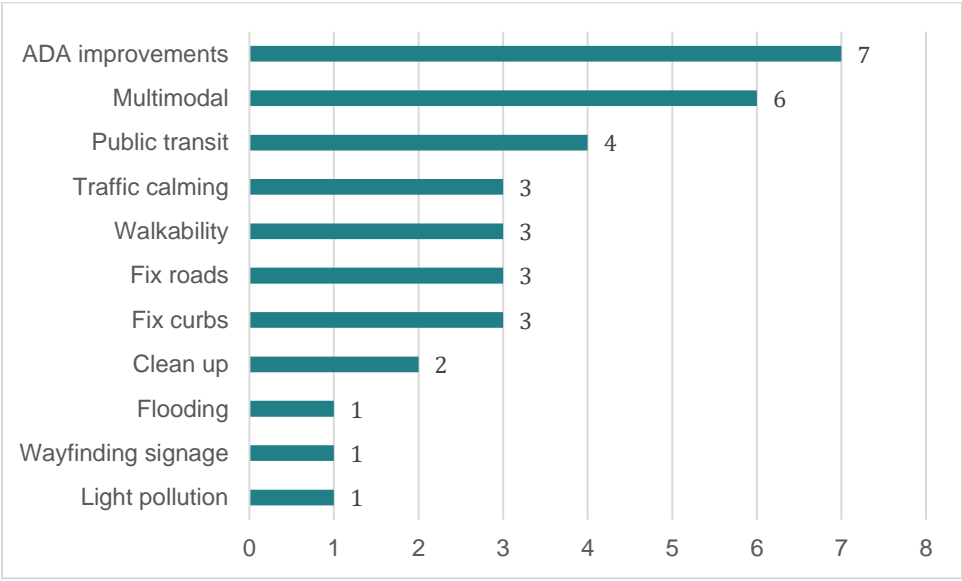

Answer	Count				
More trails	4	9th St Plaza	1	More green space	1
Guyandotte park	2	Ball fields	1	Plaza	1
Boat dock	1	Community Park	1	Public art	1
More funding	1	Garden spaces	1	Street trees	1
Native plants	1	Teen spaces	1	Skate park	1
Do not fund	1	Maintain existing parks	1	Pocket parks	1
Bike trails	1	Welcoming	1	Develop riverfront	1
Answers: 25					

When you think about the City of Huntington's streets and sidewalks, how do you order the examples below in terms of importance?

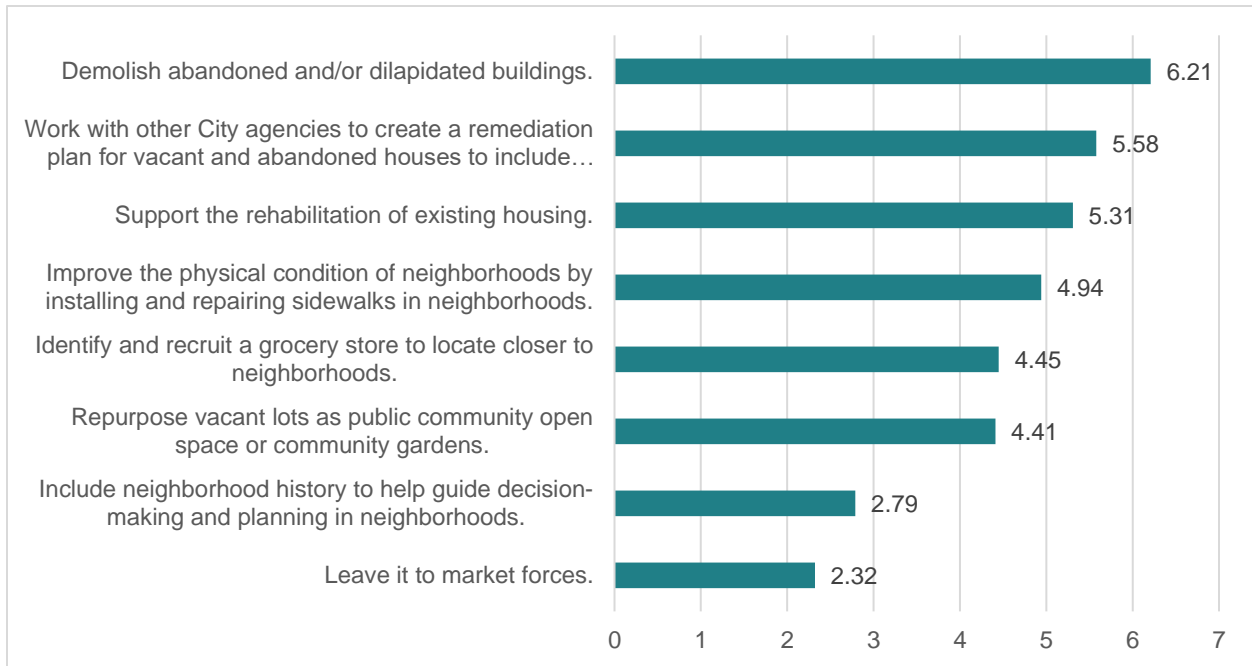| Answer	Rank	Average score
Repairing existing sidewalks	1	6.51
Repairing potholes and roads	2	6.39
Adequate lighting for streets and/or sidewalks	3	4.52
More sidewalks	4	4.51
Providing options for walking and biking	5	4.50
Reducing traffic congestion	6	4.28
Providing safe crosswalks	7	3.76
Temporary transportation pilot projects	8	1.54
Answered: 362 Skipped: 2		

