



Plan | The Future of
Huntington
2025

many voices

one vision

Huntington Comprehensive Plan

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Huntington

2025



many voices

one vision

Huntington Comprehensive Plan

Approved by City Council Dec. 9, 2013



DID YOU KNOW?

Huntington is the largest city in the largest metropolitan statistical area (MSA) in West Virginia and the second largest city in the state. The Huntington-Ashland-Ironton MSA has a population of 365,419 (a 2011 estimate), making it the 142nd largest in the United States.



Pullman Plaza

ACKNOWLEDGMENTS

Plan2025: The Future of Huntington has been a project of passion for the Department of Development and Planning, the Neighborhood Institute, neighborhood organizations and community groups, and was made possible in partnership with invaluable Marshall University interns. Accomplished completely with in-house resources and staff, we cannot be thankful enough for the support of the creation of this plan.

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INTRODUCTION

Foreword

Why Plan2025?

Method and Public Participation

What Can Be Found in Plan2025



FOREWORD

It is with great pleasure that I present to you Plan2025: The Future of Huntington. This document is the blueprint on which we will 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.

However, 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 arts, culture and a rich quality of life. 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.



Mayor Steve Williams, Huntington, W.Va.



**EXCELLENCE MUST BE CREATED BY DESIGN
AND NOT BY HAPPENSTANCE.**

— Steve Williams, Mayor of Huntington, W.Va.

INTRODUCTION

WHY PLAN2025?

A comprehensive plan is a document that provides a vision for the physical development of a city. The State of West Virginia provides cities and counties with the ability to regulate land use according to West Virginia State Code Chapter §8-A. However, before regulating how land can and cannot be used, a city must adopt a comprehensive plan.

Having an overarching vision for a community allows a city to have a foundation for making decisions regarding policies on such issues as zoning, economic development and public services. In fact, the main criteria the state gives for making decisions on zoning changes is that it complies or fits into the vision of the comprehensive plan.

Given that cities change physically, socially, politically and economically over time, it is important to take those changes into account when making decisions for the future.

Huntington's last comprehensive plan focused on such individual projects as the Super Block in downtown, which has been Pullman Square since 2004. Pullman Square is just one example of the changing economic and cultural framework in Huntington and highlights the need for a comprehensive plan that also changes with the times.

The City of Huntington's last adopted comprehensive plan was written in 1996 and has not been updated until now. Plan2025: The Future of Huntington addresses the need to plan for changing conditions in Huntington and also meets state requirements for regulating land use.

METHOD AND PUBLIC PARTICIPATION

In 2004, the State of West Virginia adopted new land use enabling legislation that re-



Downtown Huntington as seen from the Kinetic Park.

quired each city to update its comprehensive plan every 10 years in order to maintain its zoning powers. This legislation also provided a deadline of 10 years, from the time of adoption, for cities to come into compliance.

In summer 2011, Huntington planners assisted in forming a steering committee made up of administrative staff and planning commission volunteers. Through the help of the steering committee, Plan2025: The Future of Huntington was launched in August of 2011.

The launch of Plan 2025 was conducted at a summer concert at Pullman Square, and characterized the type of public participation that the whole planning process would have.

The planning philosophy was to go to people instead of asking them to come to City Hall. In that spirit, there has been outreach to a wide variety of civic organizations and events, with a focus on neighborhood associations.

The Neighborhood Institute and its member neighborhood associations were

HOW TO USE PLAN2025

Each section of Plan2025 serves a unique purpose. The following list summarizes how each section may be used.

- **INTRODUCTION:** Get an overview of Plan2025.
- **NEIGHBORHOOD PLANS:** Learn about the unique aspects of the 10 different districts in Huntington.
- **QUALITY OF LIFE:** Learn about themes that apply citywide.
- **VISION AND FUTURE LAND USE:** See a visual representation of the vision that is found in the plan.
- **IMPLEMENTATION:** See the steps that will make this vision become a reality.
- **APPENDIX:** Learn about documents that support Plan2025.

All these sections are important to understanding the complete vision of Plan2025.

used to divide Huntington into meaningful study areas. The various neighborhoods do not encompass the entire city, and some of the boundaries of the neighborhood associations are close, but the boundaries were significant enough to shape a breakdown.

Over the course of the two years following the launch, engagement efforts continued with each neighborhood association. Maps were used as a visual stimulus to initiate discussions about key topics covered in this plan.

Further outreach consisted of participation in community-wide events such as the Huntington Arts Summit, the Sustainability Summit and a presentation to the Rotary Club and Young Professionals Committee. In total, there were approximately 20 formal events including 13 neighborhood meetings and community events. It is estimated that more than 500 people were involved in the planning process.

WHAT CAN BE FOUND IN PLAN2025

Plan2025 is Huntington’s vision statement. The following chapters will present a snapshot of 10 different districts in Huntington and discuss the required elements of the state code that are most relevant to that area.

Each chapter is composed of three sections that include the state required elements. These sections include Looks, Grows and Connects.

- **LOOKS:** Covers topics such as land use, housing, community design and historic preservation.
- **GROWS:** Covers topics such as economic development, preferred development, redevelopment and financing.
- **CONNECTS:** Covers topics such as public services, infrastructure, flooding and stormwater, transportation, green space and recreation.

Each neighborhood chapter is followed by a call to action that summarizes the implementation steps that apply to that



TOP: Houses at Mortimer Place (left), Le Bistro on 4th Avenue (right).
 BOTTOM: A tree blooms over a sidewalk (left), the Huntington High Renaissance Center (right).

area. Neighborhood specific photographs are scattered through each chapter to illustrate suggested concepts. Individual topics are also indicated by icons that represent the required elements.

Segments that delve into quality of life topics like sustainability, transportation, low-impact development, quality housing and the arts follow the 10 neighborhood district chapters. These city-wide topics lead the way for the vision and future land use map, which is a visualization of the themes that are discovered in the 10 neighborhood districts.

A master implementation chart that combines chapter and city-wide action steps closes the document and creates a wish list for the future.

Plan2025 shares a collective vision for the city of Huntington and will guide future planning and development to see that vi-

sion become reality. This plan necessitates that the city continues to progress in the development of revised ordinances and planning processes in line with the guidelines found within.

The citizens of Huntington were ready and excited to participate in creating the vision of Plan2025, and spoke about:

- Distinct residential and commercial districts,
- An excelling economy and
- Complete connections.

This and more will come to fruition with the continued partnership between city government and engaged community members as Huntington continues to look forward.

W.Va. Code §8-A.-3-4 (c) states that a comprehensive plan shall have the components that have been organized into three sections on the following two pages.

SECTION

TOPIC

STATE MANDATED ELEMENTS OF A COMPREHENSIVE PLAN

HOW HUNTINGTON LOOKS



Land use: Designate the current and set goals and programs for the proposed general distribution, location and suitable uses of land, including, but not limited to:

- (A) Residential, commercial, industrial, agricultural, recreational, educational, public, historic, conservation, transportation, infrastructure or any other use of land;
- (B) Population density and building intensity standards;
- (C) Growth and/or decline management;
- (D) Projected population growth or decline; and
- (E) Constraints to development, including identifying flood-prone and subsidence areas.



Housing: Set goals, plans and programs to meet the housing needs for current and anticipated future residents of the jurisdiction, including, but not limited to:

- A) Analyzing projected housing needs and the different types of housing needed, including affordable housing and universally designed housing accessible to persons with disabilities;
- (B) Identifying the number of projected necessary housing units and sufficient land needed for all housing needs;
- (C) Addressing substandard housing;
- (D) Rehabilitating and improving existing housing; and
- (E) Adaptive reuse of buildings into housing.



Community design: Consistent with the land use component, set goals, plans and programs to promote a sense of community, character and identity.



Historic preservation: Identify historical, scenic, archaeological, architectural or similar significant lands or buildings, and specify preservation plans and programs so as not to unnecessarily destroy the past development which may make a viable and affordable contribution in the future.

HOW HUNTINGTON GROWS



Economic development: Establish goals, policies, objectives, provisions and guidelines for economic growth and vitality for current and anticipated future residents of the jurisdiction, including, but not limited to:

- (A) Opportunities, strengths and weaknesses of the local economy and workforce;
- (B) Identifying and designating economic development sites and/or sectors for the area; and
- (C) Type of economic development sought, correlated to the present and projected employment needs and utilization of residents in the area.

SECTION

TOPIC

STATE MANDATED ELEMENTS OF A COMPREHENSIVE PLAN

HOW HUNTINGTON
CONNECTS



Preferred development areas: Consistent with the land use component, identify areas where incentives may be used to encourage development, infill development or redevelopment in order to promote well designed and coordinated communities and prevent sprawl.



Renewal and/or redevelopment: Consistent with the land use component, identify slums and other blighted areas and set goals, plans and programs for the elimination of such slums and blighted areas and for community renewal, revitalization and/or redevelopment.



Financing: Recommend to the governing body short and long-term financing plans to meet the goals, objectives and components of the comprehensive plan.



Public services: Set goals, plans and programs, to ensure public safety, and meet the medical, cultural, historical, community, social, educational and disaster needs of the current and anticipated future residents of the jurisdiction.



Infrastructure: Designate the current and set goals, plans and programs, for the proposed locations, capabilities and capacities of all utilities, essential utilities and equipment, infrastructure and facilities to meet the needs of current and anticipated future residents of the jurisdiction.



Transportation: Consistent with the land use component, identify the type, location, programs, goals and plans to meet the intermodal transportation needs of the jurisdiction, including, but not limited to:

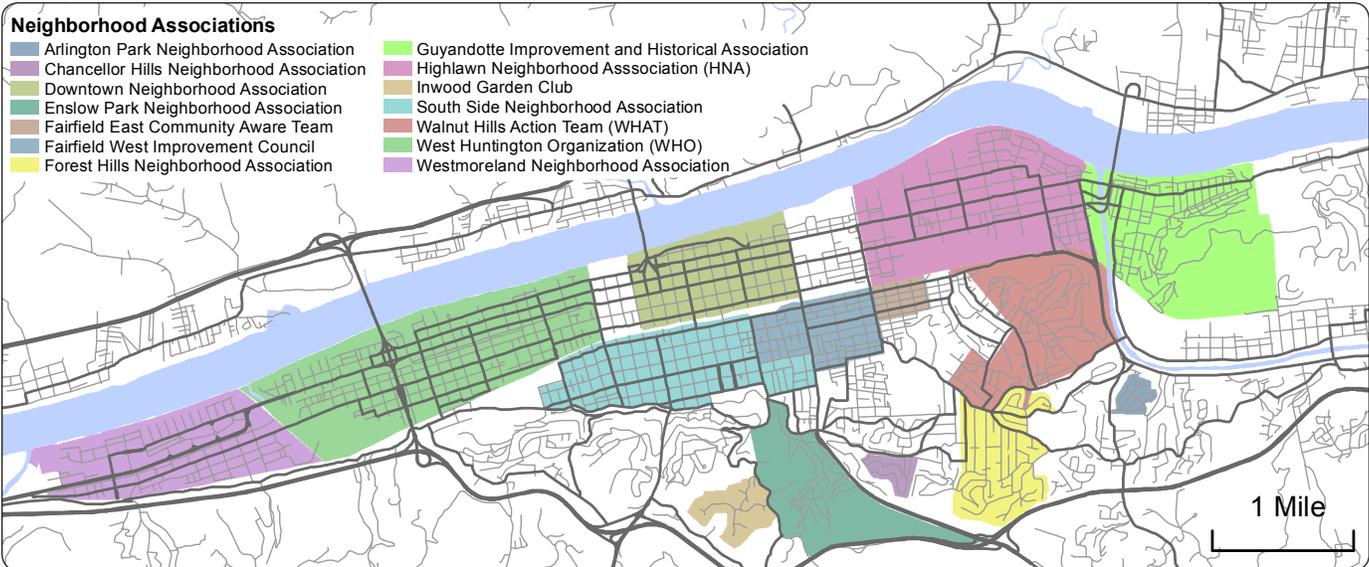
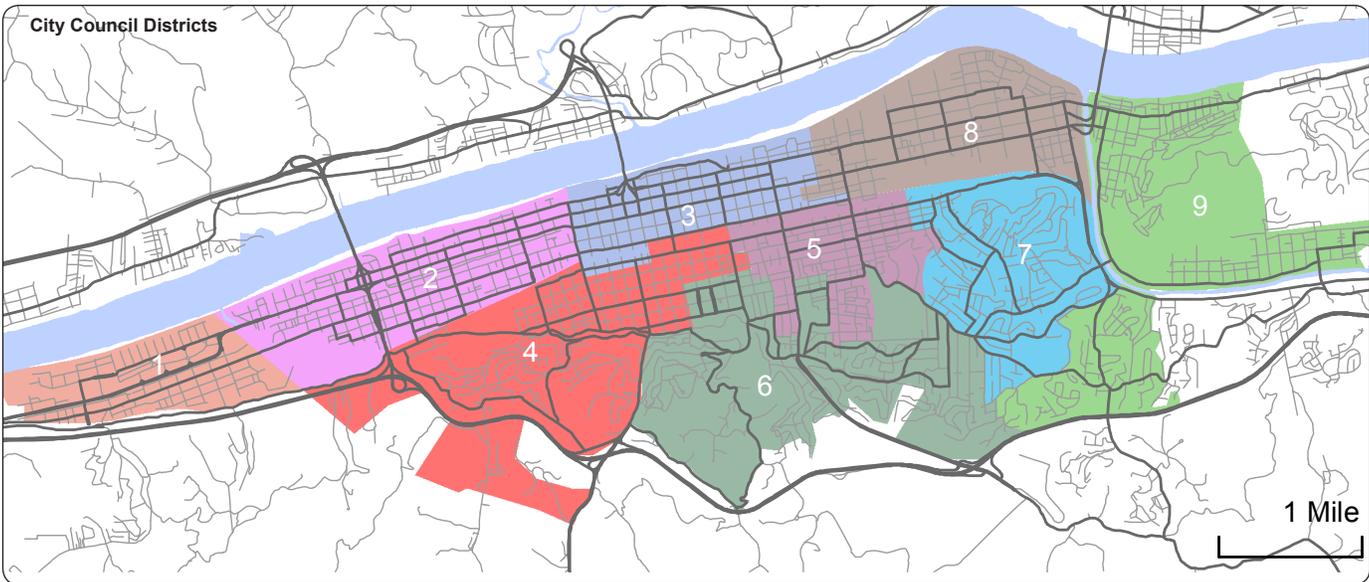
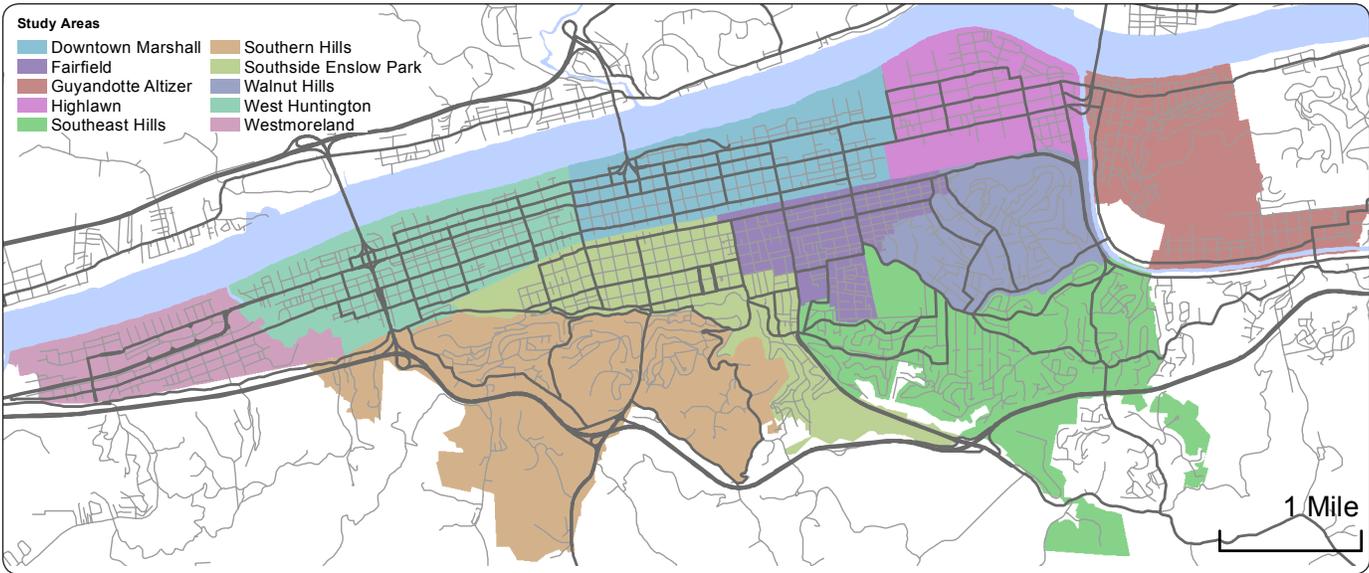
- (A) Vehicular, transit, air, port, railroad, river and any other mode of transportation system;
- (B) Movement of traffic and parking;
- (C) Pedestrian and bicycle systems; and
- (D) Intermodal transportation.



Rural: Consistent with the land use component, identify land that is not intended for urban growth and set goals, plans and programs for growth and/or decline management in the designated rural area.



Recreation: Consistent with the land use component, identify land, and set goals, plans and programs for recreational and tourism use in the area.



NEIGHBORHOOD PLANS

Westmoreland

West Huntington

Highlawn

Guyandotte and Altizer

Walnut Hills

Southeast Hills

Fairfield

Southside and Enslow Park

Southern Hills

Downtown and Marshall

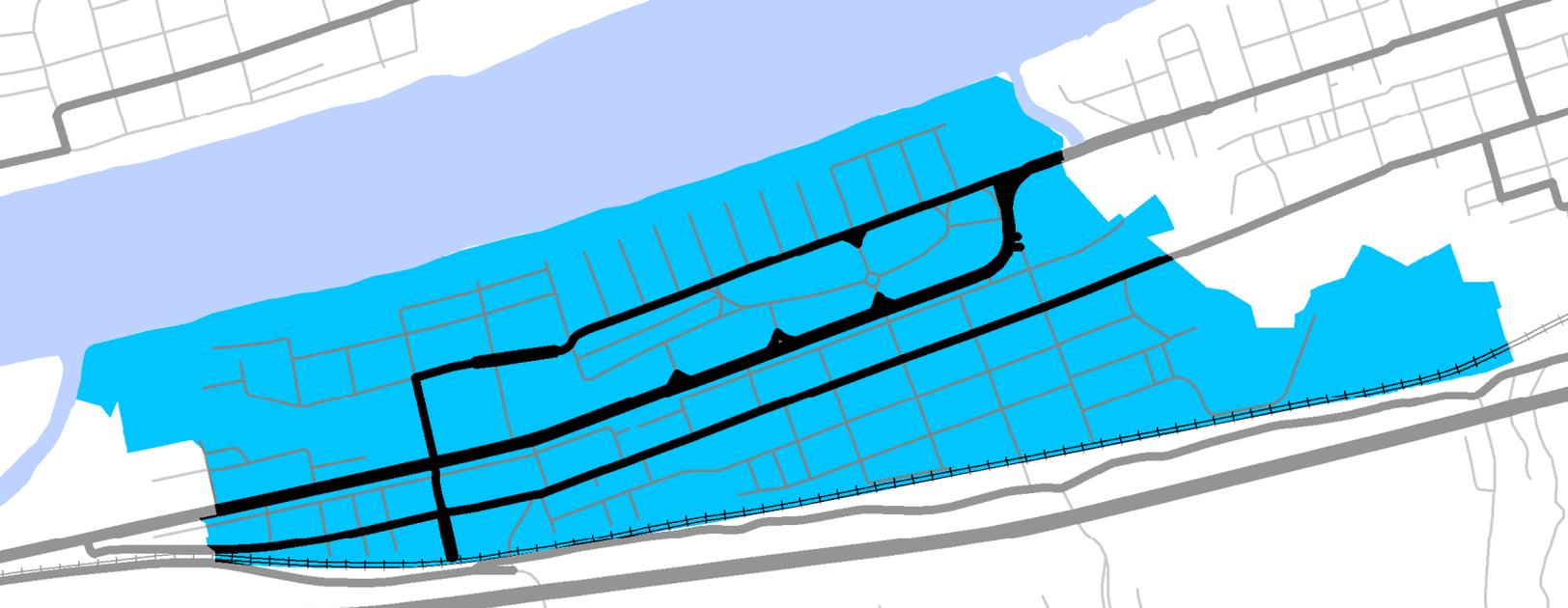


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RITE AID

VALLEY TRAILER
FAMILY WEIGHING
SPECIALTY SERVICES



WESTMORELAND



IN THIS CHAPTER

LEARN MORE ABOUT:

- QUALITY HOUSING OPTIONS
- NEIGHBORHOOD SCHOOLS
- AREAS FOR COMMERCIAL GROWTH

HOW WESTMORELAND LOOKS



LAND USE, COMMUNITY DESIGN

Westmoreland is primarily a single-family residential neighborhood with pockets of multi-family housing on Auburn Road. Several small businesses are located along Waverly Road and Piedmont Road. Businesses in Westmoreland include grocery stores, gas stations, a pharmacy, doctor offices and dentist offices.

A small commercial area also exists at the intersection of Piedmont Road and Spring Valley Road, which connects Westmoreland with the Huntington VA Medical Center and Spring Valley High School.

In order to maintain the residential character of the neighborhood, commercial activity in Westmoreland should not expand beyond the current locations. Existing commercial areas need to be kept intact and local businesses should be encouraged to infill empty properties.

HOUSING

Current single-family housing should be maintained, although there are buildings that are suitable for multi-family renovation. If developed, new multi-family housing needs to be in agreement with the neighborhood's existing style.

It is important that new development conform to the neighborhood's look and character. In the past, residents in Westmoreland have raised concerns over certain houses that do not match the neigh-



TOP: Single-family housing in Westmoreland.

BOTTOM: The intersection at Auburn Road and Waverly Road is currently wide and uninviting. With new signage and small roadway improvements, this intersection has potential to welcome people to Westmoreland.

borhood's style or character. Non-profit construction should be encouraged and permitted, but stricter design standards need to be created so future development stays in line with the neighborhood character.

With clear outlines for future housing, development and land use, Westmoreland can grow while maintaining its current style, character and history, which are all of great importance to its residents and to the city of Huntington as a whole.

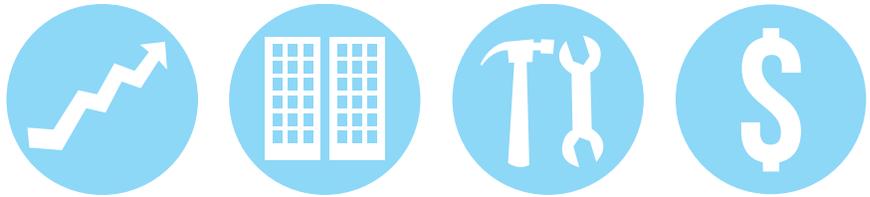
HISTORIC PRESERVATION

There are a number of historic homes and buildings in Westmoreland, but they are not officially listed on the National Register of Historic Places (NHRP). Despite this, residents have made efforts to preserve historic homes and buildings like the Vinson family plantation house and the Vinson Memorial Christian Church. Westmoreland's history is important, so preservation should be encouraged, and there needs to be a collective effort to have such assets officially recognized by the West Virginia State Historic Preservation office.



Westmoreland Estates provides quality multi-family housing near the entrance of Westmoreland.

HOW WESTMORELAND GROWS



PREFERRED DEVELOPMENT

Residents of Westmoreland desire to maintain the neighborhood's strong, quality, residential appeal. Through careful infill development, Westmoreland can continue to grow without the look and feel of the neighborhood being altered.

Growth in Westmoreland can be stimulated by providing incentives for developing vacant or dilapidated houses and buildings. Turning unused properties into quality businesses or housing will revitalize Westmoreland and bring in a new source of revenue for the neighborhood and the City of Huntington.

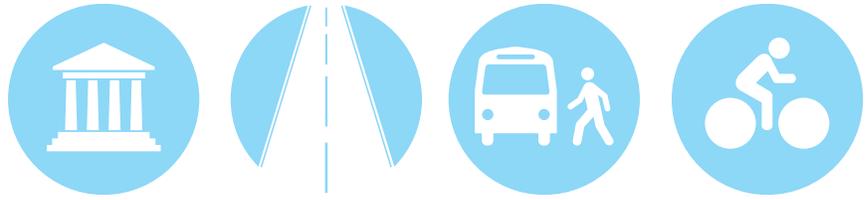
Preferred development includes reusing vacant commercial buildings for apartments, small locally owned businesses or restaurants.

Similar to other locations in Huntington, there are former industrial properties



The Corbin factory is an abandoned site that may benefit from down-zoning to allow light industry and residential. industrial status is down-zoned to light industry to allow light industry or residential uses that are compatible with nearby residences.

HOW WESTMORELAND CONNECTS



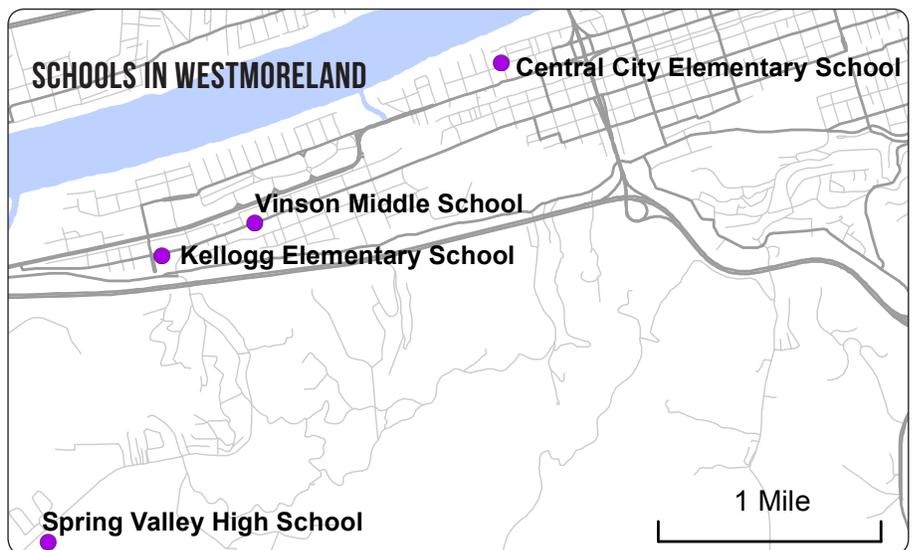
PUBLIC SERVICES

Westmoreland is the only area of the city located in Wayne County. One improvement in Westmoreland is the Camden Road fire station, which provides a necessary service, but it may need improvements so it can continue to serve the community.