Is there another street and sidewalks topic that is not listed in the previous question that you would rank as important?
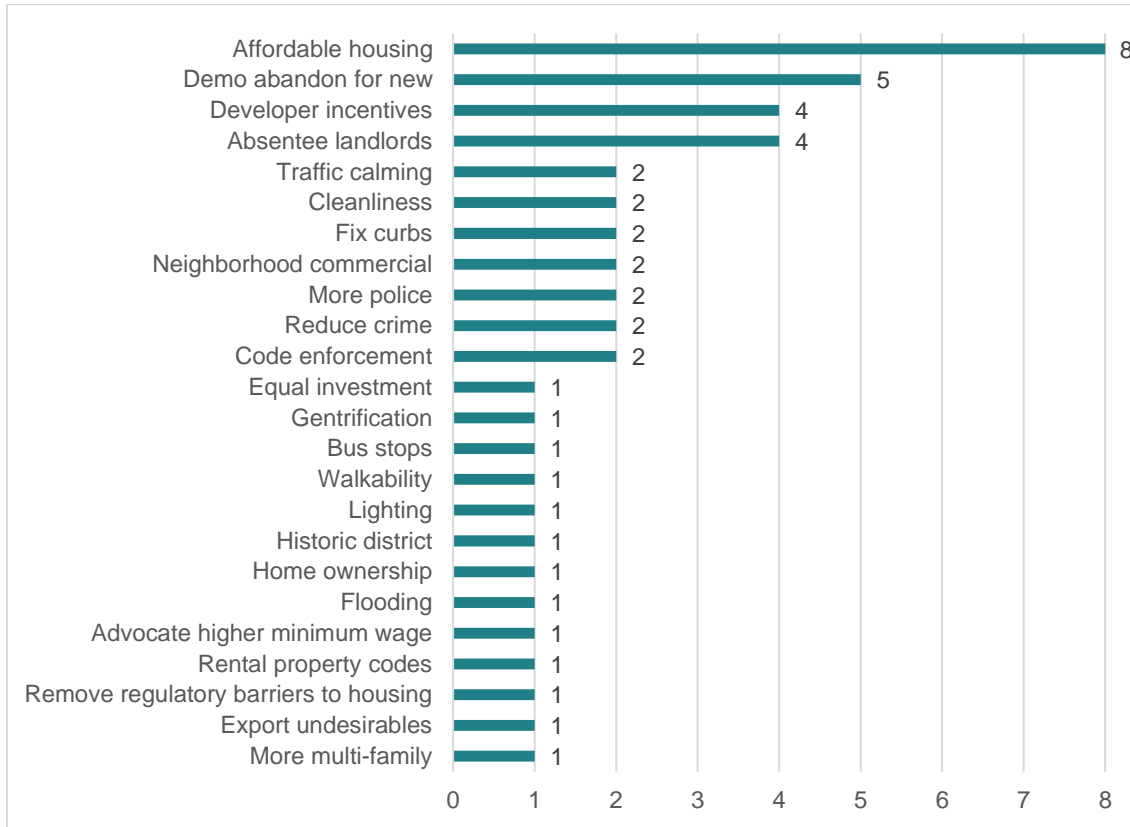

Answer	Count
ADA improvements	7
Multimodal	6
Public transit	4
Fix curbs	3
Fix roads	3
Walkability	3
Traffic calming	3
Clean up	2
Light pollution	1
Wayfinding signage	1
Flooding	1
Answers: 34	

When you think of neighborhood revitalization, what should the City of Huntington do to attract new development, retain adequate housing, and improve the quality of life?
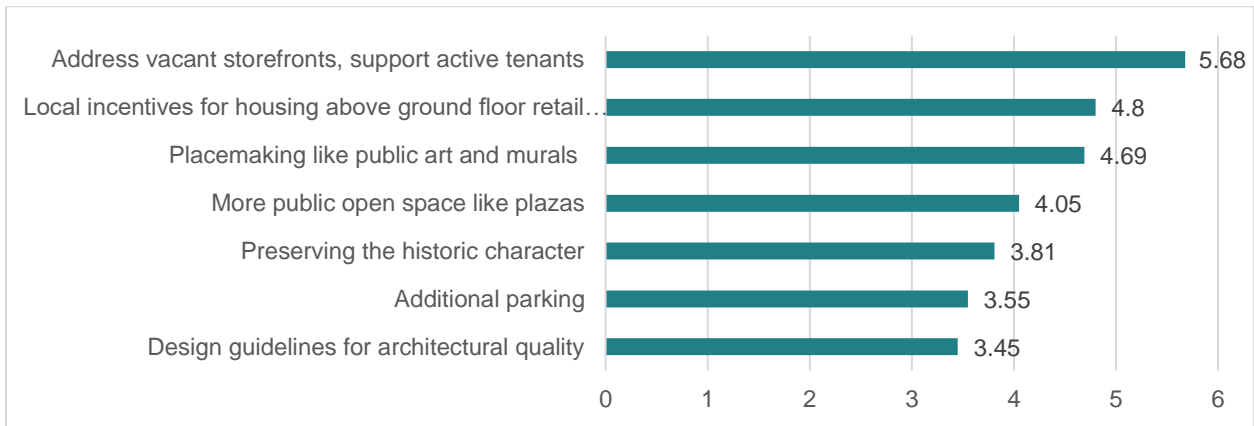

Answer	Rank	Average score
Demolish abandoned and/or dilapidated buildings.	1	6.21
Work with other City agencies to create a remediation plan for vacant and abandoned houses to include low-cost measures like replacement of windows and doors in need of repair, façade cleaning, and regular trash removal.	2	5.58
Support the rehabilitation of existing housing.	3	5.31
Improve the physical condition of neighborhoods by installing and repairing sidewalks in neighborhoods.	4	4.94
Identify and recruit a grocery store to locate closer to neighborhoods.	5	4.45
Repurpose vacant lots as public community open space or community gardens.	6	4.41
Include neighborhood history to help guide decision-making and planning in neighborhoods.	7	2.79
Leave it to market forces.	8	2.32
Answered: 362 Skipped: 2		

Is there another neighborhood revitalization topic that is not listed in the previous question that you would rank as important?

Answer	Count					
Affordable housing	8	Fix curbs	2	Flooding	1
Demo abandon for new	5	Cleanliness	2	Home ownership	1
Absentee landlords	4	Traffic calming	2	Historic district	1
Developer incentives	4	More multi-family	1	Lighting	1
Code enforcement	2	Export undesirables	1	Walkability	1
Reduce crime	2	Remove regulatory barriers to housing	1	Bus stops	1
More police	2	Rental property codes	1	Gentrification	1
Neighborhood commercial	2	Advocate higher min. wage	1	Equal investment	1
Answers: 48						

**When you think of keeping downtown Huntington strong or making it stronger, how do you order the examples below in terms of importance?**
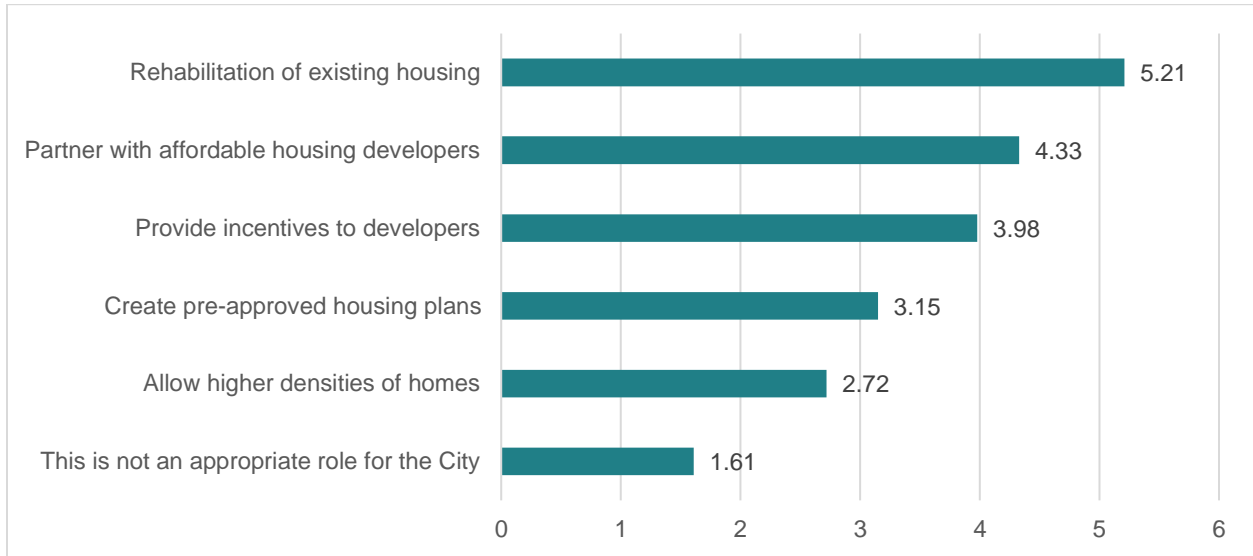

Answer	Rank	Average score
Diversifying and growing the downtown economy.	1	5.97
Address vacant storefronts and supporting active tenants.	2	5.68
Support local incentives for more downtown housing above ground floor retail stores.	3	4.80
Support for placemaking like public art and murals downtown.	4	4.69
Provide more public open space like plazas to enjoy outside while downtown.	5	4.05
Preserving the historic character of downtown.	6	3.81
Additional parking.	7	3.55
Apply design guidelines to ensure architectural quality downtown.	8	3.45
Answered: 356 Skipped: 8		

Is there another downtown topic that is not listed in the previous question that you would rank as important?