Defining clear transportation routes is a simple way to ensure the continued and efficient operation of public services. Waverly Road is the main street in Westmoreland, which limits the amount of routes fire trucks can take. Determining the best routes for quick access will improve the fire station's response time to emergencies.

Westmoreland would also benefit from a community center and more public space for outdoor activities. The feasibility of a community center or a park can be researched in partnership with residents to determine the best location and potential funding mechanisms.

Westmoreland currently has Westmoreland Park at Vernon Street and Park Avenue and the linear path following the earthen flood wall along the Ohio River. While parks and public spaces are a good way to beautify a neighborhood, another way to increase the appeal of an area is to install welcome and directional signs at important access points. Residents have expressed a desire to have welcome signs installed on Waverly Road going into Huntington from the west and into Westmoreland from the east.



TOP: The Westmoreland Fire Station on Camden Road is in need of renovating so it can best serve the community. BOTTOM: West Huntington has public schools in the area, and a high school is just a short drive to the south.

Westmoreland is unique because it has two public neighborhood schools and easy access to others nearby. Kellogg Elementary and Vinson Middle Schools are within the neighborhood, while Spring Valley High School is to the south, just outside of the Huntington city limits. Because there are neighborhood public schools, children

can attend elementary school through high school in or around Westmoreland.

As in other areas of the city, Westmoreland might benefit from increased code enforcement and housing quality standards to ensure that the neighborhood's valued housing stock stays in good condition.

INFRASTRUCTURE

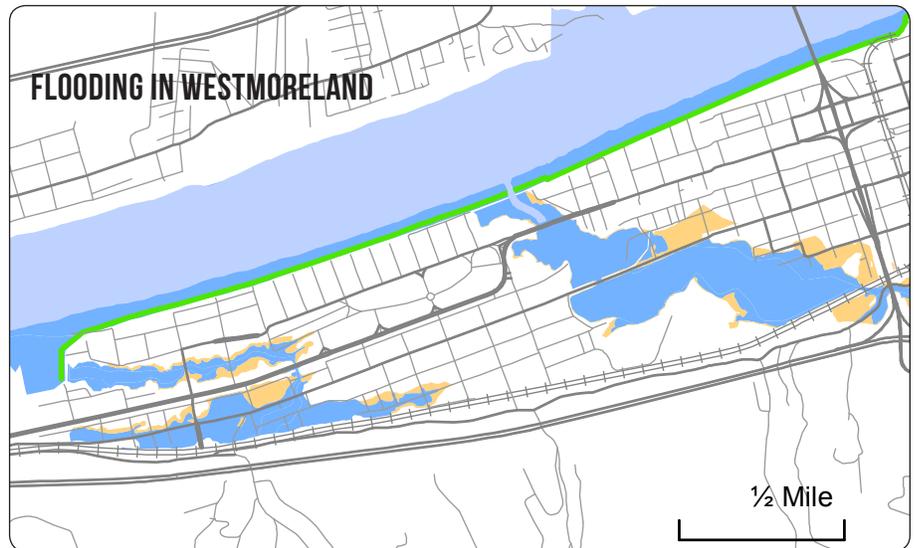
Like the rest of Huntington, Westmoreland's stormwater system is combined with the sanitary system. This is not a problem on most days, but might cause flooding during heavy rainfall.

This situation can be exacerbated by the improper disposal of leaves and grass clippings. Educating residents and providing composting services is one way to stop improper disposal. Regular cleaning and maintenance of storm drains will also keep this infrastructure at peak capacity. Residents also need to be educated about the floodplain and what they can do to protect their homes from the risk of flooding from Krout's Creek.

Some streets, like Waverly Road and Carson Street, flood because there are not enough storm drains or because there are none at all. Creating more storm drains and keeping them clean and clear of debris will help relieve some flooding problems. Assessing the location and condition of storm drains is one step in charting a plan to alleviate flooding concerns in the area.

TRANSPORTATION

Driving is the primary form of transportation in Westmoreland, although most needs can be met by walking or cycling only a short distance. In many instances, walking can be made more desirable through simple infrastructure improvements. Installing proper lighting on main avenues like Waverly Road is necessary to make Westmoreland a safe and walkable corridor. Creating ad-



This map shows (in blue) the areas that are at a 1 percent or greater chance of flooding every year (the 100 year flood). The orange represents a 0.2 percent or greater chance of flooding (the 500 year flood). The green line represents the areas of Westmoreland that are protected by the earthen levee.

equate sidewalks is another way to encourage walking, as parts of the neighborhood do not have sidewalks or have sidewalks in need of repair.

James River Road is a common route for recreational long distance cyclists, but

Auburn Road and Piedmont Road are better suited for cyclists of all ages and skill levels. Improving these routes with share the road signage or sharrow markings would make motorists more aware of cyclists on the road.

The Paul Ambrose Trail for Health (PATH) along the flood wall is a major infrastructure improvement in the area and may increase walking and cycling in the neighborhood. Planned access improvements across Four Pole Creek to West Huntington, downtown and the rest of the city across Adams or Madison Avenues will also better connect cyclists to West Huntington.

Road surface conditions are currently a problem on Court Street and Dundale Avenue, as well as other areas in the neighborhood. Prioritizing repairs with citizen input and creating a long term capital improvement plan will make sure that infrastructure improvements are continuously being revised and budgeted for.

Because many Westmoreland residents rely on driving, there are increased demands for parking, which can cause streets to become congested and difficult to navigate. Some roadways, like Chase Street, are

SHARROWS
SHARE THE ROAD

shar•row (sharo)
A shared-lane marking that indicates where a cyclist has the right to ride.

A blue rectangular graphic with white text and icons. At the top, the word "SHARROWS" is written in a large, bold, sans-serif font. Below it, "SHARE THE ROAD" is written in a slightly smaller, bold, sans-serif font. In the center, there is a white icon of a bicycle with a sharrow symbol (two white chevrons pointing up) above it. At the bottom, the text "shar•row (sharo)" is written in a lowercase, sans-serif font, followed by a line of smaller text: "A shared-lane marking that indicates where a cyclist has the right to ride."

narrow due to on-street parking. Potential changes to current parking regulations that alleviate this issue need to be considered.

GREEN SPACE

Westmoreland Park is the only major park in the neighborhood, but other green spaces include schools and the linear PATH trails along the floodwall.

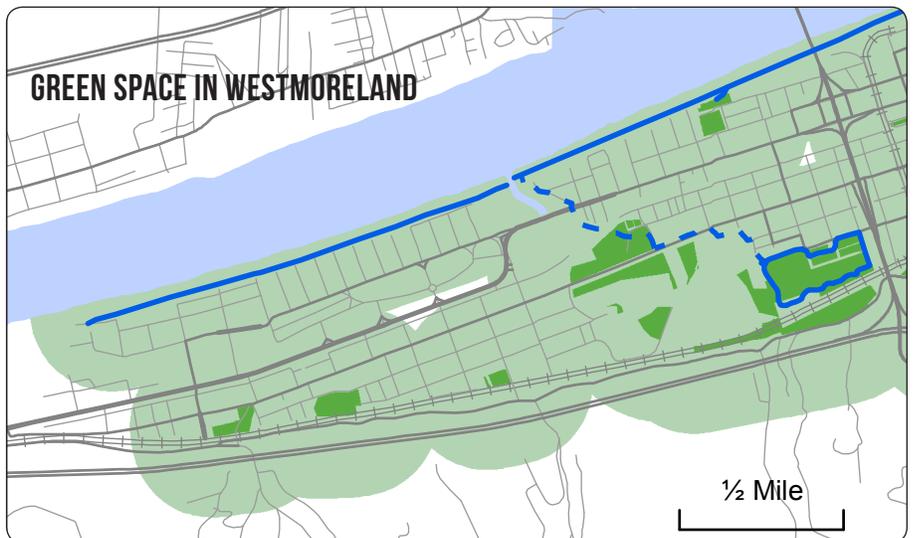
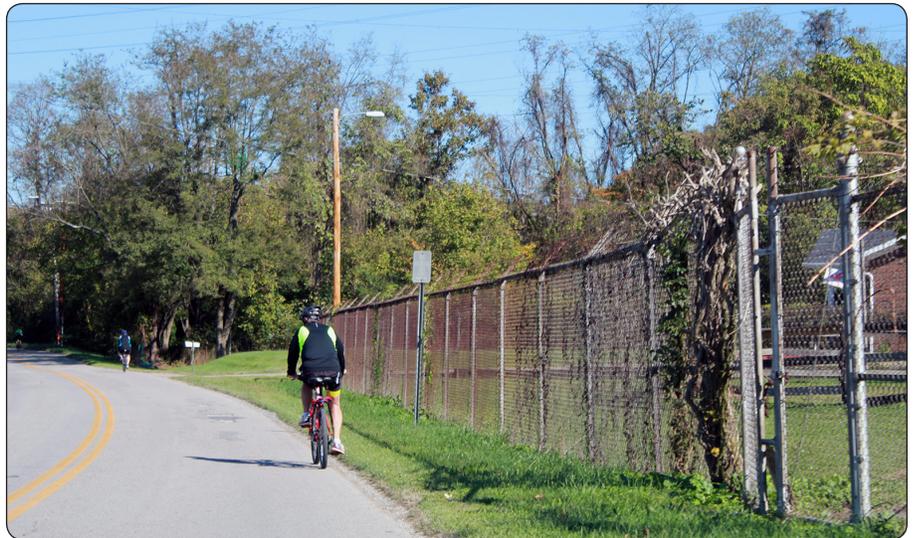
Westmoreland's green spaces will link with others throughout Huntington after PATH improvements are completed. The flood wall linear park is a PATH project that will utilize existing recreational trails on the levee. Trail heads are planned for Vinson Road and 31st Street West.

Once finalized, along with other trail projects on the riverfront, residents in Westmoreland will be able to travel from Westmoreland to downtown Huntington by way of the flood wall. The planned construction of a bridge over Four Pole Creek at its congruence with the Ohio River will make this possible and will also better connect Cabell and Wayne Counties.

Partly undeveloped green space owned by the Greater Huntington Park and Recreation District at Piedmont Road, Madison Avenue and St. Cloud Commons provides the potential for additional recreational space in Westmoreland. A new park or trails utilizing these areas would further improve connection between counties and existing green spaces.

CONCLUSION

Westmoreland has quality housing that is close to services such as schools. These attributes make Westmoreland a valuable part of Huntington. The neighborhood can preserve its character and create growth by encouraging development in already existing commercial centers, improving all transportation options and better connecting existing green spaces.



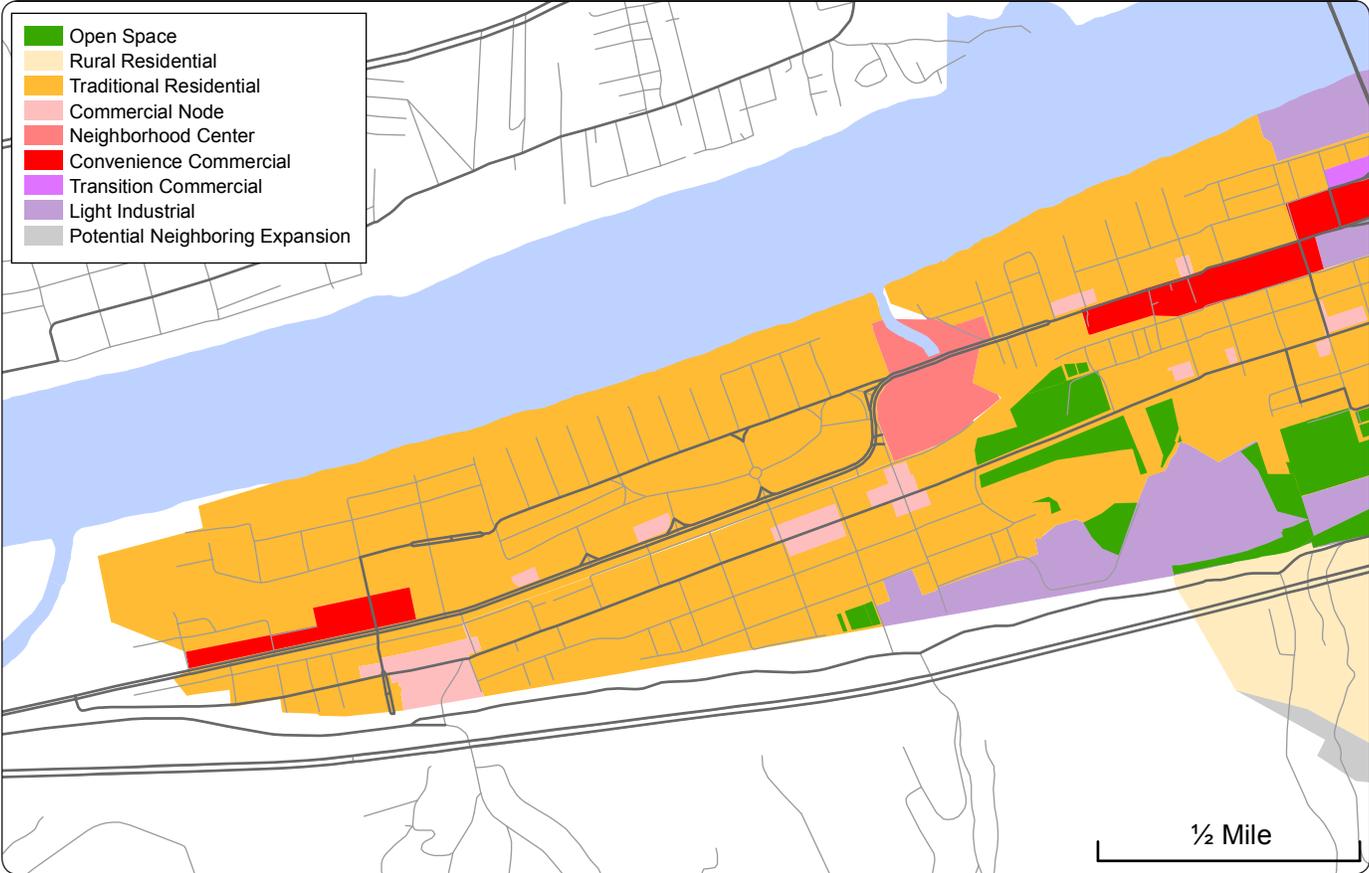
The majority of Westmoreland is within a 1/4 mile of some type of green space. Green space in the area includes the Paul Ambrose Trail for Health on the floodwall, Westmoreland Park and elementary and middle school playgrounds and fields. Greater Huntington Parks and Recreation own property in between Westmoreland and West Huntington that may serve as a potential resource in connecting St. Cloud Commons to the Westmoreland floodwall.

WESTMORELAND CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 2	Preserve the historic residential neighborhood with quality housing and commercial centers in key areas.	
Community Design	CD 3	Create significant entrances into Huntington.	
Economic Development	ED 3	Encourage larger lot commercial development along U.S. Route 60 where appropriate.	
	ED 5	Create an inventory of underutilized industrial property that could transition into mixed use commercial, light industrial and residential properties especially along the Ohio Riverfront.	
Public Services	PS 4	Maintain fire station in Westmoreland with needed repairs.	
Transportation	TR 3	Improve pedestrian and cycling connections across Route 60.	
	TR 4	Create stronger connections across Four Pole Creek and the Wayne County and Cabell County line.	
Green Space	GS 2	Connect Four Pole Creek wooded property to St. Cloud Commons.	

WESTMORELAND: A LOOK INTO THE FUTURE

The Future Land Use Map for Westmoreland maintains the development patterns that are currently in the neighborhood. Therefore, the commercial areas that exist in the neighborhood are not to be expanded and the uses should continue to primarily serve Westmoreland. Also, to maintain the single-family nature of the neighborhood, two-family and multi-family expansion and redevelopment should be limited.



WEST HUNTINGTON



IN THIS CHAPTER

LEARN MORE ABOUT:

- DIVERSE AND HISTORIC HOUSING OPTIONS
- THE GROWING ANTIQUE AND ARTIST CULTURE
- THE PRIVATE AND PUBLIC SERVICES IN THIS AREA
- OPPORTUNITIES TO CREATE A COHESIVE IMAGE AND QUALITY OF LIFE

HOW WEST HUNTINGTON LOOKS



LAND USE, COMMUNITY DESIGN

West Huntington is a major entrance into downtown Huntington and a diverse area rich in culture and history. The neighborhood is filled with single-family, two-family and multi-family housing, various commercial corridors and industrial properties.

Old Central City, located at 14th Street West, is the heart of West Huntington. The area is a regional tourism destination and home to businesses that focus on food, art and antiques. Businesses in Central City include the Central City Café, the Central City Antique Mall, Hattie and Nan's, Ackenpucky Creative and the Central City Market.



West Huntington is filled with quality housing, but there is a need for more.



Old Central City is the commercial center of West Huntington. The Central City Market is one of its anchors.

OLD CENTRAL CITY

The 14th Street West commercial center, also known as Old Central City, is the heart of West Huntington. When this area was settled around 1890, the group of settlers considered this location central between Catlettsburg, KY and Guyandotte, WV and called the town Central City. This history is celebrated twice a year with festivals and is central to various Tri-State attractions and as a stand-alone destination for antiques.

Adams Avenue and Washington Avenue are also commercial corridors with grocery stores, pharmacies, restaurants and other businesses that serve the needs of residents and people who travel through the area.

West Huntington is business friendly, but commercial development will better serve the community if it is confined to appropriate locations. Definitive boundaries for commercial development must be set. An emphasis can also be placed on infilling and redeveloping vacant buildings in commercial boundaries.

Careful planning will ensure that commercial districts spur economic development while also protecting the character of neighboring residential districts.

HOUSING

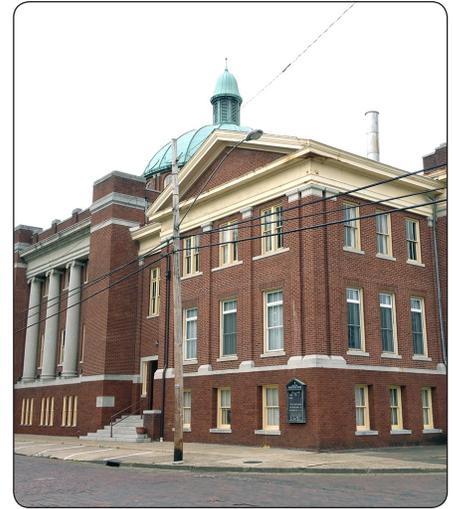
There are substantial pockets of quality housing on Jefferson Avenue, near Central City Elementary School and in the 9th Street West historic district. If more multi-family housing was developed, it would be best suited for 5th Avenue West between 19th Street West and 23rd Street West and along U.S. Route 60.

Areas of West Huntington that are undated with dilapidated housing and vacant properties. An aging population and an economic slowdown have played key roles in affecting the area's housing market. With property values dropping, many dilapidated homes are converted into rental units rather

than being renovated. Strict code enforcement is necessary to prevent the continued deterioration of these properties and to preserve the character and value of the neighborhood.

HISTORIC PRESERVATION

Along with the 14th Street West commercial area, West Huntington boasts a small historic district between Jefferson Avenue and Madison Avenue along 9th Street West. This district is home to the Second Presbyterian Church and the Parsons-Abbott-Mosser House. The Foster Memorial Home, located on the 700 block of Madison Avenue, is also on the historic registry and is currently used as a senior living facility. These properties are all listed on the National Register of Historic Places, but could be better showcased through effective preservation efforts.

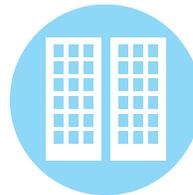


West Huntington has a wealth of historic resources. There are 12 properties in the 9th Street West Historic District in addition to the Foster Memorial Home on Madison Avenue. Residents have discussed adding other properties to the historic registry. Pictured here are the Surbough-Ferguson House and Second Presbyterian Church.

Historic preservation in West Huntington may be a two phase process that includes prioritizing currently known registered properties then identifying additional

structures. There is potential to expand historic status to many more houses and properties at Hills Court and various houses on Jefferson Avenue.

HOW WEST HUNTINGTON GROWS



ECONOMIC AND PREFERRED DEVELOPMENT, REDEVELOPMENT

Development in West Huntington should assist locally-owned businesses in filling vacant storefronts and commercial resources throughout commercial corridors. Abandoned buildings like Washer Lumber, DJ Manufacturing and West Middle School can be redeveloped and reused. Vacant and abandoned properties on the eastern edge of the neighborhood along 1st Street

can be renovated as either housing units or businesses.

Additionally, there is a need for focused commercial and infill development along Adams Avenue and Washington Avenue. These streets have mixed land uses and larger lots that can support new development.

While there are commercial nodes throughout the neighborhood, the heart of cultural and economic development in West Huntington is Old Central City, or 14th

Street West. This neighborhood commercial corridor already boasts long established local antique shops, restaurants and a tailgate farmers market, and has recently seen new creative and regional arts investment. Old Central City is poised to become a true arts district, and determining the scope of redevelopment activities is a crucial first step in this direction.

The LowerTown neighborhood in Paducah, Ky., is a good example of how cre-

ating an arts district can be accomplished in a small city. (See sidebar at the end of this page).

The arts and antiques community, partnered with a growing local food economy already established at the Central City Market, is positioned to provide an important economic boost to the neighborhood as well as the Tri-State region.

Opportunities for growth in Old Central City abound. The Central City Market could expand to include more attractions for year round use, and the district could be re-invigorated as a market for artisans as well as antiques and food.

Buildings in this area might also provide economic development opportunities with live-in work spaces, studios and galleries, and could be used to create a unique housing and studio community for artists.

West Huntington may also benefit from increased signage detailing commercial and cultural attractions in the neighborhood. Signs that highlight attractions and direct visitors to their location will educate travelers, promote intrigue in the area and potentially increase the number of tourists.

Because West Huntington has many recreational and cultural assets that attract visitors from all over the Tri-State, a hotel located near the Route 52 connector and 17th Street Bridge, and with close proximity to the interstate, would aid in the promotion of tourism in the area.

Since January 2013, the City of Huntington has targeted West Huntington in an effort to reduce crime, support community development and encourage increased economic development. This initiative, termed River to Rail, is a partnership between the City, the Huntington Police Department and active residents and businesses in the West Huntington area.

Please see the sidebar for more information about this initiative.



Businesses in Old Central City are the economic development center of the West Huntington area.



By filling empty storefronts in Old Central City, this growing commercial center may continue to thrive.



Positive reuse of West Middle School is important because it is no longer a neighborhood school.



The Old Central City Gazebo is a fixture of 14th Street West.

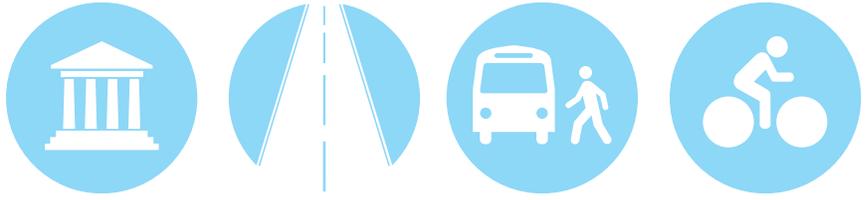
THE ARTIST RELOCATION PROGRAM

The City of Paducah, Ky. sold dilapidated properties in the LowerTown neighborhood for as low as \$1 and provided professional design assistance to attract more than 100 artists to move to and work in the neighborhood. The City's initial investment was \$3 million during the first five years of the project. In turn, the artists collectively invested \$35 million to revitalize their buildings and businesses. The Artist Relocation Program was successful and transformed Paducah into a thriving artist community with galleries, shops, and cafés that attract visitors and tourists.

RIVER TO RAIL

River to Rail is a multi-discipline, community oriented initiative designed to decrease crime, encourage economic development and improve the quality of life in Huntington's Old Central City. In 2012, the area was determined to be an important area of focus because crime in West Huntington had not decreased like it had in the city. The R2R focus, modeled after the Weed and Seed program in Fairfield, targets increased law enforcement, community development, code enforcement and economic development.

HOW WEST HUNTINGTON CONNECTS



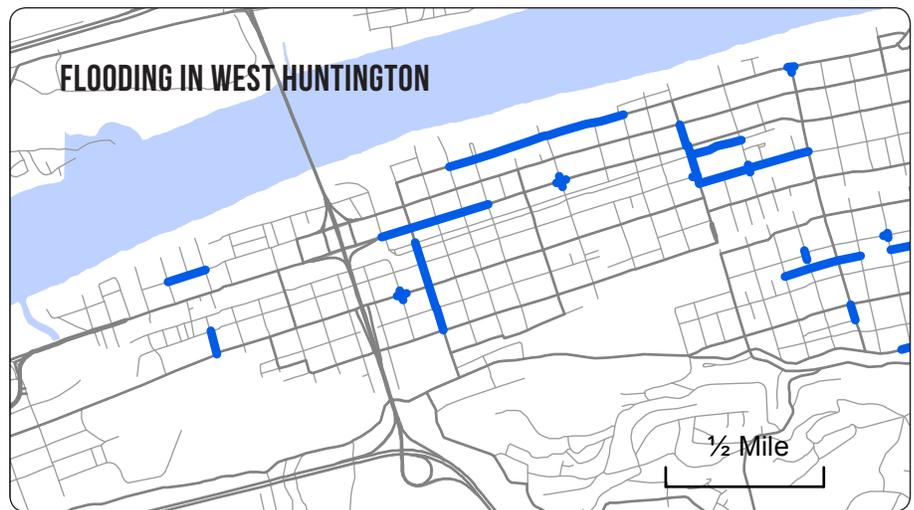
PUBLIC SERVICES

West Huntington is close to downtown, so residents enjoy many cross-town amenities and services. Additionally, West Huntington has many public services of its own, including Central City Elementary School, West Huntington Public Library, Huntington Fire Station No. 4 and several state offices, including the Division of Highways and Department of Health and Human Resources. The neighborhood has also enjoyed increased police presence, which has helped deter crime.

West Huntington boasts active community groups such as the Farmer's Market Association, West Huntington Neighborhood Association, Cabell County Community Services Organization, Old Central City Association and the West Huntington faith community. These organizations in partnership with local businesses and a strong political presence will continue to improve West Huntington.

INFRASTRUCTURE

Flooding is a concern in portions of West Huntington. There are many options to consider when evaluating potential solutions to these problems, like cleaning catch basins regularly and disconnecting downspouts. Another potential solution is strategic urban forestry. Planting more trees and installing rain gardens could help stormwater drain into the ground instead of into the street. Street sweeping can



Areas in blue have been known to experience flooding during heavy rainfall. Keeping as much stormwater on properties instead of spilling into the combined stormwater and sanitary systems is one way to reduce flooding.

also be effective in keeping trash and debris from getting into storm drains.