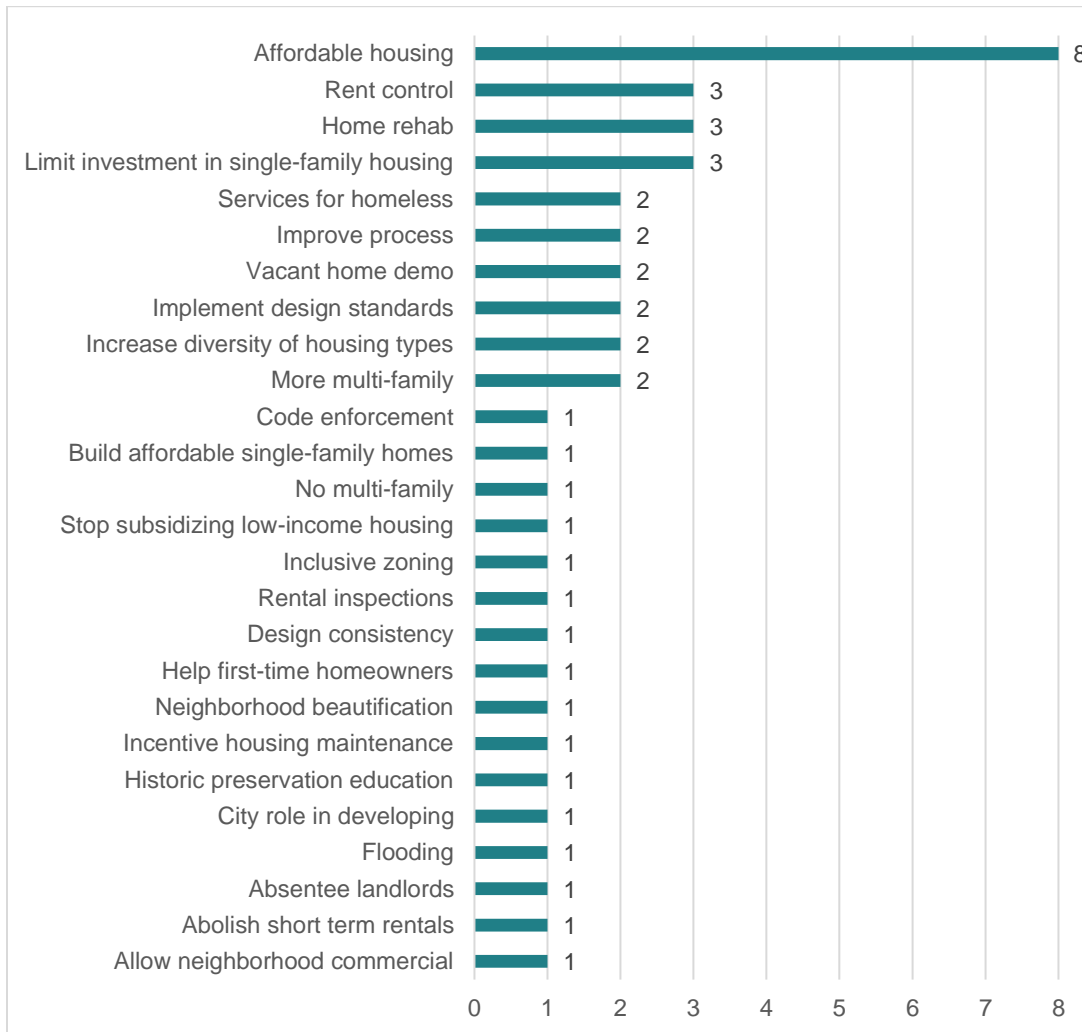| Answer	Count							
Security	7	Small business incentives	2	Green spaces	1	More social services	1
Panhandling	4	ADA	1	Ice rink	1	Public transit	1
Walkability	3	Improve existing parking	1	Improve traffic congestion	1	Remove parking minimums	1
Cleanliness	3	Traffic probes	1	Improve gateways	1	Relocate social services	1
Homelessness	3	Stakeholders	1	More experiences	1	Improve marketing downtown events	1
More events	2	Affordable housing	1	Green development	1	Increase pedestrian safety	1
Historic preservation	2	Mixed-use	1	Improve safety perception	1	Building vacancy	1
Free parking	2	Grocery store	1	Improve riverfront	1	Vibrancy	1
Public space	2	Validate parking	1	Absentee landlords	1	Updated library	1
						Developer incentives	1
				Answers: 57			
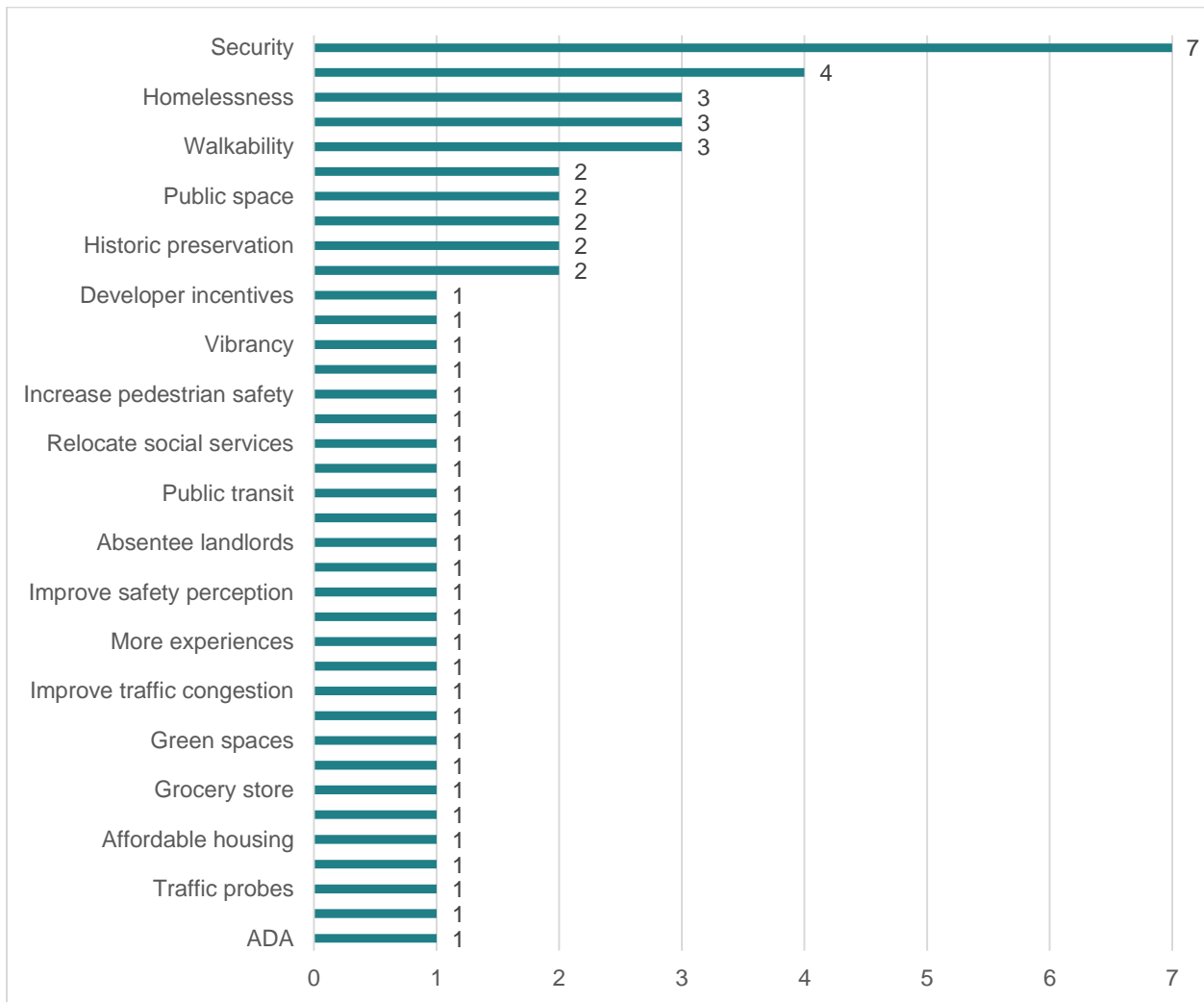
What should the City of Huntington do to attend to the lack of housing? Please note that the terms "housing" and "housing units" means both rental housing and owner-occupied housing.
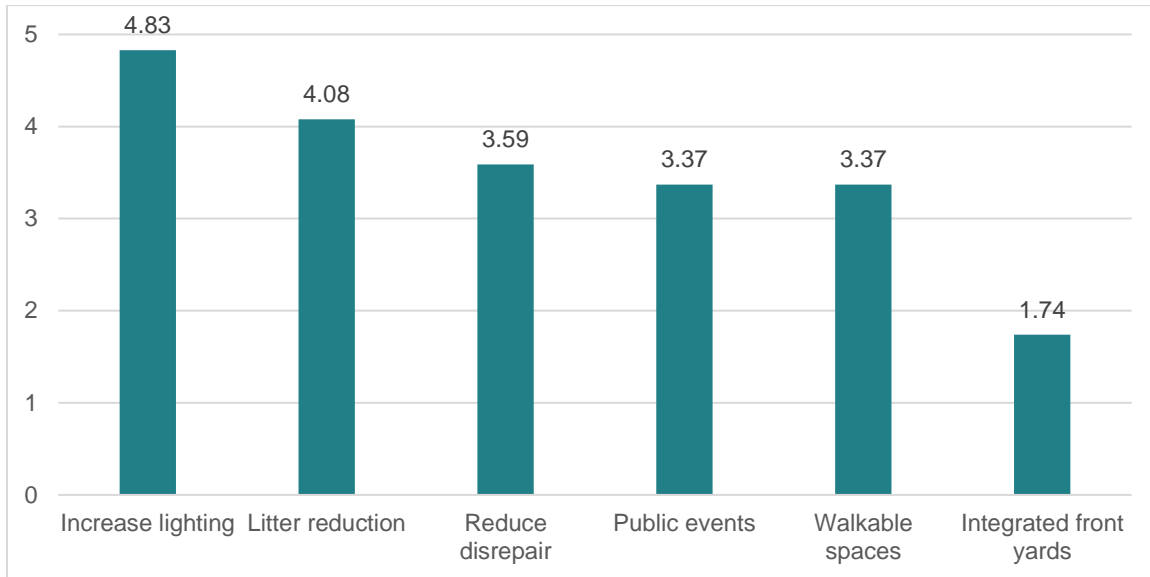