Insufficient lighting is a major concern in West Huntington. There is a need for streetlight replacement and additions, especially at Interstate 64, the Route 52 exchange and the pedestrian railroad underpass on 5th Street West. Streetlights in the 14th Street West commercial corridor also need attention as they are too tall to properly light sidewalks for pedestrians to feel safe at night.

TRANSPORTATION

People from all over the Tri-State visit West Huntington because of its proximity to downtown and its accessibility from the Interstate.

Washington Avenue and Adams Avenues are part of U.S. Route 60 and have higher intensity commercial uses and large traffic volumes. These streets often serve as connectors to regional attractions. While they are vital connectors for motorists, they are not ideal for pedestrians and cyclists. Both Adams Avenue and Washington Avenue would benefit from creating a mixed use corridor with streetscape improvements for pedestrians that establishes a common identity.

14th Street West and Harvey Road were recently designated as the Mike and Henriella Heritage Trail. These streets connect several regional cultural attractions like the J. Taylor Auto Collection, the 14th Street West antique district, the Railroad Museum,

the Museum of Radio and Technology and the Heritage Farm Museum and Village.

Additional street improvements are needed. For example, Virginia Avenue from 13th Street West to 14th Street West needs improvements to connect local residents to commercial uses. In the past, repairing this section of road was limited by a lack of stormwater infrastructure. This location could be an example of a creative partnership between road repair and on-site stormwater management.

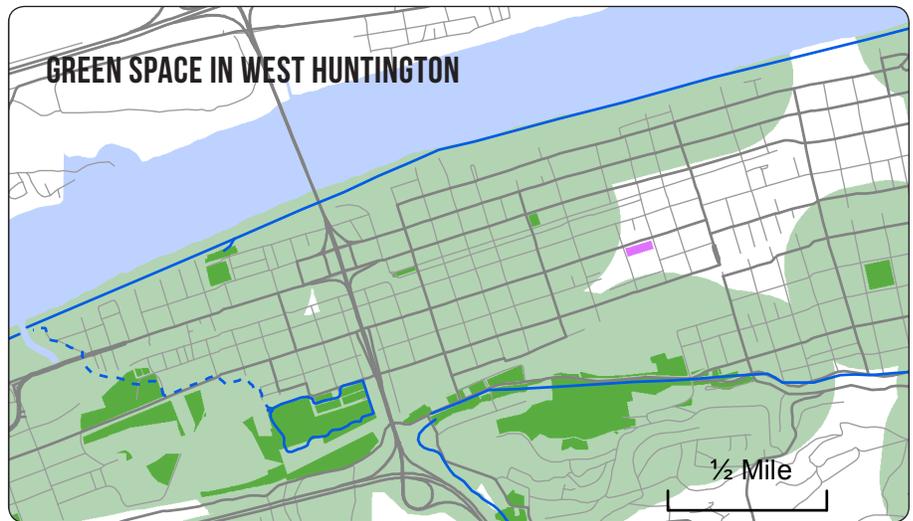
Safe pedestrian access can be achieved by prioritizing sidewalk repair, creating crosswalks and improving intersection curb cuts for handicap accessibility. Certain areas of the neighborhood limit safe walking due to poor sidewalks and heavy traffic flow. Prioritizing less trafficked routes like Jefferson Avenue as more pedestrian friendly routes would improve pedestrian connectivity from downtown to 14th Street West.

The West Huntington Park at St. Cloud Commons was one of the first locations to see Paul Ambrose Trail for Health (PATH) improvements, which are now being expanded with additional trails on the floodwall along the Ohio Riverfront. There needs to be an emphasis on increasing bicycle and pedestrian connections to PATH and services in the area. Possible bicycle routes include 14th Street West and 5th Avenue West and will help connect the area to downtown Huntington. Bus transportation can also be improved by creating a north and south connecting route on 1st Street and expanding service on Sundays.

GREEN SPACE, RECREATION

St. Cloud Commons is the only established park in West Huntington. The park was once home to the Huntington Cubs, a minor league baseball team, but now serves as a recreational center for West Huntington.

St. Cloud Commons provides a walking path, a basketball court and multiple baseball fields. Other nearby public spaces and



TOP: Continuing the pavement of Virginia Avenue between 13th Street West and 14th Street West might increase connections to Old Central City. Because there is a lack of stormwater infrastructure, alternative ways of dealing with runoff may be needed.

BOTTOM: Not all of the West Huntington neighborhood is within a 1/4 mile of a green space. There is potential room for additional recreation opportunities on the eastern portion of the area.

parks include Memorial Park, Safety Town, Harveytown Park and Ritter Park.

There are several options for recreation in West Huntington. PATH trails run through the neighborhood along the flood wall, and the Colonial Lanes bowling alley on 5th Street West provides indoor recreational activities.

While there are recreational spots in West Huntington, additional park space with more basketball courts, playgrounds and walking paths similar to the ones at McClelland Park in Highlawn would be welcomed.

A large green space east of the United Way of the River Cities building on Mad-

ison Avenue and 8th Street West and a large field between 7th Street West and 8th Street West are potential park locations.

CONCLUSION

West Huntington is a complete and connected neighborhood that boasts private and public services within a comfortable walking distance. Old Central City is already a neighborhood and regional economic hub, but it could be expanded to include local food or artisan tourism and an artist district. Additionally, targeted growth and community development might make a powerful impact.

WEST HUNTINGTON CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 1	Preserve the historic residential neighborhood with quality housing and commercial centers in key areas.	
Community Design	CD 1	Create central way finding signage from the entrances to the area promoting the commercial and cultural amenities.	
	CD 3	Create cohesive and attractive entrances to the City of Huntington (Route 60, 5th Street Road, Hal Greer Blvd, 3rd Avenue, bridges)	
	CD 4	Preserve the neighborhood as a standalone destination as well as a connector within Huntington and the greater Tri-State.	
Historic Preservation	HP 1	Promote and preserve historic properties and districts on the state historic register. Promote and preserve the important historic attractions of the Mike and Henriella Perry Heritage Trail, which connects to the J.Taylor Auto Collection, 14th Street West Antique District and nearby attractions such as the Railroad Museum, the Museum of Radio and Technology and the Heritage Farm Museum and Village.	
Economic Development	ED 2	Invest in Old Central City or 14th Street West as a neighborhood center.	
	ED 3	Encourage larger lot commercial development along Route 60.	
Preferred Development	PD 5	Promote development of a hotel in West Huntington to encourage visitors to stop and stay in the city.	
Redevelopment	RD 1	Investigate an arts district for 14th Street West to encourage live and work artist space.	
	RD 2	Create an inventory of underutilized industrial property that could transition into mixed use commercial, light industrial and residential properties especially along the Ohio Riverfront.	
Public Services	PS 5	Consider a possible visitor's center or tourist destination to market area attractions.	
Transportation	TR 3	Improve pedestrian and bicycling connections across Route 60.	
	TR 9	Connect Virginia Avenue from 13th Street West to 14th Street West with creative stormwater management onsite.	
Green Space	GS 2	Consider locations for improved parks or green space opportunities in the eastern portion of the neighborhood.	
Recreation	RC 3	Create a West Huntington arts district.	

WEST HUNTINGTON: A LOOK INTO THE FUTURE

The Future Land Use Map for West Huntington shows the diversity of development patterns in the midst of a traditional neighborhood. Residential ranges from large lot single-family to dense single-family, two-family and multi-family.

Areas with higher density should maintain the character and scale of a primarily single family district. There may be areas where new dense single-family style housing such as town homes may be appropriate to serve the people who work in the neighborhood.

Convenience commercial uses exist along Washington and Adams Avenues be-

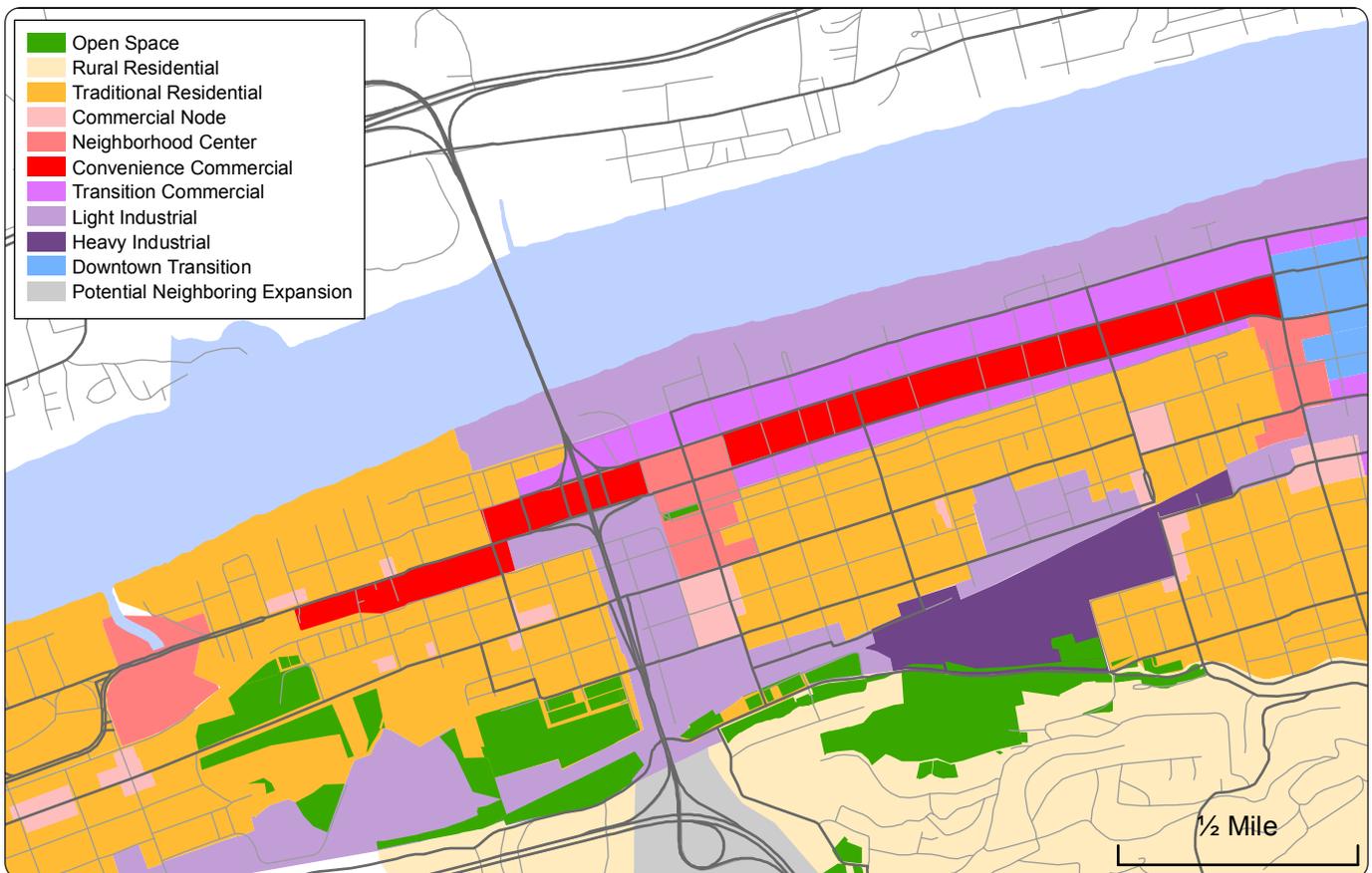
side multi-family residential. Future development of this area of West Huntington should prioritize convenience commercial in between Washington and Adams and mixed use high density residential transitioning on the north side of Washington and the south side of Adams.

The neighborhood center along 14th Street West is a prime location for economic development opportunities for commercial uses that serve the residential area and become a draw for visitors. As commercial uses become less dense south of Madison, this commercial node changes in character

and has room for infill development. Scattered commercial nodes exist at connector street intersections and should serve the nearby residential neighborhood.

The density of uses decreases away from the US 52 interchange. Several industrial uses can transition to a light industry/mixed use commercial north of Virginia Avenue, north of the railroad and along the interchange.

Open space preservation should remain along Four-Pole creek between Westmoreland and West Huntington, at St. Cloud Commons, and 8th Street West and Madison Avenue.



HIGHLAWN



IN THIS CHAPTER

LEARN MORE ABOUT:

- THE DIVERSITY OF QUALITY HOUSING
- ACCESS TO THE EXPANSE OF SERVICES
- ACCESS TO THE RIVER-FRONT AND PARKS

HOW HIGHLAWN LOOKS



LAND USE, COMMUNITY DESIGN

Highlawn is one of the most diverse neighborhoods in Huntington. The neighborhood has many residential, commercial and industrial opportunities, which allow residents to meet most of their basic needs within the area.

Commercial and industrial businesses operate primarily along 3rd Avenue, 5th Avenue, the Ohio River and the railroad tracks. Businesses include St. Mary's Medical Center, several Marshall University athletic facilities, Kroger and a number of pharmacies, banks, gas stations and restaurants.

St. Mary's Medical Center has a large presence and has made several expansions over the years. While the neighborhood benefits from the hospital's presence in the neighborhood, residents are concerned about the impact that future expansion will have on the integrity of the neighborhood.

To ensure that there is a continued and successful partnership between the hospital and neighborhood, Highlawn residents and St. Mary's officials should work cooperatively to find a shared path for future development.

Highlawn also has several small, local businesses, but there are a number of vacant commercial properties. Encouraging new business in existing commercial space is preferable to creating new commercial development.

HOUSING

Even though commercial and industrial areas have a significant presence in High-



lawn, housing is one of the most important attractions. Because housing is so important, dilapidated houses are a major detriment to the neighborhood's character and appeal. In order to preserve Highlawn's character, derelict property needs to be maintained or renovated into quality, single-family housing. To address this problem, the City of Huntington has recently prioritized code enforcement.

Highlawn is also ripe for quality mid-range housing development due to being walkable with easy access to grocery, drug stores, health care, elementary school, parks and Marshall. Highlawn has a high potential for quality redevelopment sites for both housing and commercial reuse and may be further investigated to find potential sites for this investment.



TOP: Highlawn has housing that is in good repair.
BOTTOM: St. Mary's Medical Center. There is room for residential and choice commercial areas in Highlawn.

HISTORIC PRESERVATION

Highlawn has historic commercial and residential assets that have established the neighborhood's character for many years. The old Liggett and Myers Tobacco Company factory is the only location in Highlawn that is listed on the National Register of Historic Places (NRHP). Despite

this, there are other locations in Highlawn that have historic value.

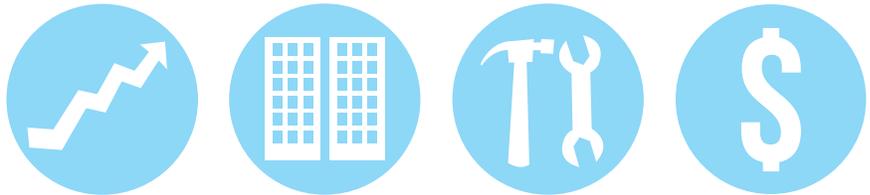
There are historic homes in Highlawn on Staunton Road and 3rd Avenue, and the Enslow Mansion and Enslow Middle School all deserve to be recognized and preserved.

Enslow Middle School will close in January 2014, but the building may still be used as an important resource in the area. A definite plan regarding the future of the building should be created in collaboration with the Cabell County School Board so it does not remain vacant, which will be detrimental to the neighborhood.



This former tobacco factory has two historically significant buildings, the redrying plant, which was built in 1910, and the factory, which was constructed in 1920.

HOW HIGHLAWN GROWS



PREFERRED DEVELOPMENT, REDEVELOPMENT

With defined goals for keeping housing intact and promoting commercial infill, the City of Huntington can prioritize targeted commercial development, dilapidated housing and unused buildings and property.

Industrial and commercial properties like the old AC&F plant on 3rd Avenue and an abandoned Sunoco gas station on 3rd Avenue and 28th Street are of particular concern because they are underutilized.

The former AC&F property spans a large area between 22nd Street and 24th Street. It is a prime location for commercial or mixed-use redevelopment that can bridge Highlawn and Marshall University.

There are also opportunities to transition portions of heavy industrial property to accommodate lighter industrial uses.



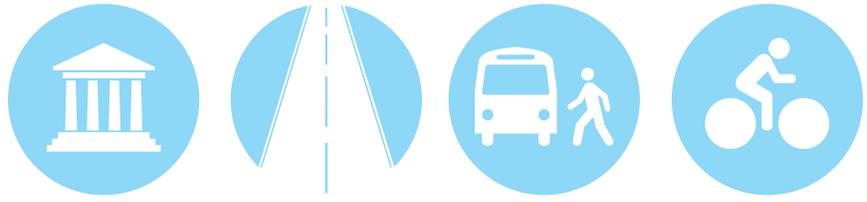
Existing commercial areas have room for reuse or revitalization instead of adding commercial close to residential areas.

Preferred development includes repurposing unused commercial properties with new retail establishments, restaurants and other businesses that serve the area.

While focusing on the development of

new businesses, it is important that historic residential areas are protected and that commercial and industrial development are encouraged in existing areas along 3rd Avenue, 5th Avenue and 31st Street.

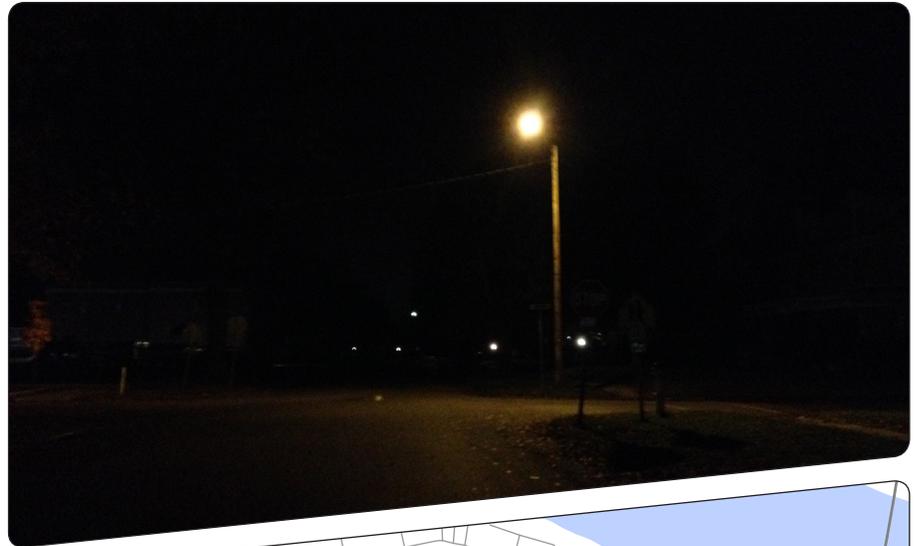
HOW HIGHLAWN CONNECTS



PUBLIC SERVICES

Highlawn residents have expressed concerns about perceived safety issues and desire an increased police presence. A lack of adequate light contributes to the uneasiness that residents feel when walking, jogging or cycling at night. Proper lighting improves aesthetics and the overall sense of safety in the neighborhood and is needed at each intersection between 24th Street and 30th Street on 3rd Avenue and 5th Avenue.

Additional lighting is needed en route to and at McClelland Park to ensure this resource can be safely utilized. Lighting is also an opportunity to create a look that brands Highlawn as unique. Guyandotte provides a good example of lighting that serves a need and fits the character of the neighborhood.



INFRASTRUCTURE

Roads, sidewalks and the stormwater and sanitary system are all part of connecting neighborhoods in Huntington. Of these, the stormwater and sanitary system are most often the focus of attention because water backs up and floods streets during heavy rainfall. Flooding is most prevalent on the 30th block of Merrill Avenue, 5th Avenue and 3rd Avenue, at intersections on 4th Avenue, and at the intersection of 1st Avenue and 25th Street.

In addition to street flooding, basements of houses between Staunton Road and 3rd Avenue experience back flow issues. These locations have more paved surfaces than green



TOP: Additional lighting is needed to ensure safety, but it also could signify the distinct look of the neighborhood. BOTTOM: Highlawn has several areas with flooding concerns that need to be addressed, especially along 5th Avenue and 3rd Avenue where development has increased.

space and contribute to an already overburdened stormwater and sanitary system.

Most of 3rd Avenue and 5th Avenue have extensive curb cuts that significantly decrease the amount of green space that can retain water during heavy rainfall. Curbs

also protect pedestrians from traffic. Rebuilding curbs along 3rd Avenue and 5th Avenue will decrease the amount of stormwater runoff in these streets, make walking safer for pedestrians and improve neighborhood aesthetics.

St. Mary's Medical Center and the Emogene Dolin Jones Hospice House are also areas with additional paving that create stormwater runoff. Flooding in these locations cause portions of the neighborhood to become isolated and creates accessibility problems for emergency services. A potential solution to alleviate some of the runoff from these properties should be explored.

The Ohio Riverfront, alongside McClelland Park at 27th Street, has severe riverbank erosion issues that need to be addressed to protect this valuable neighborhood resource and nearby residential areas.

TRANSPORTATION

Portions of 3rd Avenue and 5th Avenue cross through Highlawn and are major arteries that connect the neighborhood with the rest of Huntington. With access to these important roads, residents can easily travel by walking, cycling, riding public transportation and driving.

Highlawn is a unique, walkable neighborhood with a hospital, grocery stores, pharmacies, restaurants, churches and businesses that can be readily accessed on foot. However, sidewalks need extensive repairs to complete connections to services in the area.

Pedestrian crossing on high traffic streets is also an area of concern. Most of 3rd Avenue, 5th Avenue and 31st Street are not pedestrian friendly and make walking in Highlawn and to Guyandotte difficult. There are also undeveloped industrial sites along 3rd Avenue that create a "dead-zone" gap between Highlawn and Marshall University.

Sidewalk and crosswalk improvements are options for improving pedestrian connectivity at these locations. As part of finding solutions to these connection problems, an inventory of sidewalks and crosswalks will help determine which areas need priority improvement.



TOP: Highlawn is one of the few neighborhoods with share the road signs that are part of the PATH network. BOTTOM: Adding a cycle track on 5th Avenue for pedestrians and cyclists might improve connectivity between Highlawn and Marshall University. (Cross section made with streetmix.net.)

CYCLE TRACKS

Cycle tracks are a type of bike lane intended to be exclusively or primarily for bicycles. Separated from vehicle lanes and sidewalks they provide a combination of a separated lane while using shared facilities on-road. These lanes are typically separated from vehicular traffic and pedestrians by pavement markings such as coloring, pavement markings, bollards, curbs, vegetation or a combination of the above. They can be for one-way or two-way travel.

Select areas of Highlawn are part of the Paul Ambrose Trail for Health (PATH) and allow pedestrians, cyclists and commuters to share the road. These areas include portions of 4th Avenue, 1st Ave and 27th Street leading to McClelland Park. However, there are areas of connections that still need improvements like 3rd Avenue and 5th Avenue between 22nd Street and 24th Street. This location might benefit from a cycle track that separates two-way bike traffic from the street.

Many residents also use public transportation to get to and from work, grocery stores and other locations in Huntington. There is adequate bus access, but some stops, like 27th Street and 3rd Avenue, are

too busy and crowded during peak hours. Construction of new bus stops would allow public transportation to better serve the neighborhood. Resident input on the best locations for bus stops needs to be considered if new stops are added.

Along with prioritizing and repairing streets, potential reconfiguration of traffic patterns is crucial to maintaining connectivity in Highlawn. While widening streets may be cost prohibitive, some streets, like 31st Street in front of the Emogene Dolin Jones Hospice House, need two lanes due to heavy traffic.

Alleyways are also important to managing connections. Businesses need access to alleyways as part of day-to-day operations, but many have become unusable and unsafe for vehicles, and should be repaired.

Brick streets are also an important part of Highlawn's character and help reduce traffic speeds. Restoration and maintenance of these historic transportation assets, as an alternative to repaving, should receive serious consideration.

GREEN SPACE, RECREATION

Highlawn has several public spaces that residents enjoy throughout the year. The neighborhood also has valuable riverfront access and parks that offer various recreational activities.

McClelland Park is part of Highlawn's riverfront and features a new playground for families and children. Improved lighting and sidewalks will allow this important asset to better serve the community.

PATH trails in Highlawn connect to parks and other separated PATH trails in Guyandotte and Altizer and link with the St. Mary's sponsored Healthy Highlawn Trail, a walking route that loops around the neighborhood.

With the demolition of the Veteran's Memorial Field House, the 2500 block of 5th Avenue is now home to the Marshall University Soccer stadium and a new playground called



TOP: Children play on a jungle gym in McClelland Park.

BOTTOM: Green spaces in Highlawn and the surrounding 1/4 mile radius. Highlawn is rich with green space and recreation opportunities. With the growth of PATH, these assets are becoming better connected.

Veteran's Memorial Park. This additional recreation and park space is easily utilized by residents who live between 3rd Avenue and 5th Avenue.

CSX donated an unused railroad bridge to PATH that will be used to connect pedestrians and cyclists from Highlawn and Guyandotte. It will also eventually connect Highlawn to a linear park along the west side of the Guyandotte River. This bicycle and pedestrian bridge and linear park project will provide a much needed connection improvement between these two neighborhoods.

CONCLUSION

A strong residential neighborhood, commercial access and public services make Highlawn an attractive neighborhood. Highlawn's layout, location on the Ohio River and several recreation opportunities allows its residents to be close to neighborhood services and maintain a tight community.

Highlawn is the eastern gateway to Huntington and will grow through choice commercial additions and by creating additional connections to existing resources in and near the area.

HIGHLAWN CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 2	Preserve the historic residential neighborhood with quality housing and commercial centers in key areas.	
Community Design	CD 1	Create central way finding signage from the entrances to the area promoting the commercial and cultural amenities.	
	CD 3	Create cohesive and attractive entrances into Huntington.	
Historic Preservation	HP 1	Promote and preserve historic properties and districts on the state historic register.	
Economic Development	ED 3	Encourage larger lot commercial development along 5th Avenue.	
Preferred Development	PD 2	Create stricter regulations for pawn and retail gun shops.	
	PD 4	Encourage St. Mary's to develop toward existing commercial corridors instead of residential areas. Buffer noise and impacts from hospitals from residential areas. Long term plan for hospital growth should consider partnering with residential neighborhood for cohesive development	
	ED 5	Create an inventory of underutilized industrial property that could transition into mixed use commercial, light industrial and residential properties, especially along the Ohio Riverfront	
Redevelopment	RD 1	Redevelop the former AC&F plant to further connect Highlawn and Marshall.	
Public Services	PS 3	Partner with Cabell County Schools to find a potential future for Enslow Middle School after consolidation.	
	PS 5	Investigate the possibility of a community center or increased community resources.	
Infrastructure (Flooding and Stormwater)	IF 2	Increase lighting on 3rd Avenue, 5th Avenue and on routes to McClelland Park.	
	IF 3	Increase curbs on 3rd Avenue and 5th Avenue to increase safety for pedestrians.	
	SW 4	Stabilize riverbank erosion near McClelland Park.	
Transportation	TR 3	Improve pedestrian and cycling connections across 3rd Avenue and 5th Avenue.	
	TR 4	Improve connection between Highlawn and Marshall between 22nd Street and 24th Street.	
Green Space	GS 1	Add additional green space opportunities and increase access for all residents.	
	GS 3	Add additional green space to linear park along western bank of the Guyandotte River that connects with PATH.	

HIGHLAWN: A LOOK INTO THE FUTURE

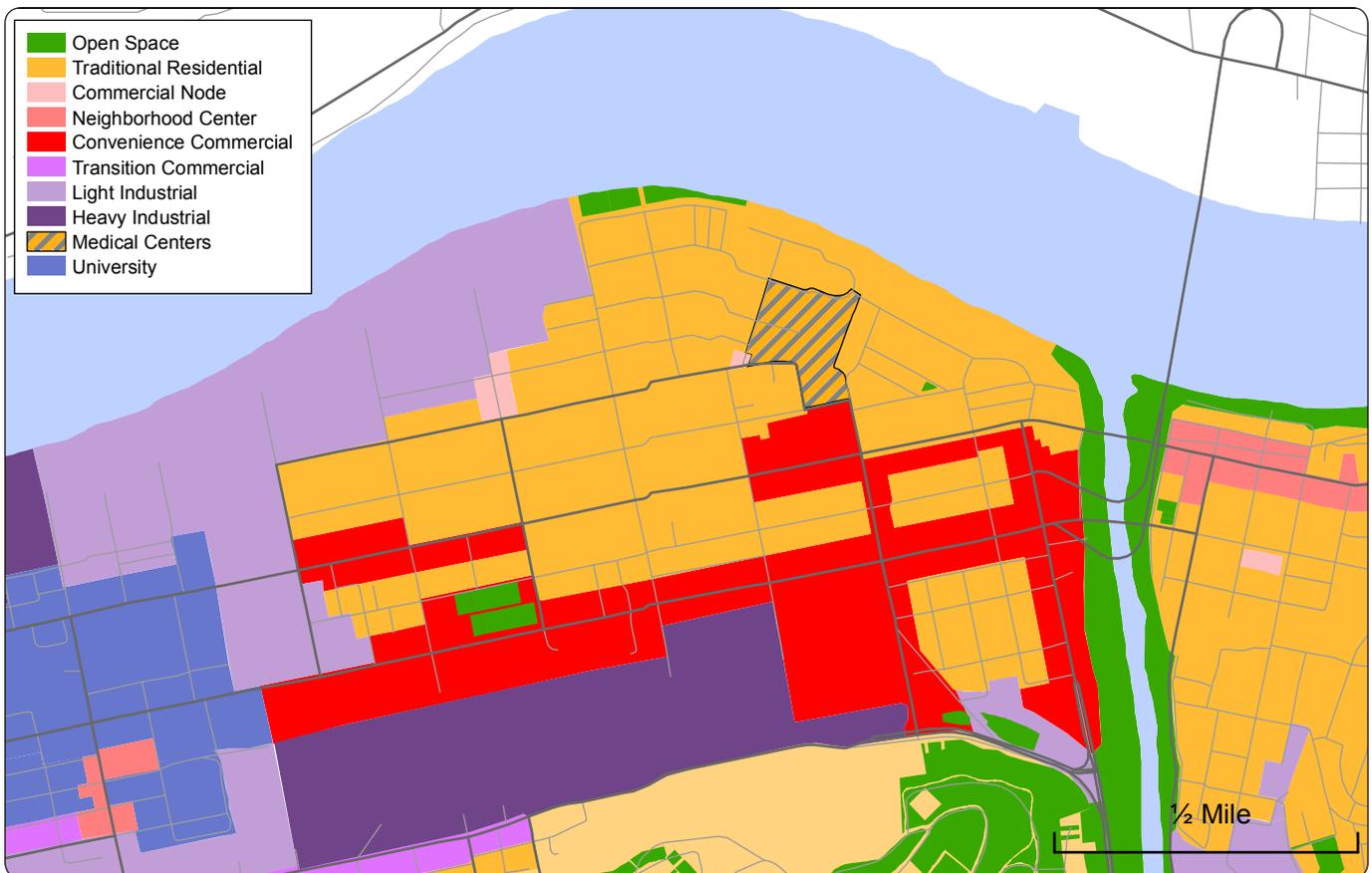
The Future Land Use Map for Highlawn shows the diversity of development patterns in the midst of a traditional neighborhood. The primary use of the neighborhood is single-family residential with areas of higher density in pockets. Residential ranges from large lot single family to dense single-family, two-family and multi-family.

Areas with higher density should maintain the character and scale of a primarily single family district. There may be areas where new dense single family style housing such as town homes may be needed to serve the people who work in the neighborhood.

Likewise, commercial development ranges from small commercial nodes intermixed closely with residential to convenience commercial zones on major routes. Concentrating infill and redevelopment along U.S. Route 60 is preferred to protect the residential areas. Development along 3rd Avenue in Highlawn is more residential in scale than 5th Avenue, infill or redevelopment should preserve that character. Commercial nodes that exist north of 3rd Avenue surrounded by traditional residential should primarily service the neighborhood.

Industrial property that currently exists near the riverfront and railroad should be transitioned to light industry, mixed-use commercial especially when near residential properties.

Open spaces exist on the Ohio riverfront and the western riverbank of the Guyandotte, and should be preserved. St. Mary's Medical Center has developed very close to the surrounding residential neighborhood, and should prioritize higher density development near the center of their campus or towards 3rd Avenue to reduce conflicts with the nearby residential areas.



GUYANDOTTE & ALTIZER



IN THIS CHAPTER

LEARN MORE ABOUT:

- STRONG RESIDENTIAL AND COMMERCIAL CENTERS
- HISTORIC GUYANDOTTE EVENTS AND FESTIVALS
- ACCESS TO PATH AND PARKS

HOW GUYANDOTTE & ALTIZER LOOKS



LAND USE, COMMUNITY DESIGN

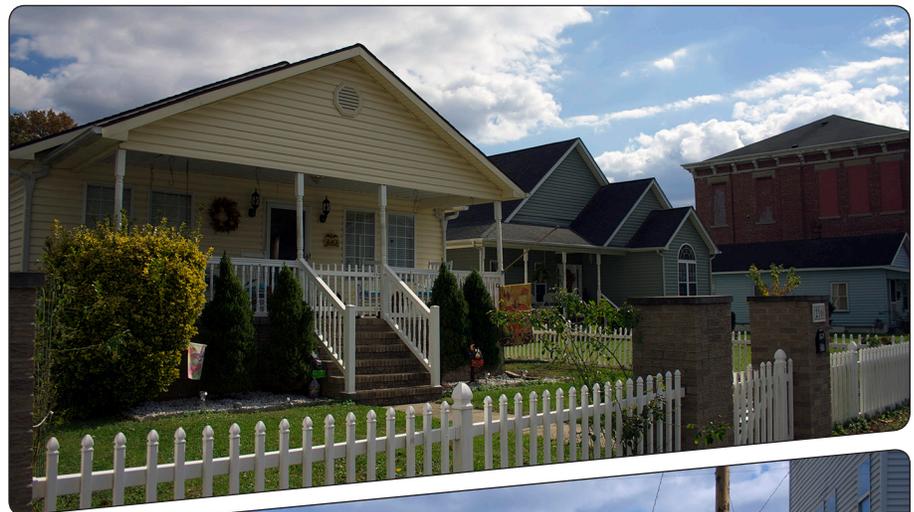
Guyandotte and Altizer are mixed-use neighborhoods that are home to some of the oldest areas in Huntington. There are commercial centers on Bridge Street, Main Street and Riverside Drive, and industrial centers along the railroad tracks and the Ohio River.

While the diversity of current land uses need to remain primarily the same, the neighborhood may benefit from new commercial activity in existing commercial centers. However, care needs to be taken to preserve commercial uses that enhance the area while preventing encroachment into neighboring residential properties.

HOUSING

Housing in Guyandotte and Altizer is mostly single-family and two-family, but there are pockets of multi-family, senior and low-income housing as well.

Historic houses are a main attraction, and residents showcase them with historic tours that celebrate their unique architecture. Because Guyandotte and Altizer are older neighborhoods, dilapidated housing stock is a serious concern. Preserving historic structures is vital to maintaining the neighborhood's character and protecting property values. City codes must be enforced if historic houses are to stay in good repair.



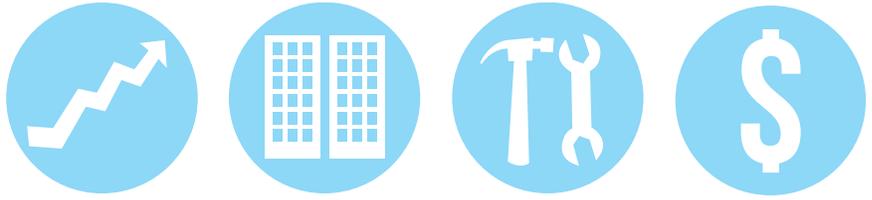
Guyandotte and Altizer are made up of single-family housing and limited areas of commercial uses. Guyandotte has a small neighborhood commercial center, while Altizer has small pockets of scattered commercial uses.

HISTORIC PRESERVATION

The Wellington-Zachary Taylor House and the Carroll-Thomas House are listed on the National Register of Historic Places, and there are other houses like the Karen and Murphy houses that could be recognized.

Although there are not enough historic resources in Guyandotte and Altizer to qualify for a state or national historic district, residents are interested in having the Huntington Historic Preservation Commission recognize historic resources in the neighborhood.

HOW GUYANDOTTE & ALTIZER GROWS



ECONOMIC AND PREFERRED DEVELOPMENT

Commercial activity in Guyandotte is sparse, but there is a hair salon, a hardware store, novelty shops and a daycare center along Bridge Street.

New businesses are needed, but development should complement existing services, serve the needs of the surrounding residential area and preserve the historical character of the neighborhood.

The most pressing commercial needs in Guyandotte and Altizer are a grocery store and healthy restaurants. There are locations that can accommodate these businesses, but residents' input should be considered first.

Guyandotte and Altizer have valuable resources for developers. There are underutilized parcels of land and empty buildings along Bridge Street that can be used for new development. Repurposing abandoned buildings needs to be a priority because it will revitalize the existing commercial heart of Guyandotte.

The few commercial uses in Altizer include scattered locations at intersections along Riverside Drive and the Skateland roller rink on Altizer Avenue. Commercial uses in Altizer need to remain small in scale and intensity so the neighborhood's focus can remain on residential areas.



Bridge Street and Main Street have the potential to grow as a neighborhood commercial center, by complementing existing businesses already in Guyandotte.

There are existing industrial areas transitioned to light industrial where they are close to residential properties along the railroad in Altizer that can be

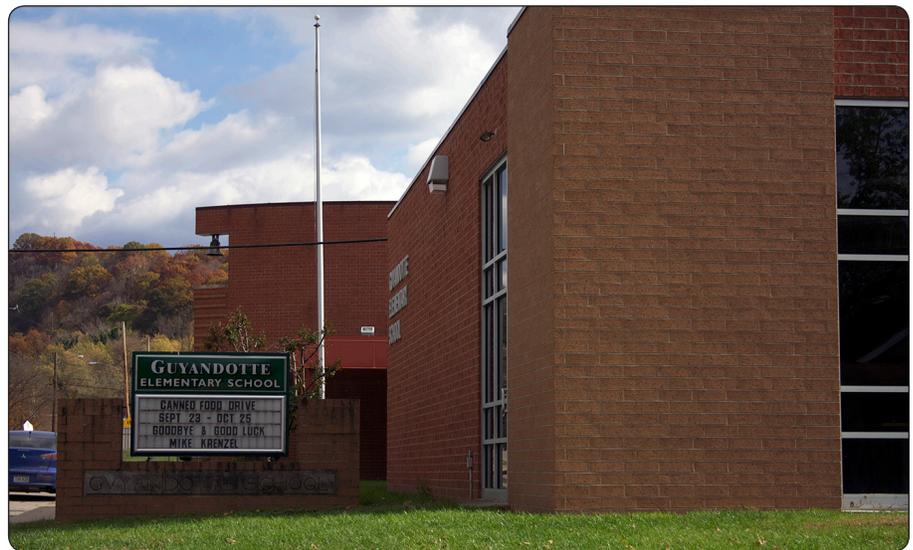
HOW GUYANDOTTE & ALTIZER CONNECTS



PUBLIC SERVICES

Public schools are a strength of Guyandotte and Altizer. Guyandotte Elementary School and Altizer Elementary School are located in the neighborhood, and the new Huntington East Middle School will be located nearby at the intersection of Route 60 and Norway Avenue.

These public schools offer vital education services for students and public space and playground equipment for residents.



Guyandotte Elementary serves the neighborhood and has a playground and field for recreation.

DIETZ-HOLLOW LANDFILL

The Dietz-Hollow landfill is located between Guyandotte and Altizer. This area is currently used as a transfer station for trash to be taken to a landfill outside city limits, and also stores mulch from trees that have been removed by city employees and residents.

This area has potential for hosting alternative waste removal like municipal recycling or composting. Providing recycling or composting services may create a source of revenue and reduce landfill costs. A cost/benefit analysis and an investigation of potential private and public partnerships would be a good first step.

Additional public services include the Guyandotte Public Library as well as the Boys and Girls Club and Children's Place and Playmates Child Development Center, which offer childcare options and after school care.

INFRASTRUCTURE

Stormwater issues are the biggest infrastructure concern in Guyandotte and Altizer. The flood wall protects the neighborhoods from the river. However, street flooding from clogged storm drains is a problem that can be addressed by researching and prioritizing the cleaning of at-risk drains.

Implementing an adopt a drain program that includes neighborhood participa-

tion is a potential way to ensure storm drains are routinely maintained. Overgrown and garbage strewn alleys are also identified as a problem in Guyandotte and Altizer. Code enforcement efforts need to continue, and cleanup efforts can be utilized to alleviate these concerns.

TRANSPORTATION

Guyandotte and Altizer are small neighborhoods, easily traveled by pedestrians, cyclists and motorists. The neighborhoods also have immediate access to downtown Huntington by 3rd Avenue, to Interstate 64 and Barboursville by U.S. Route 60 and to Proctorville, Ohio by the East Huntington Bridge.

Many residents choose to walk because Guyandotte and Altizer are small and easy to travel. Local churches and schools are a short walk from most homes, so sidewalks and crosswalks are important to maintaining connections.

Sidewalks on the 5th Avenue block before Guyandotte Elementary School and Staunton Street are currently in need of repair. Additional problems include overgrown yards, which prevent sidewalk access. Enforcing city codes might address this problem.

Enforcement of the speed limit on Bridge Street is a major concern as it is a high-traffic street. Safe crossing for pedestrians is needed and will encourage pedestrian traffic, as will streetscape improvements similar to the Old Main Corridor in the downtown area. Improving the streetscape might also attract economic development to this commercial center.

Guyandotte and Altizer have one of the longest stretches of the Paul Ambrose Trail for Health (PATH), which connects the neighborhoods to the main part of Huntington by the bicycle lane on the 5th Avenue Bridge.

The separated PATH route along Riverside Drive may benefit from increased connections to this resource by share-the-road routes from the west side of the Guyandotte River and within the residential and commercial areas of Guyandotte and Altizer.

Connectivity in Guyandotte and Altizer will be improved once a new pedestrian bridge is opened. The CSX Corporation recently donated an unused railroad bridge to PATH to be used for a pedestrian and bicycle route across the Guyandotte River.

Additional connections could be improved if the 5th Avenue Bridge was safer for cyclists to use and if 31st Street were made safe to support both pedestrians and cyclists.



TOP: Altizer Park with a space themed playground.

BOTTOM: Guyandotte celebrates Civil War Days through reenactments of a battle that occurred in 1861.

GREEN SPACE, RECREATION

Altizer Park and the Ohio Riverfront access are the only established recreational spaces in Guyandotte and Altizer.

School and residential playgrounds and a large rural green space fill the void between the dense residential and commercial areas of Guyandotte and Altizer. Although recreation opportunities and activities exist, there is need for more.

Encouraging family oriented historic events in Guyandotte and Altizer may also increase the recreational appeal of the neighborhood. Historic and cultural festivals like Swine Fest and the annual Guyandotte Civil War Days provide unique neighborhood experiences. Another attraction is Guyandotte Ghosts,

which is a walking tour of haunted places in Guyandotte.

CONCLUSION

Guyandotte and Altizer are strong residential neighborhoods with access to the Ohio and Guyandotte Riverfronts. Guyandotte has a significant commercial center at Bridge Street and Main Street that could be better utilized. In addition, Guyandotte celebrates its history through buildings and events. Altizer is connected to Guyandotte through PATH and the Guyandotte River and also has strong residential areas, which benefit from Altizer Elementary and Altizer Park. This area has room to protect commercial and industrial areas that exist without expanding into the residential areas.

GUYANDOTTE AND ALTIZER CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 2	Preserve the historic residential neighborhood with quality housing and commercial centers in key areas.	
Community Design	CD 4	Build off the character and cultural identity of Guyandotte events such as SwineFest, Civil War Days, Historic Tours, and Ghost Tours	
Historic Preservation	HP 1	Promote and preserve historic properties and districts on the state historic register.	
	HP 4	Investigate a City of Huntington recognized Historic District for Guyandotte.	
Economic Development	ED 2	Invest in Bridge Street in Guyandotte as a neighborhood center.	
	ED 5	Create an inventory of underutilized industrial property that could transition into mixed use commercial, light industrial and residential properties, especially near residential areas.	
Public Services	PS 5	Investigate the possibility of a community center or increased community resources. Investigate opportunities for equestrian trails in the rural areas of Guyandotte and Altizer.	
	PS 6	Investigate future economic opportunities at the Dietz-Hollow Landfill. Investigate the possibility of partnerships with municipal recycling, composting or rain garden soil at the Dietz-Hollow Landfill.	
Infrastructure (Flooding and Stormwater)	IF 2	Increase lighting at community services, such as the elementary school playground.	
Transportation	TR 3	Improve pedestrian and cycling connections across the 3rd Avenue Bridge, the 5th Avenue Bridge and 31st Street.	
	TR 9	Widen Hillside Drive. Increase the amount of speed limit signs on Bridge Street and Main Street.	
Green Space	GS 3	Increase green space on the eastern edge of the Guyandotte neighborhood.	

GUYANDOTTE AND ALTIZER: A LOOK INTO THE FUTURE

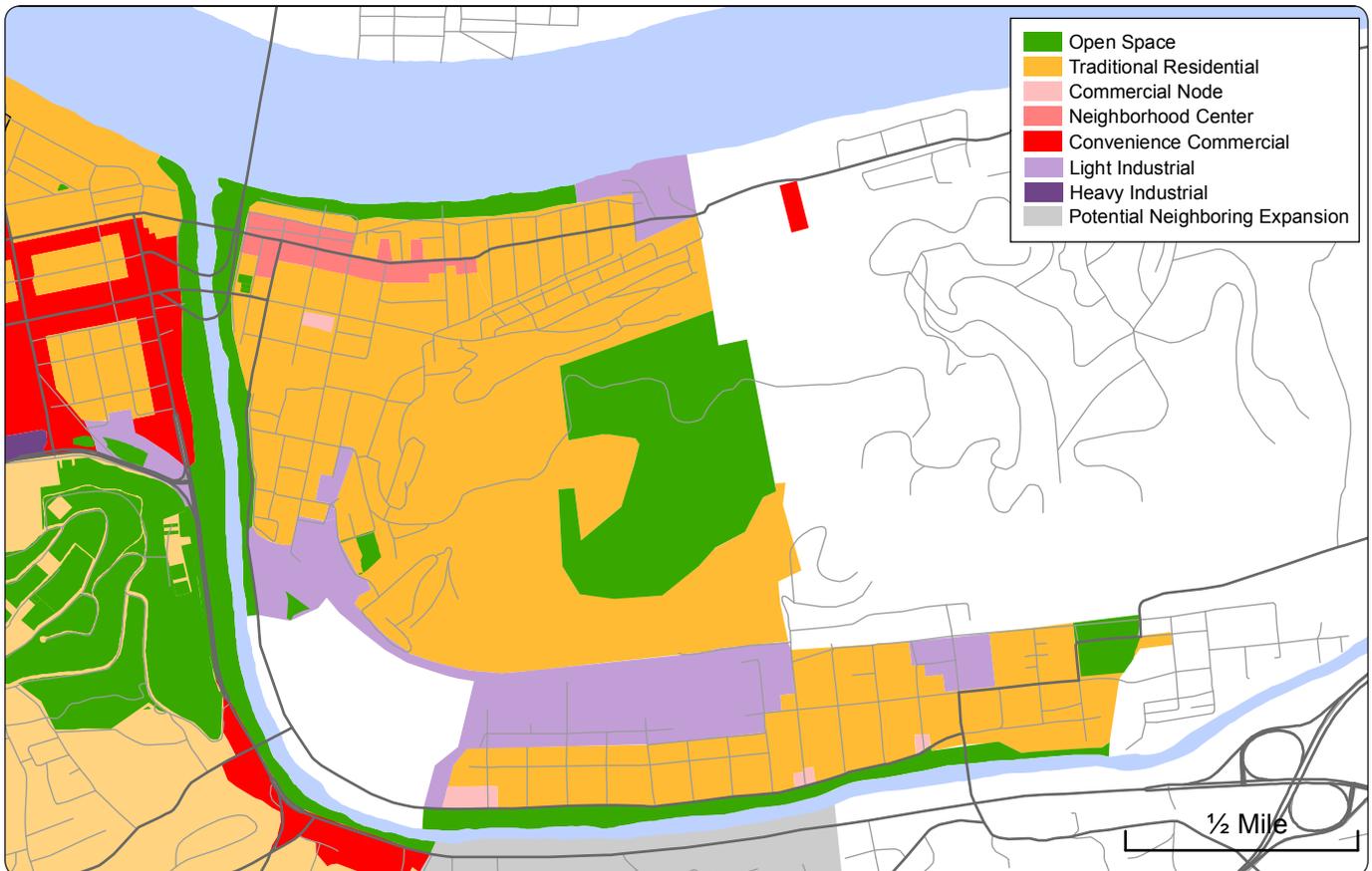
The Future Land Use Map for Guyandotte shows that the development patterns are to remain primarily the same. The neighborhood center along Bridge Street is a prime location for economic development opportunities for commercial uses that serve the residential area and become a draw for visitors.

Limited commercial nodes exist in the traditional neighborhood area, generally at intersections, and should serve the nearby residential area. Areas along the

Ohio and Guyandotte Riverfront exist mainly as a mix of public and private recreation space that should be preserved for limited development because they are located in the floodplain. Dietz-Hollow Landfill is also considered public open space to be preserved or used as a public service.

While the majority of Altizer is a traditional residential neighborhood, small commercial nodes are located primarily at intersections. Industrial parcels follow

the railroad in Altizer. There is an opportunity to transition some of the industrial properties to light industrial, which would lessen the impact on residential properties which are very near. Both industrial and commercial properties which are close to residential uses should not detract from the residential area, but benefit it. Again, areas along the Guyandotte River should be preserved as green space with limited development for open space preservation.



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WALNUT HILLS



IN THIS CHAPTER

LEARN MORE ABOUT:

- A STRONG RESIDENTIAL NEIGHBORHOOD
- STRENGTHS AND ASSETS AT ROTARY PARK
- EXISTING AND POTENTIAL PUBLIC SERVICES

HOW WALNUT HILLS LOOKS



LAND USE

Single-family housing, small commercial sectors and plentiful public space are a few of the attractions that draw residents to Walnut Hills, but the neighborhood's location in the hills surrounding Huntington is its most unique characteristic.

While Walnut Hills is mostly residential, commercial locations exist along Norway Avenue, Olive Street, Roby Road and 28th Street. These areas house small businesses, restaurants and shops. One of these commercial locations is Gallaher Village, which Walnut Hills shares with Southeast Hills. Gallaher Village is a commercial asset that can be developed into a thriving business district if modeled on the success of existing businesses.

Business development in Gallaher Village needs to serve the neighborhood and pay homage to its history. Although new businesses could locate to Roby Road, infilling Gallaher Village should be encouraged so it will remain the commercial center of Walnut Hills.

HOUSING

Walnut Hills offers abundant single-family housing, but there is a need for town homes and affordable senior housing along main transportation lines. Marcum Terrace and surrounding areas along Roby Road are the most suitable locations for multi-family units. Confining apartments, townhouses and senior hous-



TOP: Houses surrounded by wooded hills is a predominant feature in Walnut Hills.

BOTTOM: Gallaher Village serves as the neighborhood commercial center for Walnut Hills and Southeast Hills.

ing to these areas will preserve single-family housing and the neighborhood's character and will fill unavailable housing needs.

Walnut Hills has a number of abandoned or derelict structures which require additional code enforcement activity in order

to preserve housing values and maintain the desirability of the location. Where possible, renovation of these structures is preferred to help maintain the historic character of the neighborhood, with demolition considered only as a last resort.

HISTORIC PRESERVATION

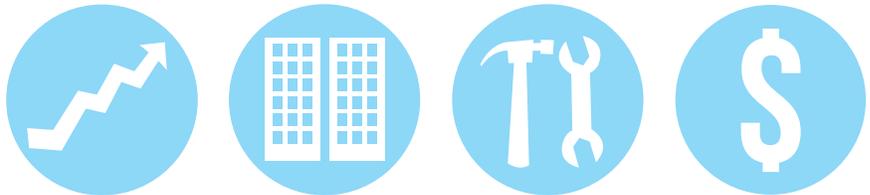
The character of Walnut Hills comes from its historic homes and locations. The Rotary Park Bridge is the only asset listed on the National Register of Historic Places, but there are historic homes on Oney Avenue, Davis Street and Rotary Road that deserve to be recognized.

Peyton Elementary School is a historic asset, but the school is closing after the 2014-2015 school year. However, the building can be redeveloped in a way that serves the needs of residents in Walnut Hills. A neighborhood plan created in partnership with the Cabell County Board of Education should be used to determine the building's future.



Peyton Elementary has provided neighborhood education since 1936, but will consolidated with Geneva Kent Elementary during the 2015-2016 school year to create an innovative Expeditionary Learning Curriculum at the former Beverly Hills Middle School.