Answer	Rank	Average score
Support the rehabilitation of existing housing.	1	5.21
Partner with affordable housing developers to support the construction of new affordable housing units.	2	4.33
Provide incentives to developers to include additional units in new developments.	3	3.98
Create pre-approved housing plans that can be used to streamline housing types encouraged to be developed and sized to fit on typical city lots.	4	3.15
Allow higher densities of homes in zoning districts.	5	2.72
This is not an appropriate role for the City.	6	1.61
Answered: 344 Skipped: 20		

Is there another affordable housing topic that is not listed in the previous question that you would rank as important?
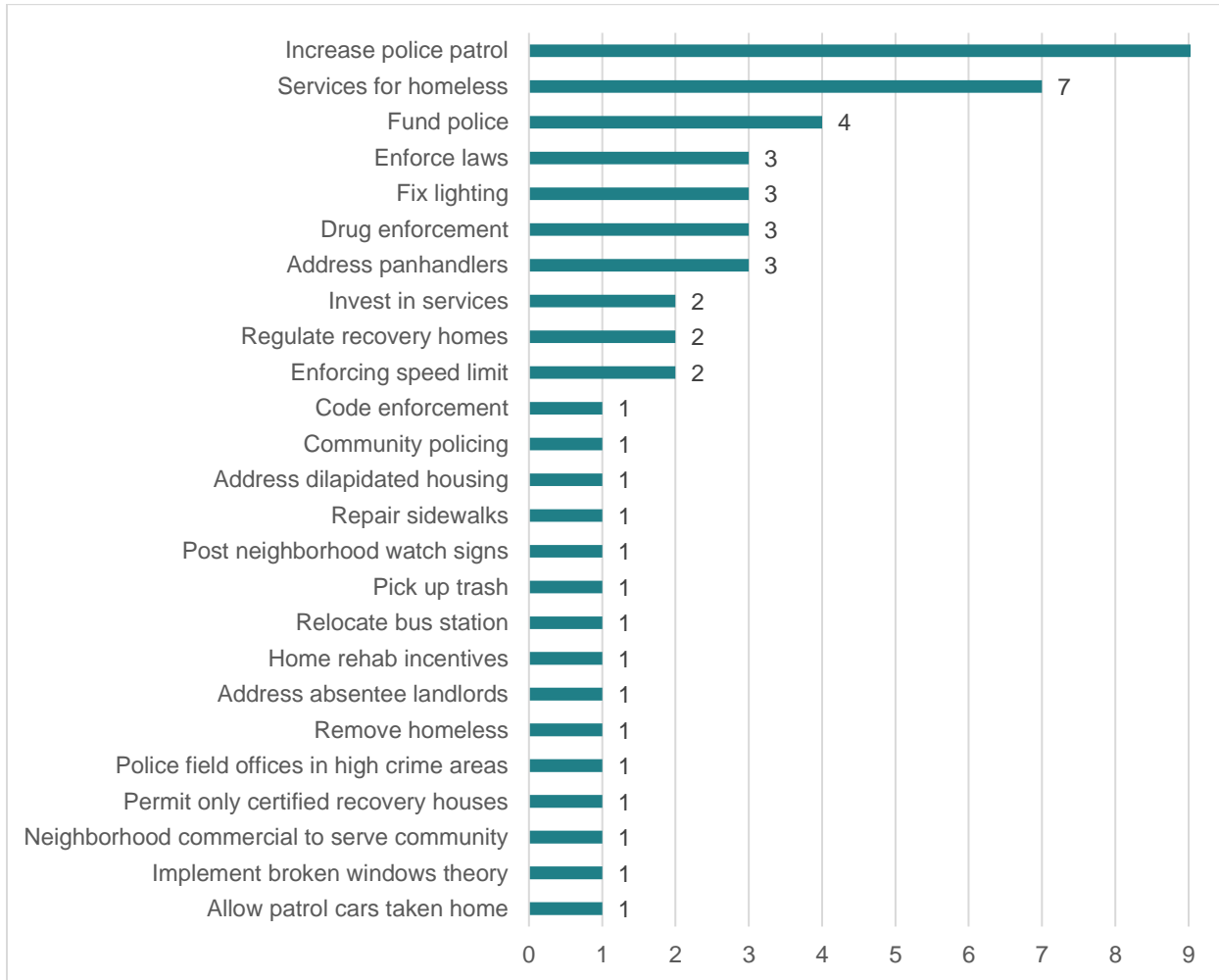