HOW WALNUT HILLS GROWS



ECONOMIC AND PREFERRED DEVELOPMENT

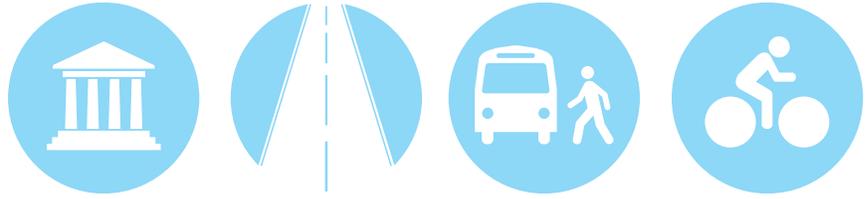
Development in Walnut Hills should complement the neighborhood without encroaching on residential areas. To accomplish this, future goals, outcomes and a balance of land use needs to be established. With a clear vision for the neighborhood, commercial areas like Gallaher Village can grow as a neighborhood center without taking over housing.

Walnut Hills needs a small grocery store, cafés, restaurants and townhouses. Although areas along Norway Avenue, Washington Boulevard and Roby Road can support new businesses or townhouses, unused buildings and land should be developed first.



The old Berry Hill business is an example of a site that could be improved within the Gallaher Village commercial center. Vacant locations like this detract from the neighborhood's appeal, so redevelopment needs to be a priority.

HOW WALNUT HILLS CONNECTS



PUBLIC SERVICES

There is a wealth of public services in or around Walnut Hills that keep residents connected to the rest of Huntington. A 911 call center, an EMS station and a branch of the Cabell County Public Library are located in Gallaher Village.

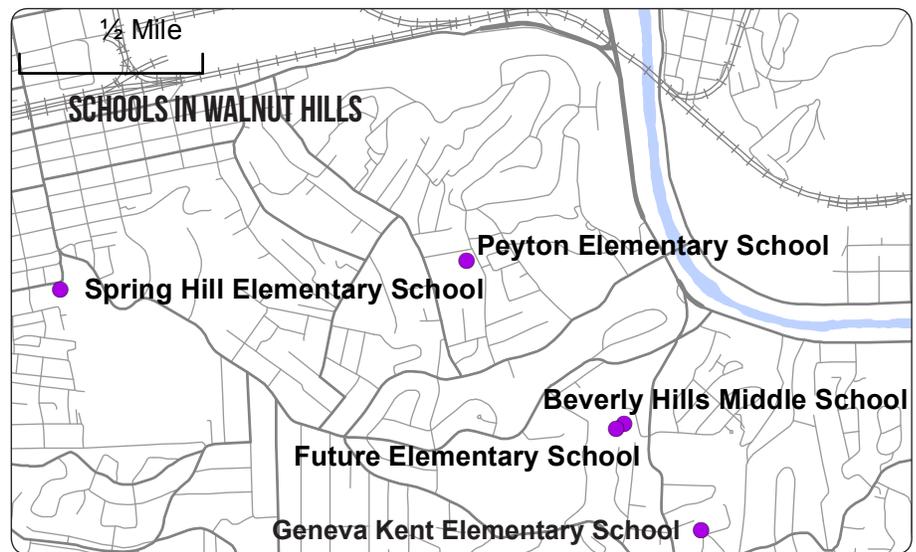
For now, Peyton Elementary School is the only public school in Walnut Hills. After it closes and consolidates with Geneva Kent Elementary School and students relocate to the Beverly Hills Middle School site, the closest public schools will be located in Southeast Hills. Creating connectors between Walnut Hills and these locations will be of vital importance when residents have to travel further to reach these services.

INFRASTRUCTURE

Flooding in Walnut Hills occurs on Roby Road, Washington Boulevard, Avondale Road and at Marcum Terrace. These areas need improvements in capturing stormwater run-off to alleviate the flooding concerns. One such improvement may be disconnecting downspouts from draining into the combined stormwater and sanitary system.

TRANSPORTATION

Walnut Hills is an easily traveled neighborhood that accommodates pedestrians, cyclists and drivers. Because it is a walk-



Walnut Hills has several schools, even though Geneva Kent Elementary School and Peyton Elementary School will soon close.

able area, sidewalks need to be kept in good repair.

Sidewalks on Norway Avenue and Roby Road leading to U.S. Route 60 are frequently used and in need of repair. In addition to improving sidewalks throughout the neighborhood, there is a need for pedestrian routes on the south side of 8th Avenue and an additional entrance into Rotary Park. The current entrance from U.S. Route 60 is not ideal for pedestrians, and the western entrance from Moreland Avenue is difficult to locate. Improving connections from the neighborhood to Rotary Park will help create a complete network to this important resource. (See the priority sidewalk connections map in the appendix.)



Disconnecting gutters from drains may help reduce flooding issues.

While there are no official bicycle lanes in Walnut Hills, cyclists can often be seen riding in the neighborhood. Additionally, the Paul Ambrose Trail for Health (PATH) is adding bicycle routes in Rotary

Park. Posting shared road signs will make streets safer and warn drivers to be more aware of cyclists on the road.

Important connectors for cyclists include Washington Boulevard and Roby Road. These routes can be dangerous at times, so creating safer routes for cyclists to ride in Walnut Hills should be a transportation priority.

Walnut Hills is just a short drive away from the downtown area and other major attractions in Huntington. Norway Avenue, Washington Boulevard and 28th Street are the main thoroughfares and the best routes to many services, businesses and education facilities in and outside the neighborhood. Maintaining these roads will better connect commuters from Walnut Hills. Other roads in Walnut Hills need improvements. Paved roads can be fixed by patching broken asphalt, but brick streets need to be restored instead of patched.

Narrow streets like Oney Avenue and Cedar Street, where parking is predominantly on the street, pose safety and maneuverability issues that might only be alleviated by alternative on-street parking solutions.



TOP: A doe at Rotary Park, a 135 acre park that is primarily undeveloped.
BOTTOM: Cyclists on Roby Road do not have safe accommodations for sharing the road with cars, but this road is an important corridor to services

BICYCLE AND PEDESTRIAN ROUTES

Walnut Hills has some of the most beautiful green space and housing, but there are scarce connections to these important services by way of sidewalks and safe bike routes.

Roads are narrow, round tight curves, and are limited to a few key connector routes on 28th Street, Roby Road and Norway Avenue. Cycling on the road with cars is not safe, and sidewalks do not create a complete connection. This area will require special accommodations to make cycling and pedestrian use more accessible and friendly.

GREEN SPACE AND RECREATION

Walnut Hills shares green space with Southeast Hills as parks, cemeteries and memorial gardens make up a large portion of both neighborhoods. A good example of shared green space between these two neighborhoods is the Gallaher Village Park on Norway Avenue and Gallaher Street (see the green space map in the appendix).

The park was created through a partnership between the Walnut Hills Action Team, the Forest Hill Neighborhood Association and the Cabell County Commission, and provides a new public space and attraction in Gallaher Village.

Rotary Park is the only green space solely located in Walnut Hills. The park is a 135 acre recreational attraction for all of Hunting-

ton and features a disc golf course, baseball fields, basketball courts, hiking trails and playgrounds and picnic shelters for families.

Attractions at Rotary Park are expanding to include mountain bike, cyclocross and racing trails that link with PATH. Continuing to connect recreational attractions with PATH will improve connectivity and create more opportunities for residents to enjoy the activities Walnut Hills has to offer.

CONCLUSION

Walnut Hills is an attractive neighborhood with a diversity of quality housing and services. By increasing the types of safe ways to connect these resources within the neighborhood and to nearby neighborhoods will only add to the convenience and attraction of this area.

WALNUT HILLS CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 1	Preserve the primarily residential neighborhood with select commercial uses.	
Historic Preservation	HP 1	Promote and preserve historic properties and districts on the state historic register.	
Economic Development	ED 2	Invest in Gallaher Village as a neighborhood center.	
Redevelopment	RD 1	Focus redevelopment of Gallaher Village to serve residential needs and develop plan for commercial corridor in partnership with neighboring residential.	
Public Services	PS 3	Partner with Cabell County Schools to find a potential future for Peyton Elementary School after consolidation.	
Transportation	TR 2	Improve all modes of transportation along Norway Avenue to commercial and education services along this route. Improve sidewalk and bicycle infrastructure to increase safe connections to important resources on Roby Road, Washington Boulevard and 28th Street.	
	TR 5	Improve connections and entry points to Rotary Park.	
	TR 6	Improve pedestrian connections, especially along 8th Avenue and Roby Road.	
	TR 10	Prioritize shared parking opportunities for commercial or residential uses that cannot accommodate parking onsite.	
Green Space	GS 4	Continue to build off the expanding recreation opportunities at Rotary Park. Continue to build off the success of Gallaher Village Park. Preserve wooded areas surrounding historic residential lots.	
Recreation	RC 2	Support Rotary Park's expansion of mountain bike and cyclocross routes and connections to the neighborhood.	
	RC 2	Support existing and increasing recreational and PATH trails to Rotary Park and Spring Hill Cemetery as well as within.	

WALNUT HILLS: A LOOK INTO THE FUTURE

The Future Land Use map for Walnut Hills maintains the primarily hills residential character of the neighborhood. Hills residential development is primarily dense single-family with larger lots in areas defined by the terrain.

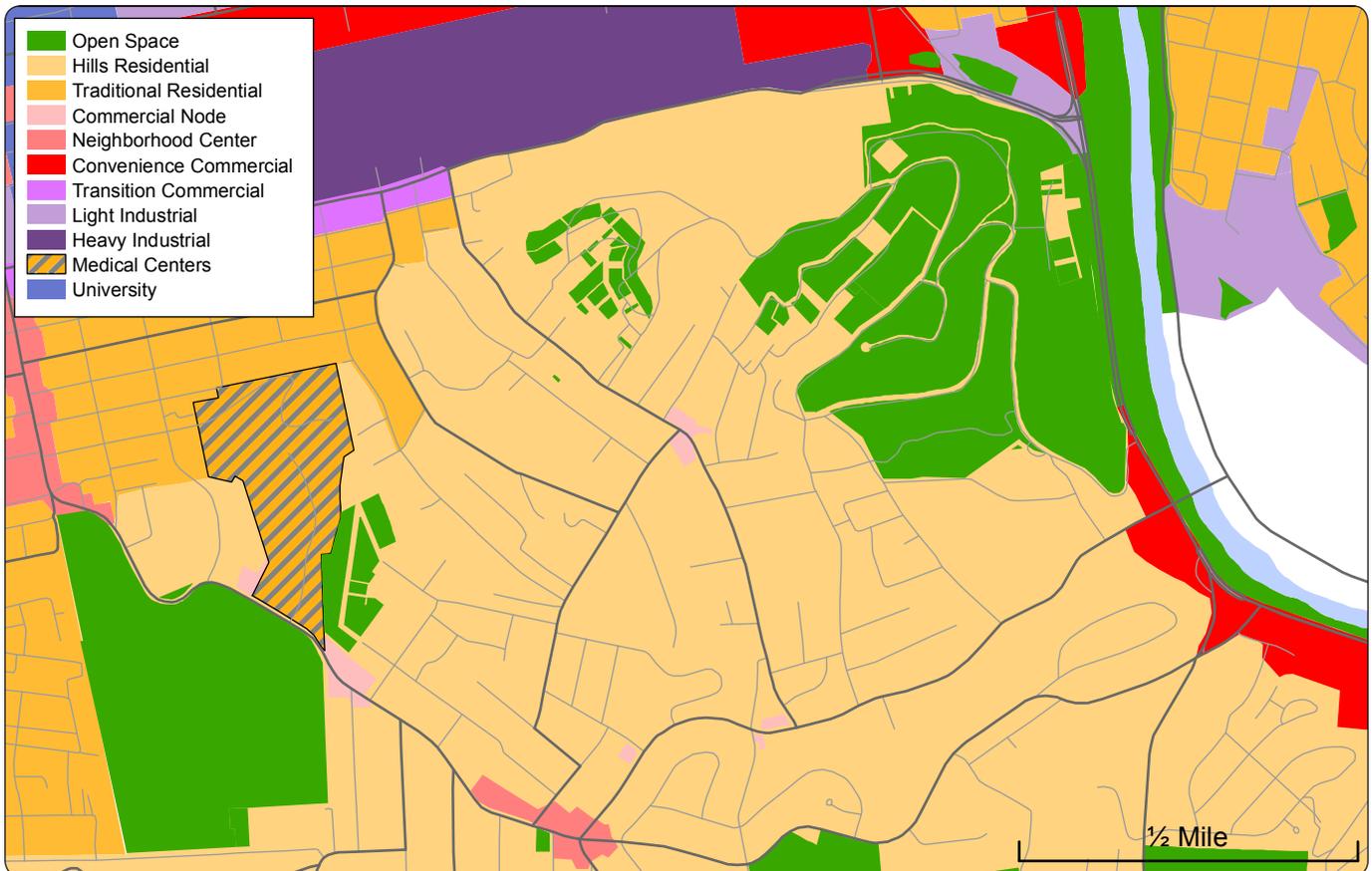
This district has a very large reserve for open space with Rotary Park. In addition, the western bank of the Guyandotte Riverfront should be preserved as green

space with limited development for open space preservation.

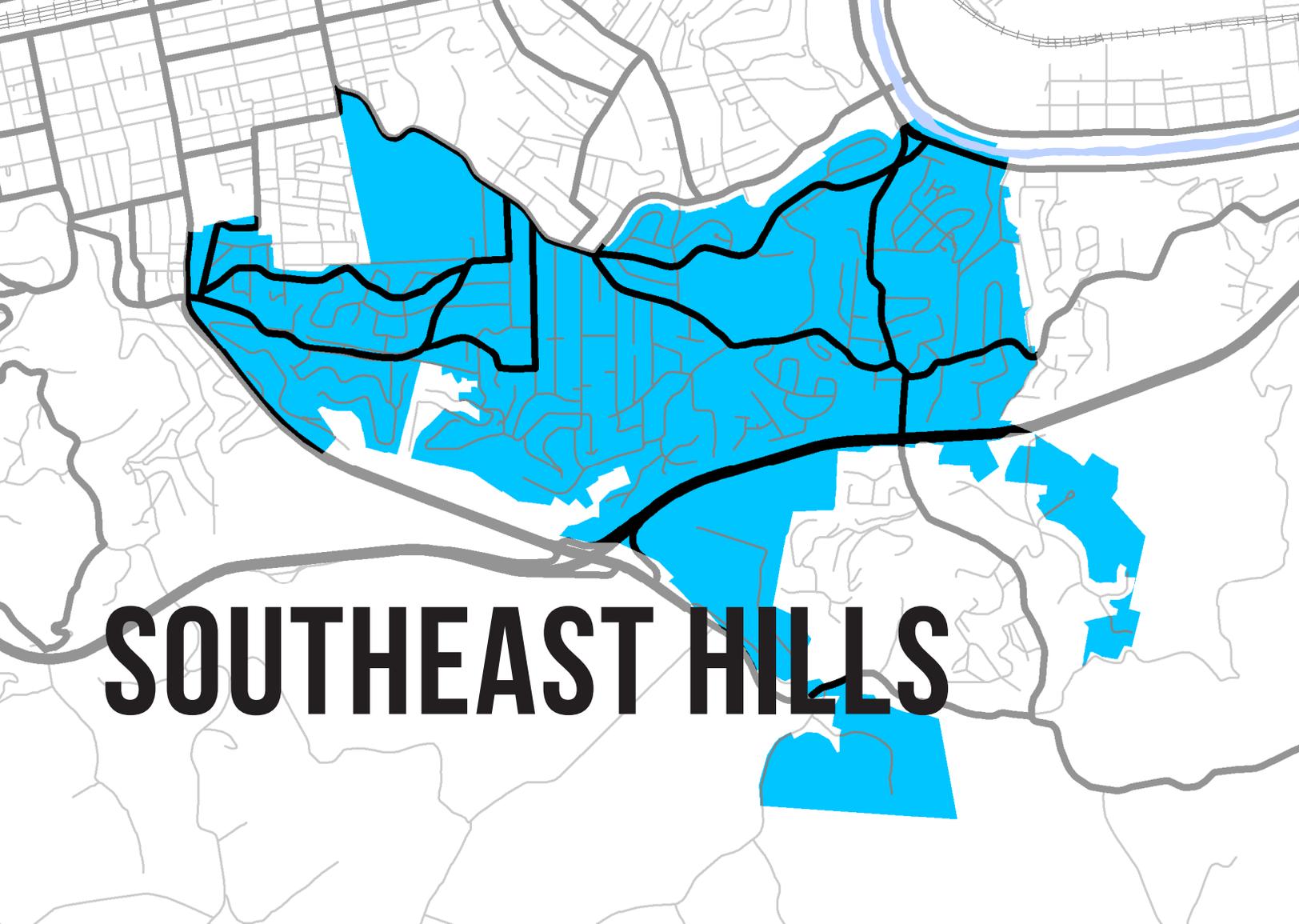
Scattered commercial nodes exist at connector street intersections which should serve the nearby residential neighborhood. The neighborhood center at Gallaher Village is a prime location for economic development opportunities that serve the Southeast Hills and Walnut Hills neighborhoods and become a draw for

visitors through the neighborhood.

Gallaher Village would benefit from primarily infill development consisting of mixed-use medium density residential and commercial services for residential uses. Mildred Mitchell Bateman Hospital should continue to develop with respect for nearby residential uses. Convenience commercial exists where entrances to businesses front on Route 60.



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SOUTHEAST HILLS



IN THIS CHAPTER

LEARN MORE ABOUT:

- HISTORIC AND QUALITY HOUSING RESOURCES
- THE POTENTIAL FUTURE OF GALLAHER VILLAGE
- OPPORTUNITIES TO CONNECT EXISTING PUBLIC SERVICES, PARKS AND SCHOOLS

HOW SOUTHEAST HILLS LOOKS



LAND USE

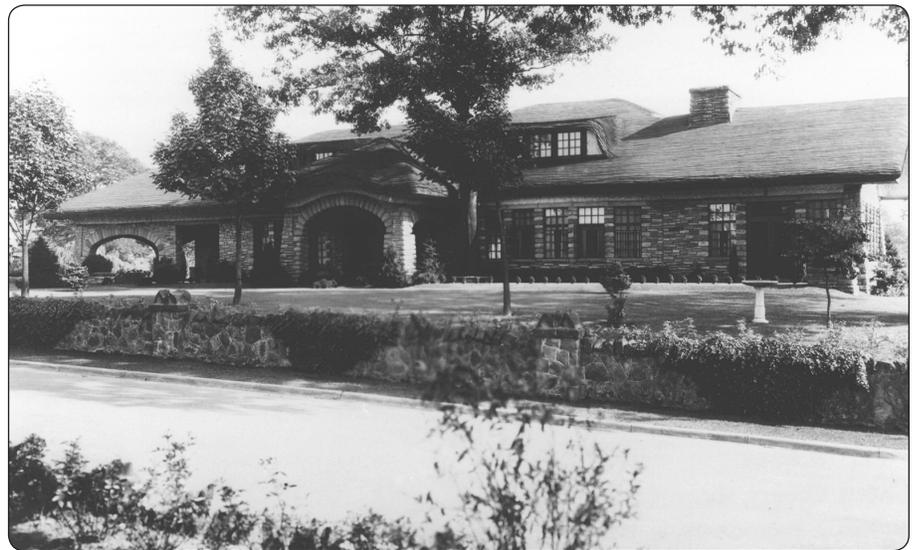
Southeast Hills is a primarily single-family residential neighborhood with areas of higher density commercial development near its borders. Small neighborhood businesses are located in the Gallaher Village commercial district and in scattered commercial intersections throughout the neighborhood.

Gallaher Village is the main commercial center in Southeast Hills and features a hair salon, a barber shop and a dentist's office. While Gallaher Village is an important commercial asset, there are several vacant storefronts that need to be filled in order to bring the area to full commercial capacity.

HOUSING

Southeast Hills is a quiet neighborhood filled with quality, single-family housing. There are few vacant houses and most occupied homes are in good repair, which is a major strength of the neighborhood.

While residents prefer single family housing, there is a need for apartments or town homes to attract new people or better accommodate young singles and seniors. Higher density residential development should be encouraged in the upper levels of Gallaher Village and commercial areas in order to entice and retain commercial tenants in existing commercial properties.



A vintage photograph showcasing the historic architecture of the Ricketts House, which has been successfully preserved until the present day. Photo from the WV State Historic Preservation Office.

Town homes or apartments can be built on vacant land or redevelop unused buildings. For example, the former post office and Berry Hill site on Norway Avenue are good locations for mixed residential and commercial development. A number of properties on South Walnut Street and Forest Road can also be renovated to become multi-family residences.

HISTORIC PRESERVATION

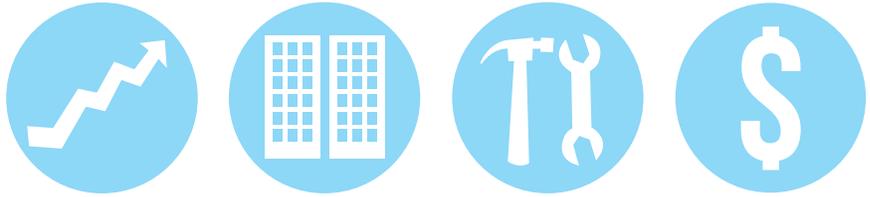
Southeast Hills has many historic elements that make it a quaint neighborhood. There are cottage style homes, gas lights, murals and an old trolley turnaround in Gallaher Village. The surrounding Beverly Hills area

also has a number of historic buildings and homes that need to be identified and preserved.

The Ricketts House on Washington Boulevard is listed on the National Register of Historic Places for having distinct characteristics. The house, which was designed by Levi J. Dean in 1924 and built the following year, demonstrates exceptional craftsmanship and is a unique historical relic.

There are additional homes and locations in the neighborhood that may be preserved, so an inventory of historically significant places is needed to better determine a focus for attention.

HOW SOUTHEAST HILLS GROWS



ECONOMIC AND PREFERRED DEVELOPMENT, REDEVELOPMENT

Key commercial and economic development opportunities in Southeast Hills exist along Norway Avenue and Washington Boulevard at Gallaher Village. While Gallaher Village is a historically established neighborhood commercial center, it may benefit from a face lift.

Careful consideration should be given to the needs of the neighborhood so commercial and higher density residential redevelopment efforts best serve residents. For example, residents have noted that they would welcome new businesses like an ice cream parlor, a coffee shop and new restaurants.

Commercial developments in Southeast Hills are generally built to fill the entire lot and are surrounded by residential development, so most sites cannot accommodate on-site parking. As a result, shared or reduced parking requirements may need to be considered throughout the neighborhood. This would reduce the amount of congestion on smaller streets and allow more space to be dedicated to redevelopment and potential economic development.

Partnerships in Southeast Hills can extend beyond businesses in Gallaher Village. The Forest Hills and Walnut Hills neighborhood associations have already

shown rallying support of this area, and will be invaluable in developing and supporting a plan to grow this important commercial resource.

There are other commercial sites scattered at key intersections throughout Southeast Hills. A plan is needed to develop these spaces as low impact commercial or retrofitted multi-family residential uses without encroaching into single family residential areas. There is also a portion of the neighborhood that has higher intensity commercial uses along the edges of Hal Greer Boulevard to the west and U.S. Route 60 to the east. Growth in these areas should likewise continue with sensitivity to the surrounding residential areas.

SPOTLIGHT ON GALLAHER VILLAGE

Gallaher Village is a small commercial center supported by Walnut Hills and Southeast Hills. What businesses are wanted to complement existing services in this area?

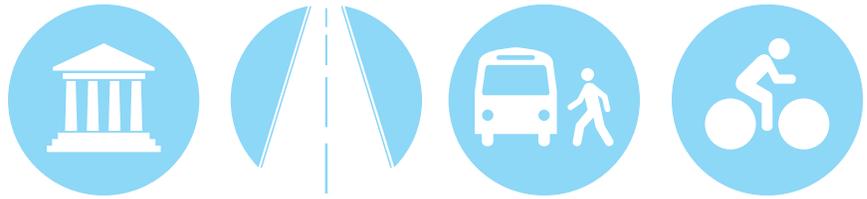
- Coffee shops
- Small restaurants
- An ice cream parlor
- Grocery stores and local retail

There may be interest in creating a business improvement district to support orderly development that serves the needs of residents and pays tribute to this neighborhood center's history.



Gallaher Village is an important neighborhood center for both Walnut Hills and Southeast Hills.

HOW SOUTHEAST HILLS CONNECTS



PUBLIC SERVICES

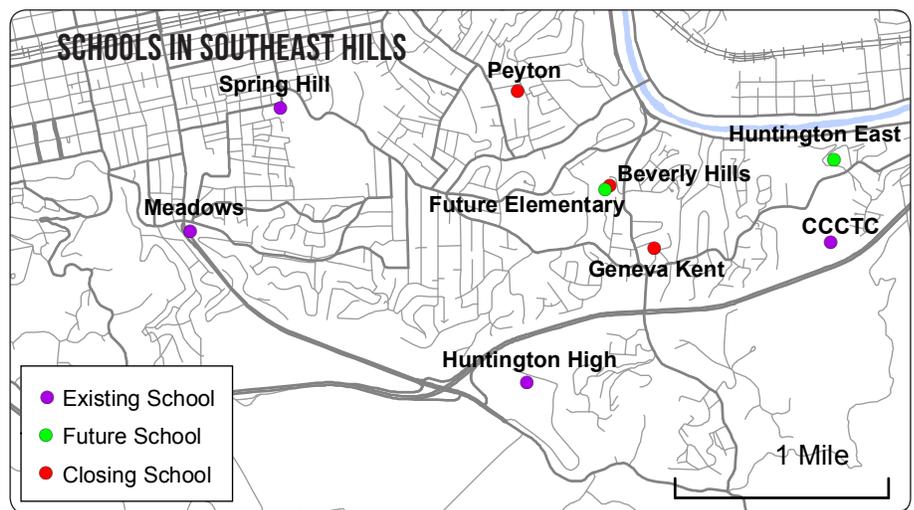
Public services in or around Southeast Hills include a post office, a 911 call center, a fire station, a dentist, the Gallaher Village Public Library, churches and schools.

There are several public schools located in Southeast Hills or close by. These schools include Meadows Elementary, Geneva Kent Elementary, Beverly Hills Middle School and Huntington High School. The Cabell County Board of Education is currently constructing a new middle school, which will be located at the intersection of Norway Avenue and U.S. Route 60. The Cabell County Career Technology Center is also located just outside city limits off of Norway Avenue.

Some vacant schools in Huntington have been turned into community centers or redeveloped into affordable housing for seniors. Geneva Kent Elementary, which will soon be vacated due to consolidation, may be used in a similar fashion depending on the neighborhood's need and the goals of the Cabell County School Board.

INFRASTRUCTURE

While Southeast Hills does not experience the same intensity of flooding as other neighborhoods in Huntington, some areas are subject to hill erosion from stormwater runoff. Disconnecting downspouts is an



Southeast Hills has quite a few public schools in or around the area. The Cabell County Technical College is just outside city limits near the new Middle School. Beverly Hills Middle School is the potential site for a new Expeditionary Learning Elementary School for the 2015-2016 school year.

expensive and easy measure that should be encouraged throughout the neighborhood. Downspout disconnection is a simple process of diverting the flow of stormwater by disconnecting a gutter system that flows into the system. The runoff can then be diverted and collected in a rain barrel. From there, the water can be released slowly or used for yard or garden maintenance. Rain barrels typically cost \$50-\$100 and are easily installed.

TRANSPORTATION

Southeast Hills is a residential neighborhood that has many schools, churches and businesses in or around the area. Amenities

RAIN BARRELS

Rain barrels are a simple way to reduce the amount of water that reaches the stormwater and sanitary system and reuse rainwater for alternate purposes.



Jason Vance 2009, via Flickr, Creative Commons Attribution

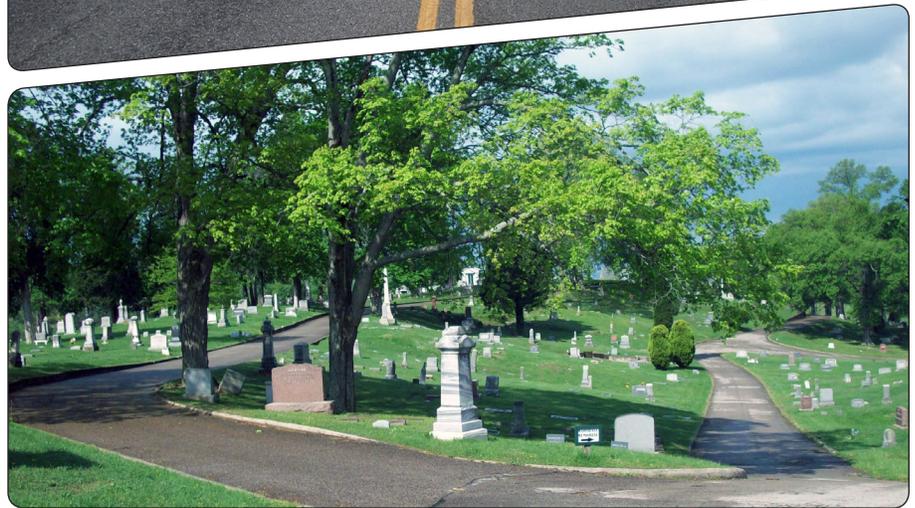
ties that the neighborhood lacks are within easy commuting distance. Southeast Hills has a transportation advantage in that it has access to Washington Boulevard, Hal Greer Boulevard and 20th Street, which connects the neighborhood to U.S. Route 60, the central business district and Marshall University.

While driving is the preferred mode of transportation, residents also walk, cycle and ride the bus. The roads in Southeast Hills deviate from the grid structure of downtown Huntington and become winding and narrow in places, especially where there is a lot of on-street parking. In certain places, such as Wiltshire Boulevard, on-street parking can make the road too narrow to comfortably traverse. One solution to consider would be to make parking only available on one side of the street. Another option is to place yield signs on narrow streets to indicate who has preference.

Norway Avenue and Washington Boulevard are the main thoroughfares in Southeast Hills and should be developed to accommodate traffic in and out of the neighborhood. Special considerations should be made to take into account the schools and businesses found along these routes and to ensure that they are accessible to cyclists and pedestrians.

Connections to the Paul Ambrose Trail for Health should be considered, whether on Norway Avenue and Washington Boulevard or on nearby streets, so that residents can safely use all modes of transportation. 18th Street, which runs parallel to Hal Greer Boulevard, could provide a safe pedestrian and cycling route to Fairfield and downtown with a few improvements.

Although walking is an important mode of transportation for many residents of Southeast Hills, relatively few sidewalks are found in the neighborhood, and existing sidewalks are in bad condition. The



TOP: Washington Boulevard is already an important connector for vehicles. Adding a bike share lane or providing a path for pedestrians would make it a stronger connection for all users.
BOTTOM: Spring Hill Cemetery.

sidewalks on portions of Gallaher Street are either very narrow or in disrepair.

Gallaher Street is an important connector that should receive focus because it leads to Gallaher Village. Wiltshire Boulevard is also a frequently traveled route and could use priority sidewalk additions.

Without proper lighting, residents may not feel safe walking in the evenings. Additionally, during winter months children are forced to wait for the bus in the dark. To improve safety and connectivity, lighting needs to be installed and maintained at bus stops and in high traffic areas like Norway Avenue.

GREEN SPACE AND RECREATION

Southeast Hills boasts large expanses of green space from four cemeteries and

memorial parks within the neighborhood. The Spring Hill and Woodmere cemeteries are owned by the Greater Huntington Park and Recreation District and the

SPOTLIGHT ON BETHEL MEMORIAL CEMETERY

Bethel Memorial Cemetery is a small reserve of historic African-American graves dated between the 1880s and 1970s. The cemetery is filled with veterans from the Spanish-American War to World War II. The cemetery is located near the Stamford Park neighborhood and is currently being restored by the community.

Highland and Bethel cemeteries are private. These properties are valuable green space and should be preserved. Bethel Cemetery has fallen into disrepair and has become overgrown, but there are community efforts underway to fund cleanup and restoration.

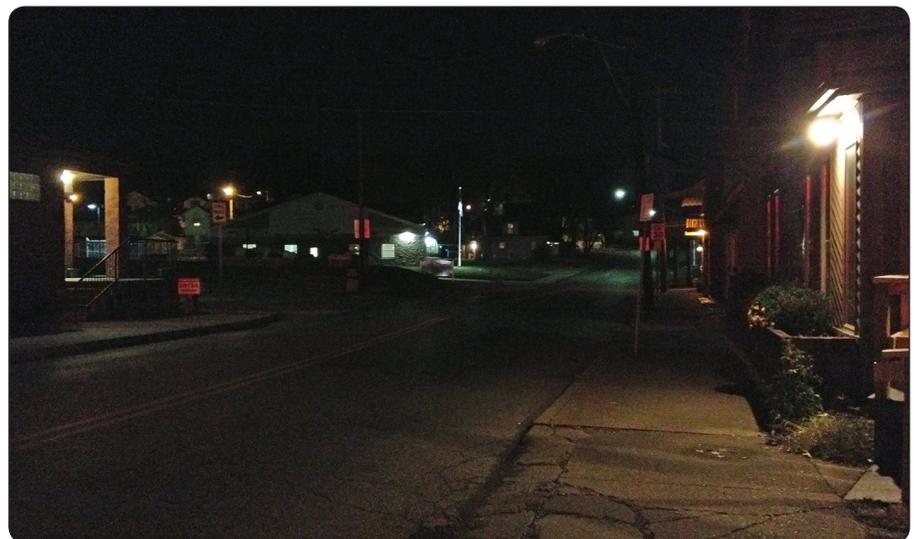
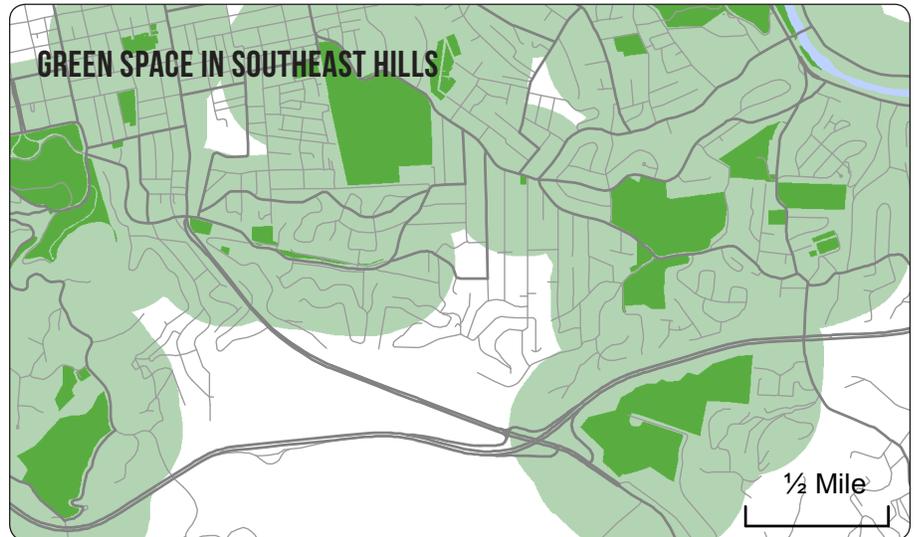
In addition, the Walnut Hills and Forest Hills neighborhoods partnered together with the Cabell County Commission to create a small pocket park on Norway Avenue and Gallaher Street called Gallaher Village Square.

This location shares a lot with the Cabell County 911 Call Center and is located on the former Gallaher Elementary site. The neighborhood may benefit from a small playground for children to use after school and during the summer. Altizer Park provides a good example of a suitable small playground area.

Southeast Hills is also within a short distance of Ritter Park, just east across Hal Greer Boulevard. North of Southeast Hills is Rotary Park, which has a playground, basketball court, ball field, hiking trails and disc golf courses. This area also has plans to increase mountain biking trails in the near future. Improving the methods of connecting multiple forms of transportation around Southeast Hills will increase access to both of these parks for the city of Huntington as a whole.

CONCLUSION

Southeast Hills has quality family housing, a unique commercial district in Gallaher Village, and several resources in green space and schools. This area will benefit from increasing safe connections for all forms of transportation to these important resources. The area will continue to showcase residential housing options close to the downtown and services, but defined by the hillside terrain.



TOP: Green spaces (dark green) in Southeast Hills and the surrounding areas that are within 1/4 mile.
MIDDLE: Beverly Hills Carpet Center, one of the anchor stores in Gallaher Village.
BOTTOM: Gallaher Village at night. Priority lighting improvements would increase the feeling of safety.

SOUTHEAST HILLS CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 1	Preserve the primarily residential neighborhood with select commercial uses.	
Historic Preservation	HP 1	Promote and preserve historic properties and districts on the state historic register.	
Economic Development	ED 2	Invest in Gallaher Village as a neighborhood center.	
Redevelopment	RD 1	Focus redevelopment of Gallaher Village to serve residential needs and develop plan for commercial corridor in partnership with neighboring residential.	
Public Services	PS 3	Partner with Cabell County Schools to find a potential future for Geneva Kent Elementary School after consolidation.	
	PS 5	Encourage creation of a central playground for children.	
Infrastructure (Flooding and Stormwater)	SW 4	Reduce run-off of stormwater to prevent hill erosion and water freezing on roads in winter.	
Transportation	TR 2	Improve all modes of transportation along Norway Avenue to commercial and education services along this route.	
	TR 5	Create better connections between existing resources such as Ritter Park, Rotary Park and Spring Hill Cemetery.	
	TR 10	Prioritize shared parking opportunities for commercial or residential uses that cannot accommodate parking onsite.	
Green Space	GS 2	Connect existing cemetery green space (Spring Hill Cemetery, Woodmere Cemetery, and Highland Cemetery).	
	GS 3	Restore Bethel Cemetery.	
	GS 4	Continue to build off the success of Gallaher Village Park and the Miller School Property.	
		Preserve wooded areas surrounding historic residential lots.	

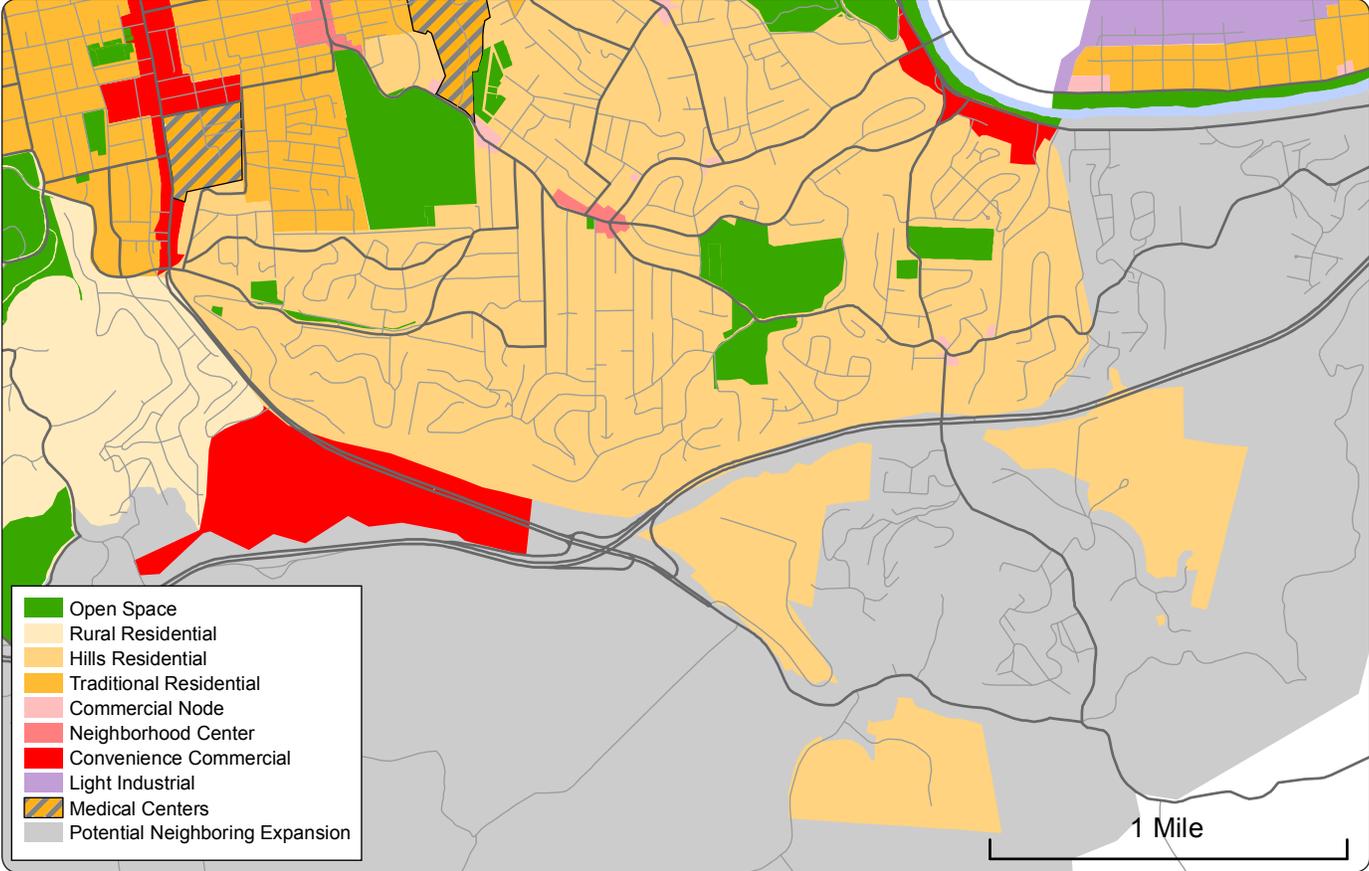
SOUTHEAST HILLS: A LOOK INTO THE FUTURE

The Future Land Use map for Southeast Hills maintains the primarily hills residential character of the neighborhood. Hills residential development is mostly dense single family with larger lots toward the southern border. This district has several large areas of open space preservation with Spring Hill, Woodmere and Highland Cemetery.

Scattered commercial nodes exist at connector street intersections which should serve the nearby residential neighborhood. The neighborhood center at Gallaher Village is a prime location for economic development opportunities that serve the Southeast Hills and Walnut Hills neighborhoods and become a draw for

visitors through the neighborhood.

Gallaher Village would benefit from primarily infill development consisting of mixed-use high density residential and commercial services for residential uses. Convenience commercial exists where entrances to businesses front on U.S. Route 60.





FAIRFIELD



IN THIS CHAPTER

LEARN MORE ABOUT:

- DIVERSE HOUSING AND SERVICES
- HISTORIC BUILDINGS AND PEOPLE
- FAIRFIELD: THE GATEWAY TO HUNTINGTON

HOW FAIRFIELD LOOKS



LAND USE, COMMUNITY DESIGN

Fairfield is one of the main gateways into the heart of Huntington. It is also a mixed-use neighborhood that combines historic homes and brick streets with modern homes and commercial buildings. Commercial areas are confined to Hal Greer Boulevard and 20th Street, while the remainder of the neighborhood consists of residential areas of varying density. Protecting historic assets is essential to preserving the neighborhood's character and may be done while also encouraging development of modern housing, townhouses and businesses.



Housing in Fairfield is a mixture of single-family, two-family and multi-family and is both historic and modern.

HOUSING

Residential development in Fairfield can showcase the diversity of the neighborhood by balancing old, new and varied types of housing. Improving the quality of housing is essential, and can be accomplished by renovating and or demolishing many existing structures. Care must also be taken to ensure that new residential development fits with the character of the surrounding area.

Careful consideration to the placement of apartment complexes and townhouses is needed to avoid parking problems and traffic congestion. Several housing redevelopment areas and implementation strategies were highlighted in the Fairfield Redevelopment Plan, which the Huntington City Council recently approved. These strategies are listed in the appendix.

The commercial redevelopment of Hal Greer Boulevard will bring new business to Fairfield. However, new commercial development cannot be allowed to expand into residential areas. Communication of the plans of incoming and expanding businesses is essential to maintaining a fair balance of land use.

The Cabell Huntington Hospital campus is of particular concern because it creates a high traffic area that is adjacent to residential parcels. It is vital that the City facilitate a dialogue with hospital officials and the neighborhood regarding any potential expansion.

New activity from the redevelopment of Hal Greer Boulevard may create a lot of unwanted noise throughout Fairfield, so strategies like buffers will be

necessary to create a smooth transition between commercial and residential areas and to prevent disruption of the neighborhood.

Noise barriers are a simple way to create a buffer between commercial and residential areas in a neighborhood. Natural barriers are preferred as they add to the aesthetic appeal of the neighborhood and create new green space.

To create viable and noise canceling buffers between commercial and residential areas in Fairfield, the City can encourage more conscientious building design and landscaping. Trees may be planted along the perimeter of new development in Fairfield so there are visual and noise barriers that create natural transitions between land uses.

The area surrounding Cabell Huntington Hospital is a prime location for noise barriers because it is one of the most trafficked areas in the city and there are multiple residences close by.

HISTORIC PRESERVATION

Douglass Junior and Senior High School and the Simms School building are nationally registered historic locations in Fairfield. The Douglass Junior and Senior High School, commonly known as the Douglass Center, is a historic building built in 1924 that served as a segregation-era school until 1961, and then as a special education facility until 1981. The preservation of the building, largely done with Community Development Block Grant (CDBG) funds, was an appropriate tribute to its historical significance. The Douglass Center now houses the Ebenezer Medical Outreach, a free medical clinic and office space that can be leased.

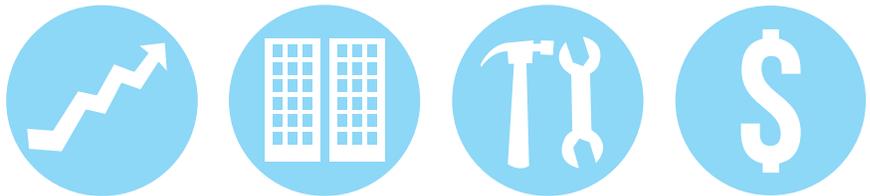


The former Douglass Junior and Senior High School, now known as the Douglass Center reopened in 2003.

The Simms School building was constructed in 1920 and remained in operation until 1980. Since then, the building has been renovated to house 20 apartment units for the elderly and is an example of a historic building renovated for residential use.

To better preserve Fairfield's history, there should be a neighborhood inventory of historic homes and buildings. With residents' help, Fairfield's rich history will continue to be central to the neighborhood for many years.

HOW FAIRFIELD GROWS



ECONOMIC AND PREFERRED DEVELOPMENT, FINANCING

Hal Greer Boulevard and 20th Street are prime locations for new commercial development because both are important corridors into the heart of the city.

It is vital that care is taken as Hal Greer Boulevard and 20th Street are developed for additional commercial use. New businesses need to complement existing ones and support the neigh-

borhood as a whole. For example, the development of a grocery store on Hal Greer Boulevard would fill a much discussed community need. New businesses like restaurants and medical offices can provide jobs for residents, offer neighborhood oriented services and return vacant or dilapidated areas to productive use.

Development on Hal Greer Boulevard will differ from development on 20th Street, because Hal Greer Boulevard has

lots that can be consolidated to accommodate larger development and 20th Street has smaller lots more appropriate for complimentary businesses. The areas differ in style, so design standards for new development should conform to the character of the respective neighboring properties and streetscape.

While increasing commercial development, care must be taken to properly route traffic to Cabell Huntington Hospi-

tal, Marshall University, downtown and other attractions in the neighborhood. This can be achieved by creating directional signs that streamline traffic flow to follow routes that do not go through residential areas.

With appropriate development and streamlined connections, Fairfield can grow as a neighborhood and become an economic destination while complementing its important residential areas.

FAIRFIELD REDEVELOPMENT PLAN

The Fairfield Redevelopment Plan aims to revitalize the Fairfield neighborhood and by extension, the city of Huntington. The plan will redefine an area that has been plagued by crime and will give a facelift to one of the main transportation arteries into the downtown area.



Commercial development on Hal Greer Boulevard and 20th Street is very different. Hal Greer has larger lots primed for large-scale development, while 20th Street is more of a neighborhood center with smaller lots suitable for complimentary and neighborhood businesses.

Starting with the demolition of Northcott Court, a 1940's era barracks-style public housing complex, the initiative will focus on the development of new public and private housing as well as expanded

commercial and retail development along Hal Greer Boulevard. Redevelopment efforts will also focus on providing a welcome facelift to this important connector to downtown and Marshall University.

HOW FAIRFIELD CONNECTS



PUBLIC SERVICES

Fairfield is well-connected with many community centers, public schools and medical facilities that provide important services to the neighborhood and Huntington.

Of these resources, the A.D. Lewis Community Center is one of the most active. The community center offers after-school programs, basketball courts, Huntington's only remaining public pool and space for other forms of recreation. Other public services include the Douglass Center and the Barnett Center. The Barnett Center is sponsored by the Huntington Police Department and City of Huntington, and has a community computer lab, an exercise studio, a community garden and hosts community meetings of all kinds.

The Fairfield East Community Center serves the other side of the neighborhood and is a hub for senior activities. Other community facilities include the J.W. Scott Community Center and the Marie Redd Senior Life and Enrichment Center. All of these locations can serve as potential emergency shelters-in-place for the neighborhood.



When the A.D. Lewis Community Center reopened its pool in summer 2011, it became the only place in the city with a community pool.

Unlimited Futures, Inc. is a Fairfield based business incubator and resource center that provides critical support services for entrepreneurs in the neighborhood, Huntington and the Tri-State. Fairfield also has several Cabell Huntington Hospital and Marshall University facilities and programs, which gives residents access to medical and EMS services. Efforts to utilize a portion of land on 20th Street for a new fire station are also under way.

Fairfield residents are served by nearby neighborhood schools like Spring Hill Elementary and Meadows Elementary.

INFRASTRUCTURE

Hal Greer Boulevard and 9th Avenue are the primary pedestrian routes in Fairfield. Lights along these streets as well as the lighting in the viaducts at Hal Greer Boulevard and 20th Street stand out as infrastructure elements that need the most attention. If lights are installed or replaced, they should have a decorative look that is consistent with other lighting in the neighborhood.

Because the Hal Greer Boulevard viaduct is traveled more than any other viaduct in Huntington, beautification efforts may be considered to showcase its importance as the gateway into downtown Huntington. Improving safe access for pedestrians is another idea for improving this entrance.

The Hal Greer Boulevard viaduct also experiences flooding during heavy rainfall. Because this viaduct is such an important connector, a permanent solution to this problem is vital and must be explored.

In the meantime, reducing stormwater flow to the viaducts in any possible way is crucial. This can include disconnecting downspouts and routing water to rain gardens and rain barrels as well as encouraging low impact development as part of the commercial redevelopment of Hal Greer Boulevard.

IMPROVING PEDESTRIAN CONNECTIONS

Hal Greer Boulevard and 20th Street are valuable transportation assets, but these streets are not very pedestrian friendly. A priority of transportation improvement is to make streets in Huntington accessible to everyone. Potential options for improving pedestrian safety include adding signage, reducing speed limits or adding pedestrian refuge islands.

HAWK (High-Intensity Activated Crosswalk Beacon) signals are like traffic lights, but they are ideal for pedestrian crossings on high traffic streets. A HAWK signal allows a pedestrian to safely cross a street, but only stops traffic when

needed. A study by the Department of Transportation and Environmental Services in Alexandria, Va., found that motorist compliance with HAWK signals is 97 percent, a number much higher than with un-signalized pedestrian crossings.

The HAWK signal is different from a traditional traffic light because it remains dark unless a pedestrian activates it. After the signal is engaged, a yellow light will flash and warn drivers to reduce their speed and prepare to stop. The yellow light is followed by a red light that signals drivers to stop so pedestrians can walk across the street safely.

HAWK crosswalk signaling operation

DRIVERS		PEDESTRIANS	
WILL SEE THIS	WILL DO THIS	WILL SEE THIS	WILL DO THIS
	PROCEED WITH CAUTION		PUSH THE BUTTON TO CROSS
 FLASHING	SLOW DOWN		WAIT
	PREPARE TO STOP		CONTINUE TO WAIT
	STOP (Pedestrian in crosswalk)		START CROSSING
 FLASHING	STOP PROCEED WITH CAUTION IF CLEAR	 FLASHING	CONTINUE CROSSING (Countdown signal)
	PROCEED IF CLEAR		PUSH THE BUTTON TO CROSS

TRANSPORTATION

Fairfield's central location between Hal Greer Boulevard and 20th Street make travel options for pedestrians, cyclists and commuters possible, but there are some areas that can be improved. The neighborhood is split into sections by the aforementioned streets, so connections need to be strengthened. Repairing sidewalks and crosswalks will improve accessibility for pedestrians, but high traffic roads may still be difficult and even hazardous to cross at times.