Answer	Count		
Affordable housing	8	Flooding	1
Limit investment in single-family housing	3	City role in developing	1
Home rehab	3	Historic preservation education	1
Rent control	3	Incentive housing maintenance	1
More multi-family	2	Neighborhood beautification	1
Increase diversity of housing types	2	Help first-time homeowners	1
Implement design standards	2	Design consistency	1
Vacant home demo	2	Rental inspections	1
Improve process	2	Inclusive zoning	1
Services for homeless	2	Stop subsidizing low-income housing	1
Allow neighborhood commercial	1	No multi-family	1
Abolish short term rentals	1	Build affordable single-family homes	1
Absentee landlords	1	Code enforcement	1
Answers: 26			

## What should the City of Huntington do to prioritize public safety and crime prevention?

Answer	Rank	Average score
Increase lighting on public streets and sidewalks.	1	4.83
Promote litter reduction programs.	2	4.08
Create programs to reduce the appearance of structures that show signs of disrepair like door and window replacement, mowing, and facade repair.	3	3.59
Support neighborhood and business association events in public spaces.	4	3.37
Encourage a mix of commercial and residential uses to create active, walkable spaces.	5	3.37
Require front yards to be open and integrated into the public street.	6	1.74
Answered: 348 Skipped: 16		

**Is there another public safety topic that is not listed in the previous question that you would rank as important?**

Answers	Count		
Increase police patrol	10	Permit only certified recovery houses	1
Services for homeless	7	Police field offices in high crime areas	1
Fund police	4	Remove homeless	1
Address panhandlers	3	Address absentee landlords	1
Drug enforcement	3	Home rehab incentives	1
Fix lighting	3	Relocate bus station	1
Enforce laws	3	Pick up trash	1
Enforcing speed limit	2	Post neighborhood watch signs	1
Regulate recovery homes	2	Repair sidewalks	1
Invest in services	2	Address dilapidated housing	1
Allow patrol cars taken home	1	Community policing	1
Implement broken windows theory	1	Code enforcement	1
Neighborhood commercial to serve community	1		
Answers: 25			

**When you define "quality of life" in Huntington, how would you prioritize the following?**
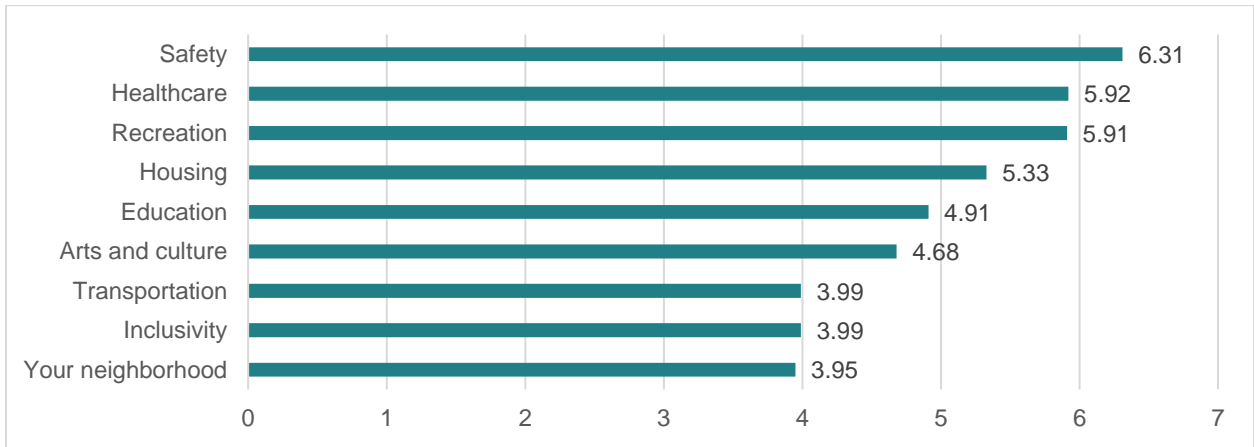
Answer	Rank	Average score
Safety	1	6.31
Healthcare	2	5.92
Recreation	3	5.91
Housing	4	5.33
Education	5	4.91
Arts and culture	6	4.68
Inclusivity	7	3.99
Transportation	8	3.99
Your neighborhood	9	3.95
Answered: 357 Skipped: 7		