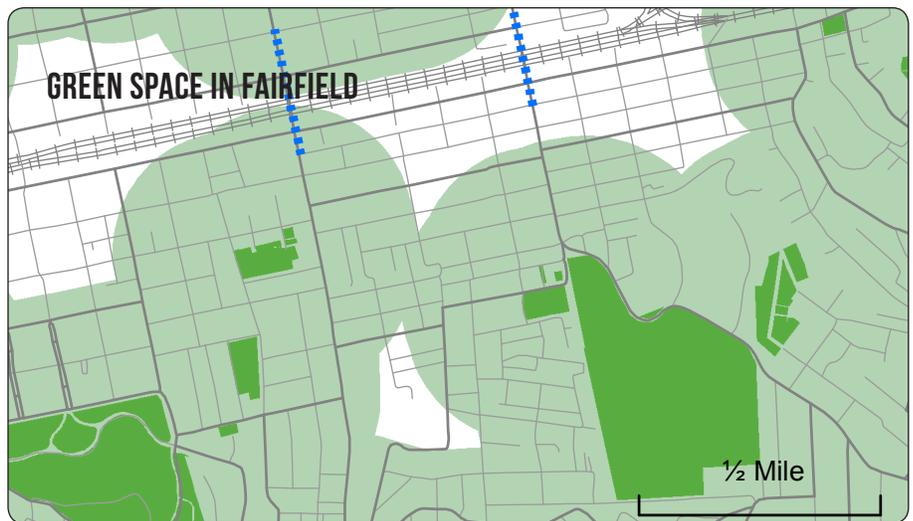
Connections for cyclists and public transportation may also be improved. Many cyclists use 9th Avenue and 12th Avenue to get through the neighborhood, so it is important to connect these streets with other bicycle routes.

Efforts are underway to improve connections between PATH trails at Spring Hill Cemetery and Ritter Park by creating better access across Hal Greer Boulevard. Pedestrians and cyclists also rely on 20th Street because it is an alternative route to Hal Greer Boulevard and an important north and south connector between Fairfield and Marshall University.

Fairfield has an elderly population that depends on public transportation. There are several Housing Authority properties and elderly housing facilities in the area that need direct bus access. Many seniors rely on public transportation to get to the grocery store, doctor or around the neighborhood, so bus routes need to serve these locations appropriately. Senior residents should be taken into account if public transportation options are created or expanded. Expanding Dial-a-Ride off-hour availability is another option that may be considered in partnership with TTA.

GREEN SPACE AND RECREATION

While Fairfield is close to both Ritter Park and Prindle Field, the neighborhood does



TOP: Hal Greer Boulevard is a state route with services on both sides of the street. It is a priority area for targeted improvements that ensure a significant entrance to attractions in Huntington and provide safe pedestrian connections. BOTTOM: Green spaces (dark green) in Fairfield and the surrounding area that are within 1/4 mile. Connections are needed between parks and through the viaducts,

not have its own park, although designated green space can be utilized at the A.D. Lewis Community Center, Barnett Center and Fairfield East Community Center. Additionally, there are community gardens at the Barnett Center, at St. Peter Claver Church and at the Maudella Taylor Children's Garden on 11th Avenue.

The area would greatly benefit from increased recreational space and the creation of more community-based festivals that residents can attend or access without having to rely on transportation. Future recreational opportunities need to focus on existing facilities at the A.D. Lewis Community Center. Replac-

ing or resurfacing the track at the center will provide an additional recreational resource.

CONCLUSION

Fairfield is a gateway to Huntington with important residential areas and valuable corridors for development.

Fairfield is strengthened by a diverse population that has a strong presence in the community and by a wealth of public services like community centers, businesses and Cabell Huntington Hospital. This area will continue to grow with guidance from residents and with respect to the history of the people and the area.

FAIRFIELD CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 2	Preserve historic residential neighborhood, quality housing and commercial centers.	
Community Design	CD 1	Create central way finding signage from the entrances to the area promoting the commercial and cultural amenities.	
	CD 3	Create cohesive, attractive entrances into Huntington along Hal Greer Boulevard.	
Historic Preservation	HP 1	Promote and preserve historic properties and districts on the state historic register.	
Economic Development	ED 2	Invest in 20th Street in Fairfield as a neighborhood center.	
	ED 3	Encourage larger lot commercial development along Hal Greer Boulevard.	
Preferred Development	PD 4	Encourage Cabell Huntington Hospital to develop toward commercial instead of residences. Buffer noise and impacts from Cabell Huntington Hospital. Hospital officials should partner with residents for cohesive, long-term development.	
Redevelopment	RD 1	Continue the success and progress of the Fairfield West Redevelopment Plan.	
Financing	FN 1	Continue the Fairfield West Redevelopment Plan in partnership with the Huntington Urban Renewal Authority.	
Public Services	PS 4	Build on resources at the AD Lewis Community Center that renovates the track. Expand the A.D. Lewis Community Center to include emergency services. Investigate creating a resource center that provides high-speed internet, technical resources, job training, professional development resources and library services. Create partnerships with all services to make sure all ages and needs are met.	
	PS 5	Continue to work toward bringing a new fire station to the neighborhood.	
Infrastructure (Flooding and Stormwater)	IF 4	Create a comprehensive plan for the viaducts that promotes vehicle, bicycle and pedestrian safety and connects residents to services downtown.	
	SW 5	Reduce viaduct flooding to increase safety and connectivity between residential and downtown services.	
Transportation	TR 3	Improve pedestrian and cycling connections across Hal Greer Boulevard.	
	TR 4	Improve pedestrian and cycling connections through viaducts.	
	TR 6	Investigate safe pedestrian crosswalks across Hal Greer Boulevard.	
Green Space	GS 3	Increase community garden and green space so all residents are within a 1/4 mile.	
Recreation	RC 1	Encourage community based festivals that celebrate this area's history and culture.	

FAIRFIELD: A LOOK INTO THE FUTURE

The Future Land Use Map for Fairfield shows the primarily traditional residential land development anchored by a neighborhood commercial center at 20th Street and convenience commercial options along Hal Greer Boulevard.

Residential ranges from dense single-family, two-family and multi-family, including areas with higher density that should maintain the character and scale of a dense single family district. There may be areas where new dense single-family style housing such as town homes may be appropriate to serve the

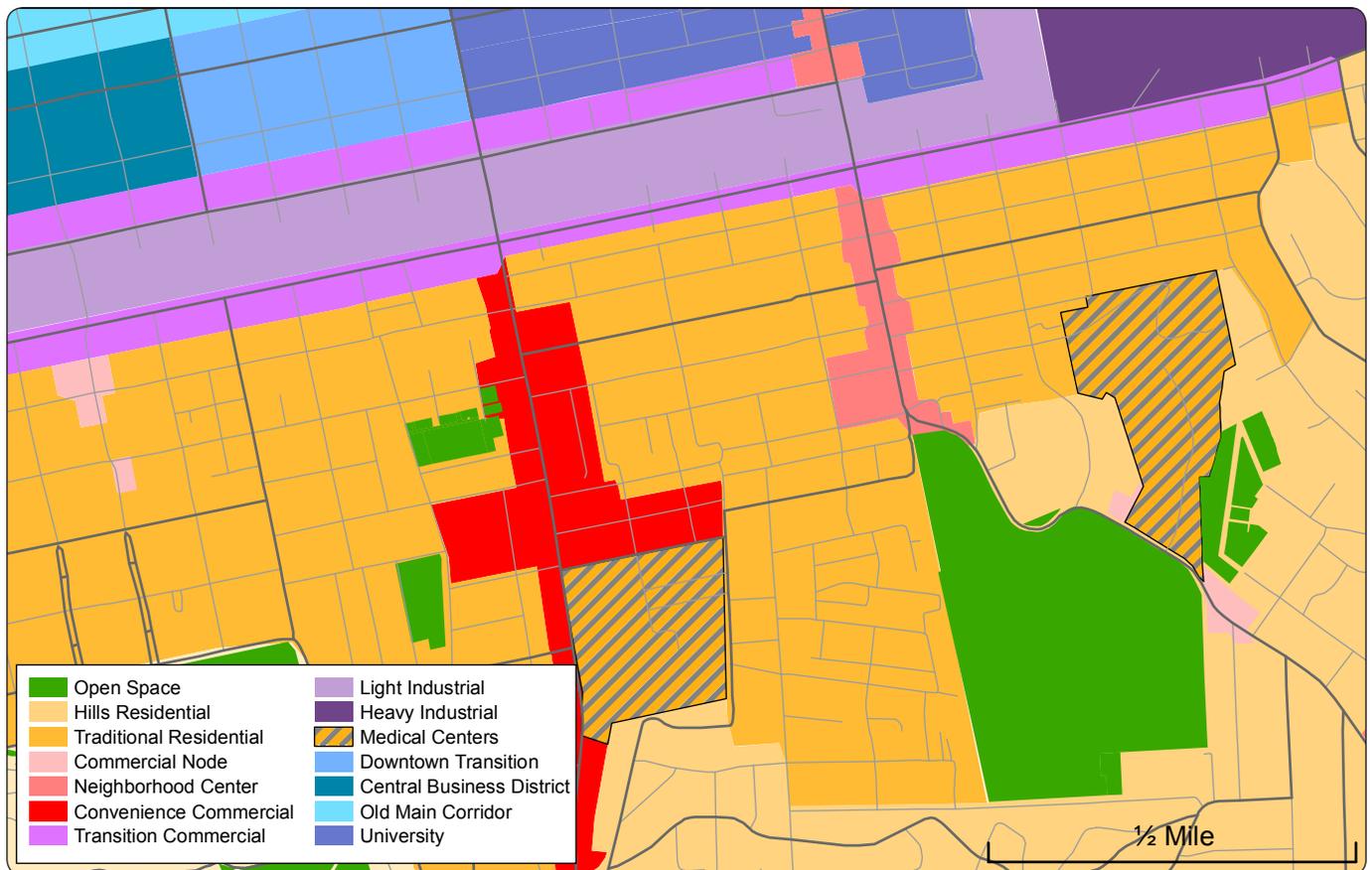
people who work in the neighborhood.

Development along Hal Greer Boulevard may have larger lot development to serve the nearby residential, be a resource for the hospital, and attract visitors, while buffering from the close residential to the rear of the lots.

Cabell Huntington Hospital has developed very close to the surrounding residential neighborhood, and should prioritize higher density development near the center of their campus or toward Hal Greer Boulevard to reduce conflicts with the nearby residential areas.

Development along the 20th Street neighborhood center should primarily serve the residential area. Light industrial and mixed use commercial and residential should be encouraged along the north side of 8th Avenue. The south side of 8th Avenue should transition down to mixed use commercial and residential.

Fairfield serves a dual purpose as a gateway into Huntington as well as an important, traditional residential area. Because of this, development along Hal Greer Boulevard should be respectful of both roles.





SOUTHSIDE & ENSLOW PARK



IN THIS CHAPTER

LEARN MORE ABOUT:

- A HISTORIC, TRADITIONAL NEIGHBORHOOD
- VALUED COMMERCIAL AREAS
- OPPORTUNITIES TO REDUCE FLOODING CONCERNS AND EXPAND GREEN SPACE

HOW SOUTHSIDE & ENSLOW PARK LOOKS



LAND USE, COMMUNITY DESIGN

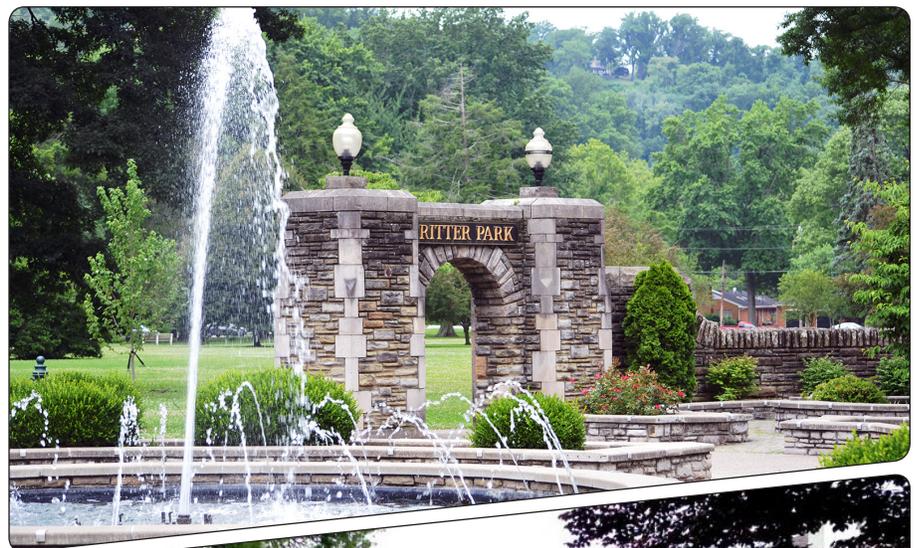
Southside and Enslow Park are mixed-use neighborhoods with primarily single-family, as well as two-family and multi-family housing, as well as areas for commercial and industrial use. The neighborhood is also home to Ritter Park, which draws visitors from all over the Tri-State. Different land uses and proximity to amenities make Southside and Enslow Park desirable neighborhoods in which to live.

While the predominant land use in Southside and Enslow Park is residential, there are small corner stores like the ones at the intersections of 8th Avenue and 8th Street and 10th Street. Other businesses, like Julian's Market, doctor's offices, banks, restaurants and gas stations are scattered throughout the neighborhood.

Commercial activity is beneficial to a neighborhood, but allowing commercial uses to expand further into residential areas would be detrimental to the character of the area. Current commercial and industrial areas should be maintained, and new development should be confined to infilling areas along 8th Avenue and in Kinetic Park.

HOUSING

Houses in Southside and Enslow Park are unique, historic and attractive. Hous-



TOP: In 2012, the American Planning Association named Ritter Park one of the greatest public spaces in the country. BOTTOM: Houses near Ritter Park are an example of single-family housing in Southside.

ing options in Southside and Enslow Park meet the needs of residents. However, extra care should be taken to protect single-family homes.

In past years, developers have subdivided single-family homes into multiple rental units. Methods to discourage this practice must be explored, because the

result changes the character and value of the property and surrounding area and can cause parking issues. Efforts should be encouraged to return subdivided homes to single-family use.

Likewise, dilapidated properties scattered throughout the neighborhood detract from the overall look and decrease property value. By encouraging revitalization efforts, these properties can be returned to assets that benefit the neighborhood.

HISTORIC PRESERVATION

Southside and Enslow Park have several historic resources that define the neighborhood's character.

Past preservation efforts have involved establishing historic districts throughout the neighborhood. These historic districts include the Ritter Park Historic District and the Mortimer Place Historic District.

Other significant historic locations include the Prichard House, the B'Nai Shalom Temple, the Huntington High Renaissance Center and the Veteran's Memorial Arch. Each of these buildings were built in the early and mid-1900s and showcase unique architectural styles that are important to Huntington's history.

The Veteran's Memorial Arch is one of the most iconic historical sites in Huntington. It is the only arch of its style in West Virginia, and was built in the 1920s as a memorial to soldiers who died in World War I.

The Huntington High Renaissance Center, built in 1916, was the former location of Huntington High School until 1995 and has since been converted into affordable housing units for seniors. The YMCA and Arts Resources for the Tri-State also use the building for daycare, exercise and art programs.



TOP: The Memorial Arch is the only arch of its style in West Virginia. It is a scaled replica of the Arc de Triomphe in Paris.
MIDDLE: The Renaissance Center is a historic school that was once Huntington High School.
BOTTOM: The B'Nai Shalom Congregation is a historic synagogue affiliated with conservative and reformed Judaism.

Creating additional historic districts in Southside and Enslow Park would further preserve the neighborhoods' history. With the help of residents, historic structures and areas can be studied to determine if they meet the requirements for a historic designation.

HOW SOUTHSIDE & ENSLOW PARK GROWS



PREFERRED DEVELOPMENT, REDEVELOPMENT

Historic housing is a strength that Southside and Enslow Park can build upon as they continue to grow. In order to protect areas that have historic housing and character, development should be encouraged along existing commercial corridors.

Areas with infill potential include commercial and industrial lots on 8th Avenue between 6th Street and 12th Street. This area could also be redeveloped for new housing, but design standards must be implemented to make the area conform in appearance to the rest of the neighborhood.

When considering the expansion of commercial activity, businesses that serve this active neighborhood should be given priority. Large numbers of people come to Southside and Enslow Park to visit Ritter Park. Increasing local business that appeals to this audience is economically advantageous and could encourage visitors to stay in the neighborhood longer.

Because this area already encourages pedestrian and bicycle traffic, parking standards for new neighborhood commercial properties should be reviewed to see if reducing the number of spaces or creating bicycle racks would be appropriate. Devoting less space to parking could foster development of new businesses and

encourage people to take advantage of alternative forms of transportation.

The KYOVA Downtown Huntington Access Study references widening 8th Avenue at its eastern end to maintain a four-lane route with sidewalks at minimum on one side. Building on this, Plan2025 recognizes 8th Avenue as a corridor for light industrial and commercial traffic linking West and East Huntington services, which further supports transitioning areas on the north side of 8th Avenue to light industrial commercial and the south side to a transition commercial protecting the residential areas to the south.

KINETIC PARK

Kinetic Park is a business park development that has evolved since 1998 and is owned and managed by the Huntington Municipal Development Authority. Anchor tenants include an Amazon call center, Bob Evans, Hampton Inn, TownePlace Suites by Marriott and Goldy Auto Dealership. There are still 13 acres of property that need to be developed. Filling this area with new businesses is essential to creating new jobs and making the park a commercial and business destination for visitors coming off Interstate 64.



There are three different type of businesses near the intersection of 8th Avenue and 8th Street. Above: Francois Bakery, a small neighborhood commercial center, and an empty storefront. This is an example of a commercial node that serves the primarily residential area nearby.

HOW SOUTHSIDE & ENSLOW PARK CONNECTS



PUBLIC SERVICES

There are many public services in or near Southside and Enslow Park that connect the neighborhood with the rest of Huntington. These include police, fire and EMT services as well as Cabell Huntington Hospital. Even though many of these services may not be within the neighborhood's boundaries, they are only a short walk or drive away.

Accessibility is an important part of the effectiveness of public services. The central location of Southside and Enslow Park gives residents' access to services such as the historic downtown, the Huntington Museum of Art, the Huntington High Renaissance Center, Southside Elementary and Huntington Middle School.



Southside Elementary School and Huntington Middle School share this square block in the Southside neighborhood.

SPOTLIGHT ON SAFE ROUTES TO SCHOOLS

Southside Elementary was recently awarded \$130,000 in Safe Routes to School (SRTS) funds to increase walking and cycling to the neighborhood school. Around \$100,000 of that money will be used for infrastructure upgrades, which could include sidewalk repairs, painted crosswalks between 1st and 5th Streets and covered bicycle racks.

Residents are more likely to use public services that are conveniently located and easily accessed. Southside Elementary School and Huntington Middle School are good examples of a centrally located public service that serves a neighborhood. This feature should be a consideration when future public services are considered.

INFRASTRUCTURE

Aging infrastructure, increased paving and proximity to the Four Pole Creek floodplain all contribute to flooding issues in Southside and Enslow Park. Solutions to this complicated and important issue must be

addressed at many levels and in a systematic approach.

There are many ways to address flooding problems. Starting with prioritizing infrastructure improvements in the areas most affected, cleaning and maintaining storm drains in these areas and by providing new guidelines for development and parking surfaces to manage stormwater on site.

Flooding problems can be alleviated by creating or expanding retention and detention ponds. The Kinetic Park retention ponds should be adequately maintained to ensure that they can hold water during heavy rainfall, and ponds

should be considered for any continuing development along the Four-Pole Creek floodplain. Development that does not have the capacity for on-site retention or detention can pay into an infrastructure improvement fund.

Small changes can make a big difference in reducing flooding and stormwater runoff. These changes include educating residents about the floodplain and the costs and benefits of having flood insurance, disconnecting downspouts and installing rain barrels or rain gardens to reduce the amount of stormwater that reaches the city storm drains.

Improperly disposed yard waste can be a contributing factor to the flooding issue. Some storm drains in Southside and Enslow Park are routinely clogged with leaves and grass clippings, which causes the drains to lose capacity.

Residents may be educated about proper disposal of yard waste to prevent this problem. Additionally, encouraging the

growth of private and municipal composting of leaves and grass clippings could be a solution that improves the capacity of storm drains, while creating a resource for beautification efforts.

TRANSPORTATION

All forms of transportation are used in Southside and Enslow Park because of its central location. Residents often choose to walk and ride bicycles for recreation, especially along the Paul Ambrose Trail for Health (PATH) walkway near and around Ritter Park.

Buses are available to residents of Southside and Enslow Park, but timing is not always convenient. Communication between residents and the Tri-State Transit Authority is essential to ensuring that bus lines penetrate the most important parts of the neighborhood and that buses provide a convenient and accessible schedule.

Southside and Enslow Park are proud of the large number of brick streets found

in the neighborhood, which are a tribute to its history and are beneficial because they reduce the speed of traffic in this largely residential area. Unlike paved roads, brick streets should be repaired, not patched. The City of Huntington should work with residents of Southside and Enslow Park to create a maintenance plan which allows the character of the brick streets to be preserved.

Pedestrians must also be considered when looking at transportation options in Southside and Enslow Park. While there are walking options for residents of Southside and Enslow Park, they are limited by sidewalks in poor repair and difficult crossings on Hal Greer Boulevard.

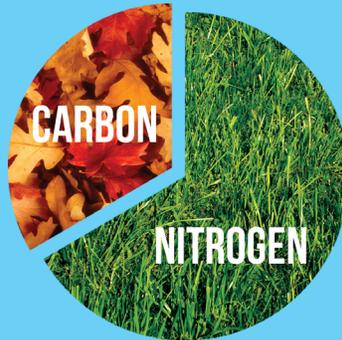
Southside and Enslow Park residents also often use bicycles as a form of recreation and transportation. Prioritizing routes for bicycle traffic will make this a safer and more viable mode of transportation, as will additions such as share-the-road signage, sharrow markings or

COMPOSTING

Composting is a sustainable and inexpensive way to dispose of organic waste. The process creates recycled organic matter that can be used to condition and fertilize soil. Composting can be done at the private or municipal level and benefits homeowners, cities and the environment.

So, why should Huntington compost?

- It reduces the amount of waste that goes to landfills or into storm drains.
- It only requires carbon, nitrogen, oxygen, and water to make.
- Lawn clippings (nitrogen) and dead leaves (carbon) make great compost.
- It can be made at home in compost bins, heaps, or rotating tumblers.
- It enriches garden soil.
- It can save money and create jobs.
- Many cities, like San Francisco have incentives for private composting, while others require compostables to be separated from trash for pickup.
- Some cities have their own recycling and composting centers and sell the compost for profit.



Education is the most important part of implementing composting on a private or municipal level. Citizens of Huntington are lively, passionate and willing to try new things, so city-wide recycling and composting is a possibility. A plan just needs to be put into place.

Private or municipal composting and organic waste collection would be beneficial for Huntington because it:

- Reduces waste in landfills
- Becomes a source of revenue.
- Helps the city receive startup money from the Federal Government.
- Increases the quality of life and helps make Huntington a sustainable leader in the Tri-State and among small cities in America.

separate bicycle lanes. Popular routes for cyclists include 9th Avenue, 11th Avenue and 12th Avenue running east to west, and all routes that lead to viaducts to access the downtown. Of these, the Hal Greer Boulevard viaduct is the most difficult for cyclists to maneuver. The 10th Street viaduct is the easiest to travel through.

Improving connections to amenities within and outside Southside and Enslow Park might be achieved with the creation of a green corridor on 10th Street between Ritter Park and the Harris Riverfront Park. This corridor would connect Southside and Enslow Park with the downtown area, improve traffic flow and could include bicycle lanes, sidewalk repair, tree plantings and landscaping.

Serious consideration should be given to creating an alternative entrance and exit to Enslow Park that goes to Kinetic Park from Donald Avenue. Currently, the only entrance to the neighborhood is Enslow Park Boulevard, which has become a busy thoroughfare and can come impassible at times of heavy rainfall.

Enslow Boulevard also needs improvements. A blind spot at the intersection of Enslow Boulevard and 12th Street makes that busy intersection dangerous. Placement of a stop or yield sign would make the route safer to travel.

Seeking and creating connections will not only improve navigation in Southside and Enslow Park, but will improve the overall look and appeal of the neighborhood for residents and visitors.

GREEN SPACE, RECREATION

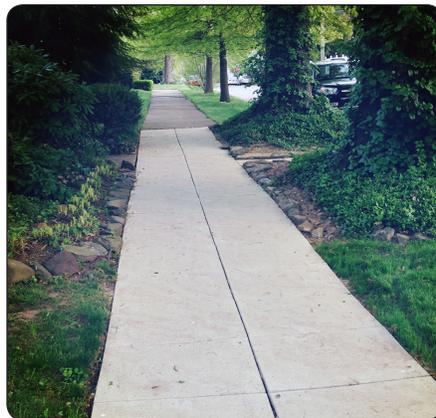
Southside and Enslow Park boast one of the largest tracts of green space in Huntington. In 2012, the American Planning Association rated Ritter Park as one of America's great public places. Ritter Park provides abundant opportunities for rec-



Cyclists ride near the PATH at Memorial Park



An example of brick streets in Southside.



A sidewalk that was paved with alternative materials.



10th Street has the potential to be a green corridor.

SOUTHSIDE AND ENSLOW PARK HAVE ALL FORMS OF TRANSPORTATION OPTIONS, BUT IMPROVEMENTS CAN BE MADE BY CREATING MORE BIKE SIGNAGE ON ROADS, FIXING BRICK STREETS AND MAKING 10TH STREET A GREEN CORRIDOR THAT CONNECTS RITTER PARK TO HARRIS RIVERFRONT PARK.

reaction with a playground, tennis courts, hiking trails, an amphitheater, an award winning rose garden and a dog park. A linear trail also connects Ritter Park to Memorial Park, PATH trails and Harveytown Park. Prindle Field, another park space in Southside, has baseball and softball fields with enough space to play football and soccer as well.

There is room for additional green space and public space in Southside and Enslow Park. A large, vacant lot was created when the old Miller Elementary School was demolished. It has since been turned into a neighborhood pocket park that is

managed by the Greater Huntington Parks and Recreation District. Pocket parks are a great way to increase the amount of accessible public space in a neighborhood.

CONCLUSION

Southside and Enslow Park are rich in history, diversity of uses and public green space and are close to services while still preserving quality housing. By building off invested residents and businesses in this area, the Southside and Enslow Park areas may see reduction of flooding issues, targeted growth, and preservation of the historic resources.

SOUTHSIDE AND ENSLOW PARK CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 1	Preserve the historic residential neighborhood with quality housing and commercial centers in key areas.	
Historic Preservation	HP 4	Investigate a Southside Historic District.	
Economic Development	ED 5	Create an inventory of underutilized industrial property that could transition into mixed use commercial, light industrial and residential properties.	
Public Services	PS 6	Investigate the cost/benefit analysis of municipal composting to reduce yard waste from clogging up the combined storm and sanitary system while encouraging private composting.	
Infrastructure (Flooding and Stormwater)	IF 4	Create a comprehensive plan for the viaducts that promotes vehicular, bicycle and pedestrian safety and connects residents to services downtown.	
	SW 5	Reduce flooding of viaducts to increase safety and connectivity between residential and downtown services.	
Transportation	TR 4	Improve pedestrian and bike connections through viaducts.	
	TR 5	Revitalize 10th Street as a green corridor connecting Ritter Park and Harris Riverfront Park.	
Green Space	GS 3	Identify areas for increased green space for recreation and stormwater capture.	
Recreation	RC 2	Build off the success of Ritter Park and Paul Ambrose Trail for Health connections.	