Is there another word to define "quality of life" in Huntington that is not listed in the previous question that you would prioritize?
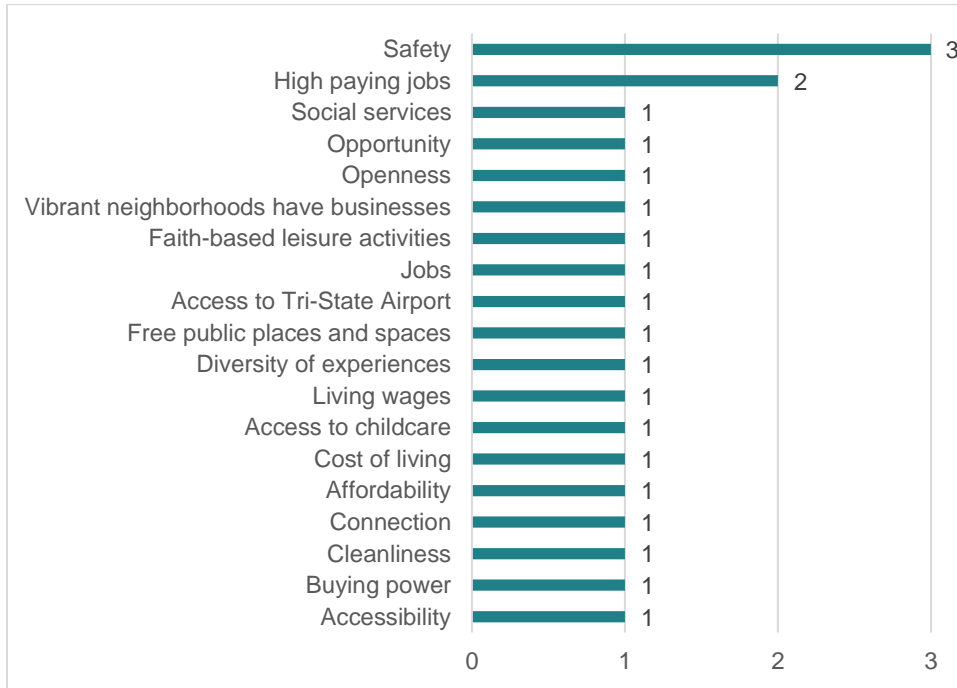
Answer	Count
Safety	3
High paying jobs	2
Accessibility	1
Buying power	1
Cleanliness	1
Connection	1
Affordability	1
Cost of living	1
Access to childcare	1
Living wages	1
Diversity of experiences	1
Free public places and spaces	1
Access to Tri-State Airport	1
Jobs	1
Faith-based Leisure activities	1
Vibrant, livable neighborhoods have businesses	1
Openness	1
Opportunity	1
Social services	1
Answer: 19	

How would you rank the topics below in terms of importance?
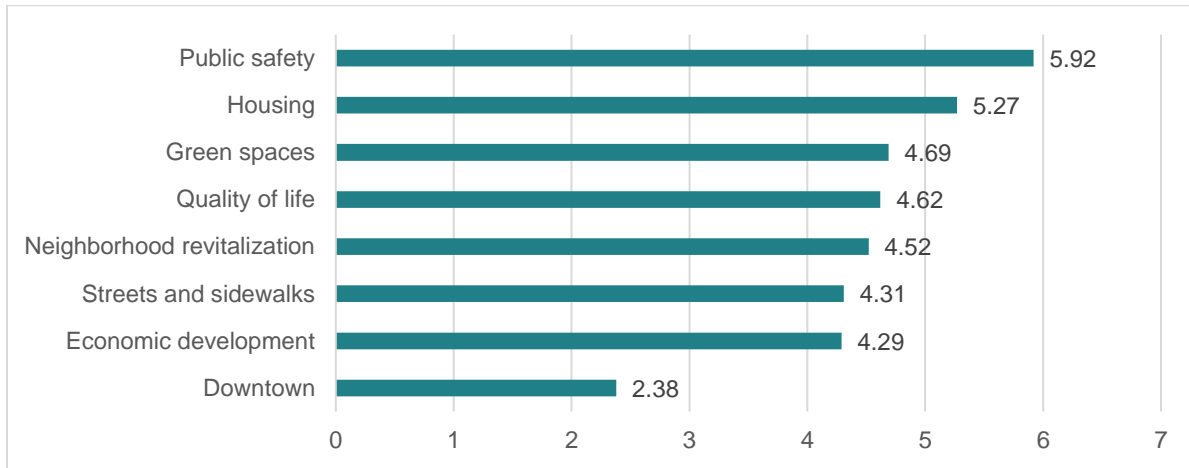
Answer	Rank	Average score
Public safety	1	5.92
Housing	2	5.27
Green spaces like parks, gardens, and wooded areas	3	4.69
Quality of life	4	4.62
Neighborhood revitalization	5	4.52
Streets and sidewalks	6	4.31
Economic development	7	4.29
Downtown	8	2.38
Answered: 359 Skipped: 5		