SOUTHSIDE AND ENSLOW PARK: A LOOK INTO THE FUTURE

The Future Land Use Map for the Southside neighborhood maintains the traditional residential character of the neighborhood. The neighborhood grid is primarily dense single-family residential with areas of higher density single-family to multi-family in older apartments that match the character of single-family. Converting single-family houses to multi-family should be limited and with conditions.

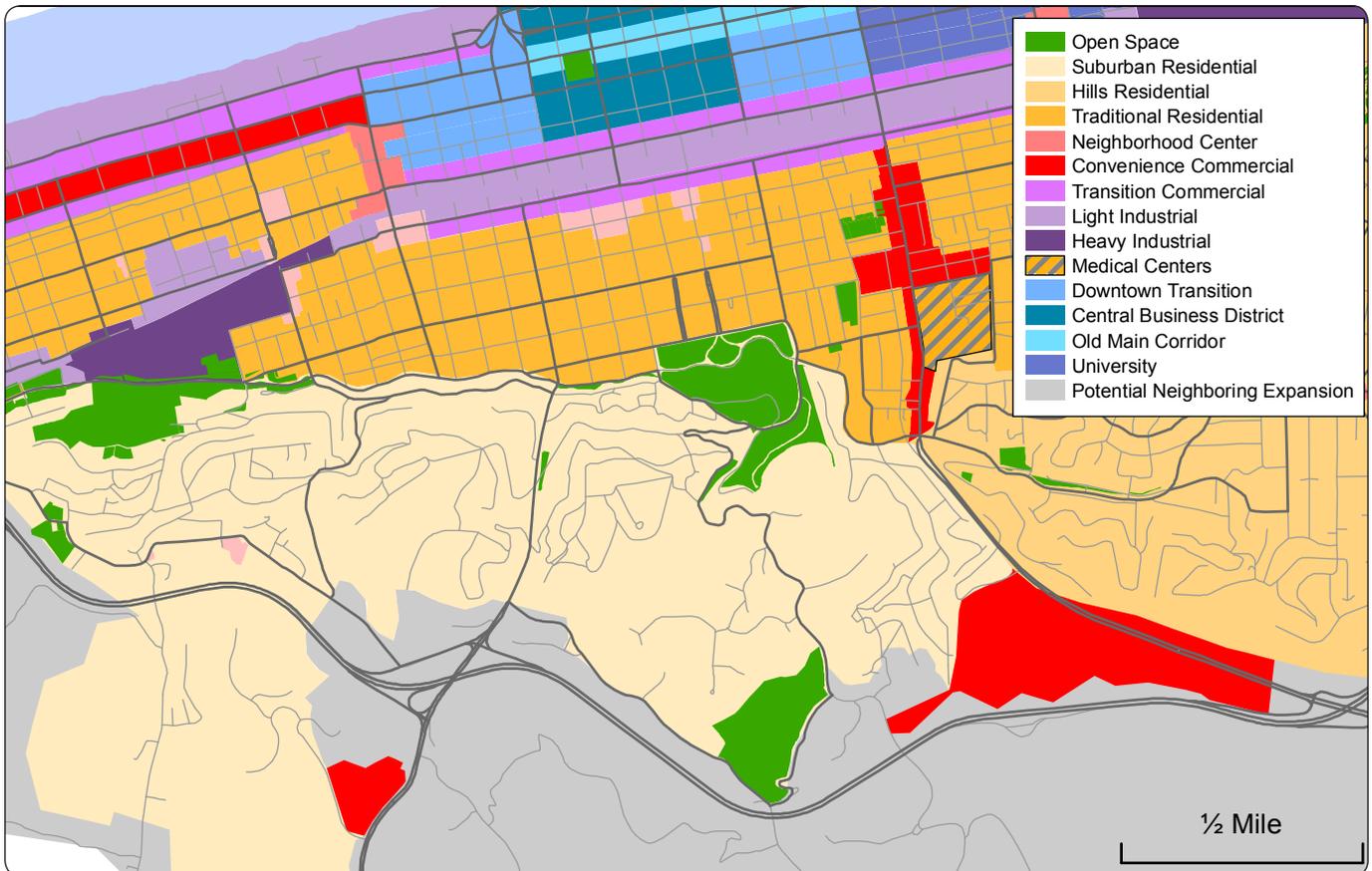
Commercial nodes exist along 12th Street, 10th Street, 8th Street and increase towards the intersection with 8th Avenue. 9th Avenue and 8th Street has

a larger commercial node which has aspects of a convenience commercial on a smaller scale. 1st Street and 5th Street West also have commercial nodes that should serve the nearby residential neighborhood.

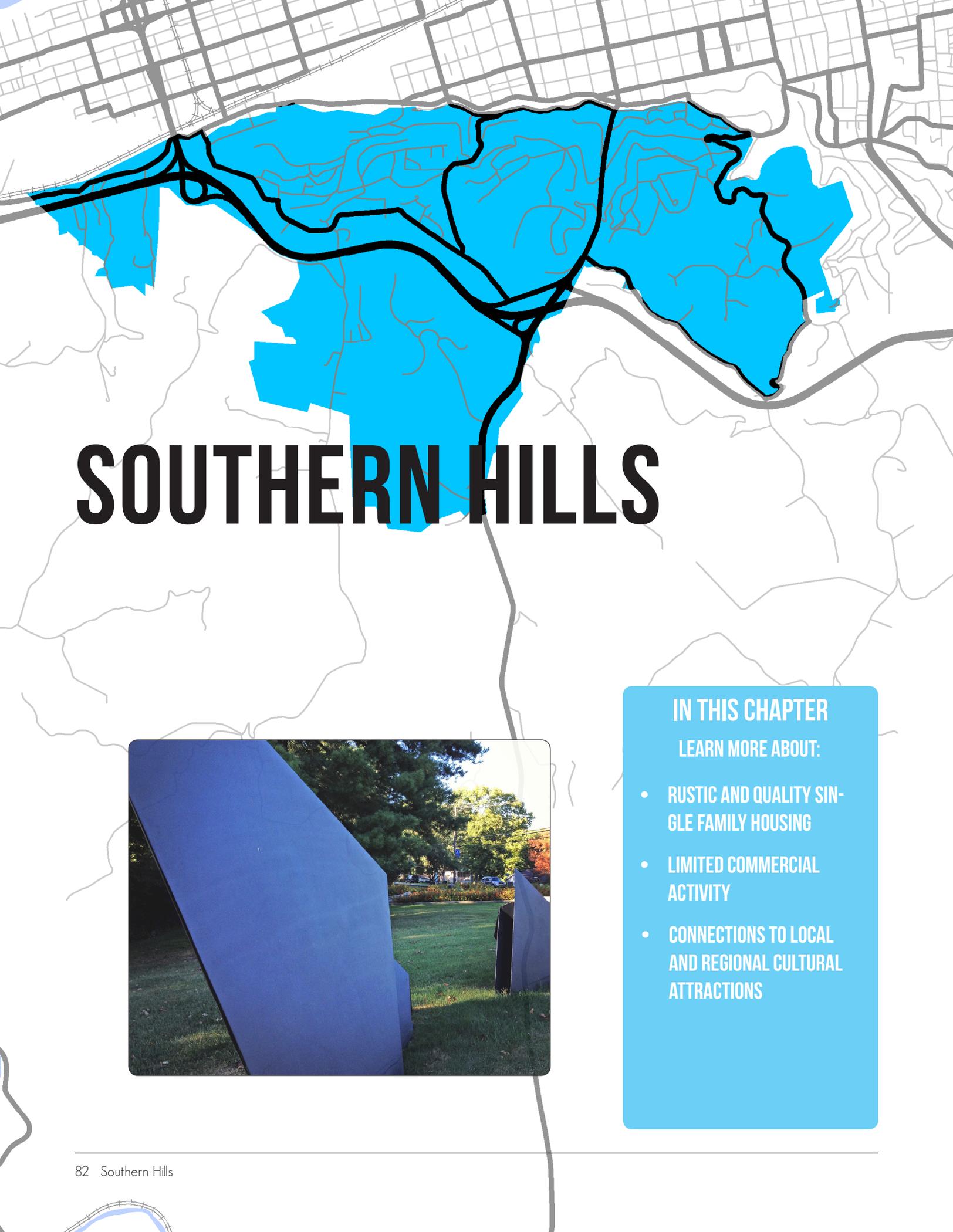
Industrial uses west of 5th Street West should decrease to a light industrial close to the residential area and maintain heavy industrial close to the railroad tracks to provide a buffer for the neighboring residential area. 8th Avenue is primarily a light industrial area on the northern side and a mixed use commercial residential transition on the south

side.

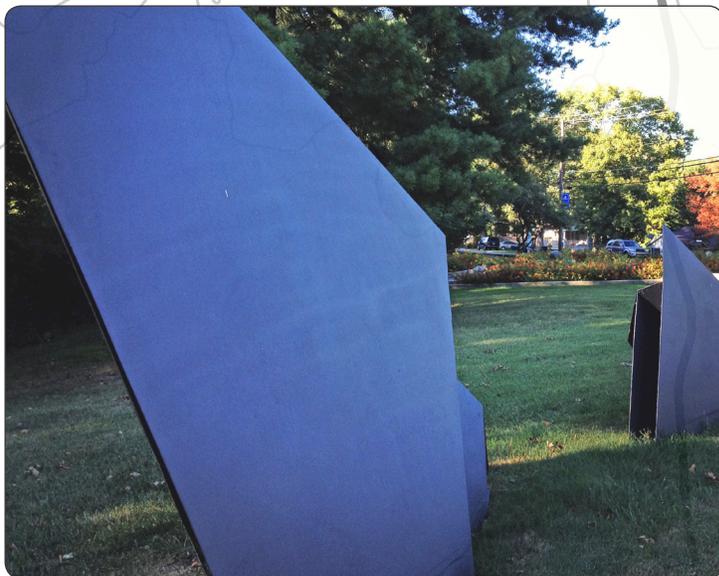
The Future Land Use Map for the Enslow Park, Bennetts Point and Park Point area maintains the traditional residential character of the neighborhood. Dense single-family residential is the primary type of housing in this area close to Four-Pole Creek. Convenience commercial exists and potentially technology based industrial can grow at Kinetic Park where the primary entrance is off Hal Greer Boulevard, while ensuring that development does not increase stormwater runoff in the Four-Pole creek watershed.



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SOUTHERN HILLS



IN THIS CHAPTER

LEARN MORE ABOUT:

- RUSTIC AND QUALITY SINGLE FAMILY HOUSING
- LIMITED COMMERCIAL ACTIVITY
- CONNECTIONS TO LOCAL AND REGIONAL CULTURAL ATTRACTIONS

HOW SOUTHERN HILLS LOOKS



LAND USE, COMMUNITY DESIGN

Nestled in the hills surrounding central Huntington, Southern Hills is a quiet residential neighborhood with limited commercial activity. Although most commercial needs are met outside the neighborhood, a DirecTV call center is located on 5th Street, and a few stores can be found at intersections on Johnstown Road.

Housing in Southern Hills and in Harveytown is mostly single-family, with some apartments in the northern portion of the neighborhood and the Woodlands Retirement Community in the south. The Woodlands Retirement Community provides independent and assisted living housing options in addition to on-site community services such as walking trails, personal services, community space, activities and other resources.

Although Southern Hills contains a wide variety of housing styles in mostly good condition, there are a number of abandoned or neglected structures that need attention. Because Southern Hills is on the edge of Huntington's borders, some homeowners may not know they live within city limits or what their responsibilities include. These residents need to be informed of City requirements so they can bring their properties into compliance with code.

In addition to maintaining current properties, new development must be carefully



The Hawthorne Historic District is significant due to the Colonial Revival style of architecture and its association with several well-known Huntington architects and builders. Pictured above, the Staker/Angel House is the oldest known house on Hawthorne Way. It was built around 1900 for Mr. M.D. Angel who owned and operated Angel's Department Store located at 918 4th Avenue in downtown Huntington. (Photo from the WV State Historic Preservation Office)

designed so hillside erosion is prevented and existing property and infrastructure is protected. Future land use in Southern Hills should remain primarily single-family residential while allowing the continued presence of existing multi-family housing and businesses.

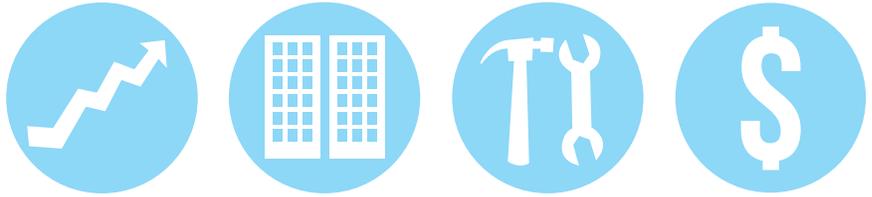
HISTORIC PRESERVATION

The Ritter Park Historic District and the Hawthorne Historic District are filled with distinct homes that were built in the early to mid-1900s. Most of these homes are well maintained and showcase past housing and architectural trends.

Preservation of this neighborhood will involve targeting homes in need of renovations to restore historic features. Property damage due to hillside erosion is of notable concern in Southern Hills. Standards for preventing erosion need to be researched and implemented.

The continued presence of the Huntington Museum of Art is also a vital part of the historic preservation of Southern Hills, as the facility houses many important pieces of local and international art and provides an important cultural contribution to the Tri-State area.

HOW SOUTHERN HILLS GROWS



PREFERRED DEVELOPMENT

Southern Hills is a gateway neighborhood for visitors who enter Huntington by 5th Street from Interstate 64. Because of this, Southern Hills is the first impression of Huntington that many will have. As such, this entrance to the city can be beautified to attract and welcome visitors.

One such area that will benefit from beautification efforts is the park and ride on 5th Street. The management of this important resource is a unique concern to Southern Hills, and serves commuters who come to downtown Huntington by shared transit. In the past, residents of Southern Hills have complained that the area is unkempt, so it should be routinely monitored to make sure it is clean and does not detract from the neighborhood's appeal. With proper management, the park and ride can provide a valuable resource for shared transit and attract new visitors who might bring business to Huntington.

Shops and restaurants located near the exit on 5th Street can serve as additional attractions for those traveling Interstate 64. While development in this area might attract more visitors, it should be confined to 5th Street because commercial activity in that area would have the least amount of impact on residences throughout the neighborhood.

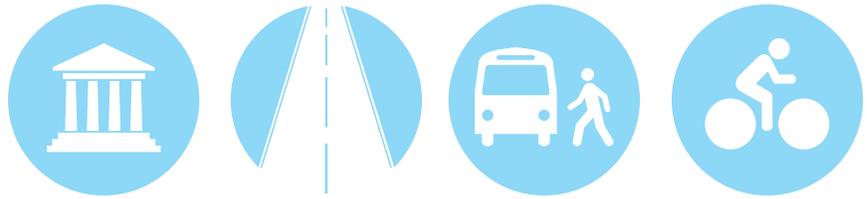


TOP: The park and ride near the 5th Street Interstate exit needs to be better maintained.
BOTTOM: The Go-Mart gas station on 5th Street serves residents and people who exit the Interstate.

Harveytown Road in Southern Hills is a gateway to the newly established Heartland Intermodal Gateway in Prichard. Although

the facility lies outside Huntington city limits, this connection creates potential opportunities for growth that should be explored.

HOW SOUTHERN HILLS CONNECTS



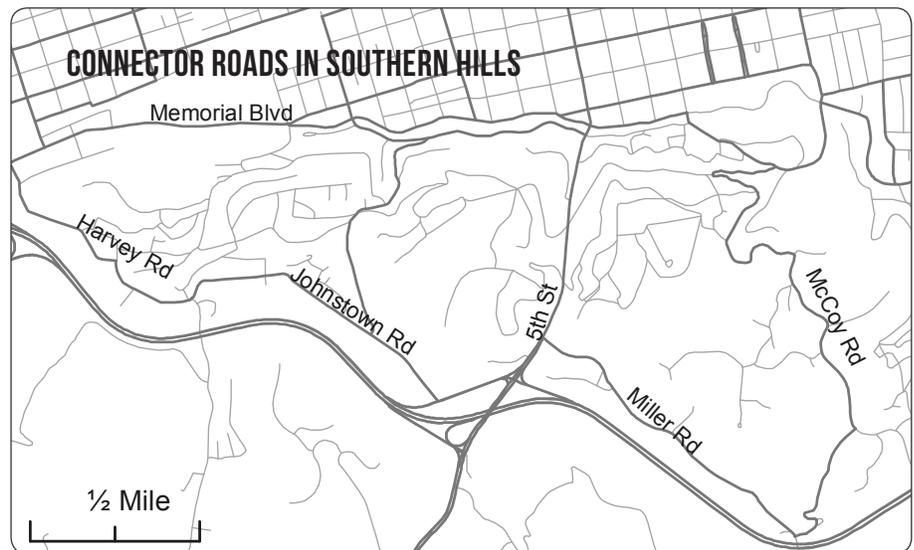
PUBLIC SERVICES

Southern Hills features unique attractions like the Museum of Radio and Technology, the Huntington Museum of Art, the C.P. Huntington Railroad Museum and Harveytown Park. Other attractions outside city limits include the Heritage Farm Museum and Village and Mountwest Community and Technical College. The museum attractions are linked by the Mike and Henriella Perry Heritage Trail from 14th Street West through Harveytown to Heritage Farm.

Each of these assets provides cultural and educational services and attracts visitors to Southern Hills. Because this area serves as a gateway to Huntington, the neighborhood should be considered a unique asset that can showcase the city's strengths and features.

INFRASTRUCTURE

The biggest infrastructure concern in Southern Hills is hillside erosion. Like the flooding problems in other parts of the city, hillside erosion is the result of stormwater runoff and can cause widespread damage to residential property and roads if left unchecked. Reducing the amount of stormwater runoff by funneling it to rain barrels and retention or detention ponds can reduce erosion and prevent water from accumulating and freezing on roads in the winter.



Southern Hills is connected to other parts of Huntington by several important streets.

While hillside erosion happens throughout Huntington, it is prevalent in Southern Hills due to the terrain. Because of this, special care must be taken to identify areas of concern and implement remediation strategies. Preventing hill erosion is a vital component to the continued maintenance and development of Southern Hills.

TRANSPORTATION

Southern Hills residents walk and ride bicycles for recreational purposes, but driving remains the predominant form of transportation because of the neighborhood's hilly terrain and location on the fringes of Huntington. Opportunities

HILLSIDE EROSION

Hillside erosion is a concern in Southern Hills due to the hilly terrain and land development. Tools to control hillside erosion include landscaping, retaining walls or erosion control mats. New development must be closely monitored to not cause further erosion concerns and should include hillside erosion management best practices.

to improve connections throughout the neighborhood for pedestrians and cyclists should be considered.

One area of particular concern is McCoy Road. While most residents opt to drive, there are seniors in the neighborhood who need reliable public transportation. Providing safe bicycling accommodations along McCoy Road or nearby would also benefit connectivity.

Because residents in Southern Hills mainly primarily rely on automobiles, maintaining good roads and improving ones in bad condition is essential to keeping the neighborhood connected.

Important connector streets that link Southern Hills with the rest of Huntington include 5th Street, Harvey Road, Johnstown Road, McCoy Road and Memorial Boulevard.

McCoy Road, portions of 8th Street leading into the neighborhood, Shockey Drive and all of Inwood Drive need repairs. There are also areas where brush overgrowth needs to be trimmed so narrow streets do not become difficult to navigate safely.

Traffic flow is another concern. The junction of 8th Street and McCoy Road near Ritter Park is heavily trafficked and can be difficult to navigate safely. A traffic light at this location might improve traffic flow and make the intersection safer to travel.

GREEN SPACE, RECREATION

Because of its location on the outskirts of Huntington, Southern Hills has larger home lots that are surrounded by green space. This abundance of forested area gives residents plenty of outdoor space to enjoy.

Additional green space includes Memorial Park and Harveytown Park. These parks are vital public spaces that serve the recreation needs of residents. They



TOP: Harveytown Park has a great playground, picnic shelter and fields.
MIDDLE: The PATH section in Harveytown goes through a wooded section before ending at Harveytown Park.
BOTTOM: The Harveytown Park Shelter (left). PATH signage (right) giving information about nearby attractions.

are connected by the equally important Paul Ambrose Trail for Health (PATH). The Huntington Museum of Art also has woodland recreational trails, and Ritter Park and the PetSafe Dog Park are close enough for residents to easily access by walking or cycling.

CONCLUSION

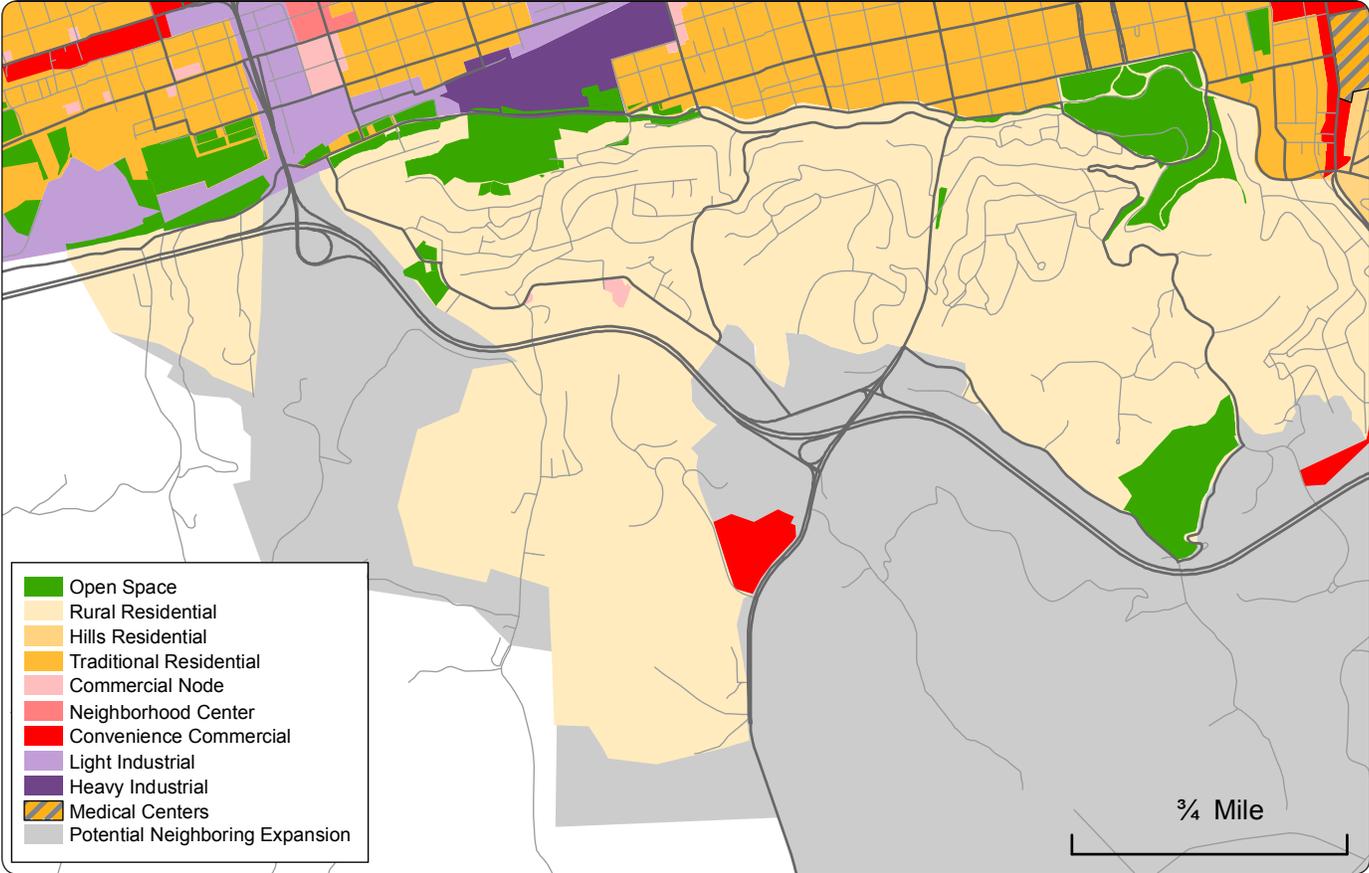
Southern Hills is primarily single-family residential properties with a few commercial uses scattered throughout and at entrances. This area is rich in park and cultural opportunities within and nearby and will continue to sustain and grow as an entrance to Huntington.

SOUTHERN HILLS CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 1	Preserve the primarily residential neighborhoods with select commercial uses.	
Community Design	CD 3	Create cohesive and attractive entrances into Huntington along 5th Street Road.	
	CD 4	Promote tourist attractions along the Mike and Henriella Perry Heritage Trail.	
Historic Preservation	HP 1	Promote and preserve historic properties and districts on the state historic register. Preserve and promote the important resources of the Huntington Museum of Art, the Railroad Museum, the Museum of Radio and Technology and Heritage Farm Museum and Village.	
Preferred Development	PD 5	Encourage commercial development along 5th Street Road to welcome interstate travelers.	
	PD 7	Explore potential economic development along Harvey Road to Prichard inter-modal facility.	
Public Services	PS 1	Maintain and advertise the unique museums and parks in this area such as the Museum of Radio and Technology, the Huntington Museum of Art, the C.P. Huntington Railroad Museum, Harveytown Park, Heritage Farm and Village and Mountwest Community and Technical College.	
Infrastructure (Flooding and Stormwater)	IF 4	Provide maintenance to bridges at 8th Street and 5th Street over Four Pole Creek.	
	SW 4	Reduce run-off of stormwater to prevent hill erosion and water freezing on roads in winter.	
Transportation	TR 2	Improve McCoy Road as an important connector and as leading to the Huntington Museum of Art.	
	TR 9	Trim overgrowth that extends into roads.	
		Repair portions of 8th Street leading into the neighborhood, Shockey Drive, and all of Inwood Drive. Investigate traffic lights at the junction of 8th Street and McCoy Road near Ritter Park.	
Green Space	GS 2	Create connections to existing green space opportunities at Harveytown, Memorial, and Ritter Park	
	GS 4	Preserve wooded areas surrounding historic residential lots.	

SOUTHERN HILLS: A LOOK INTO THE FUTURE

The Future Land Use map for Southern Hills shows that the development patterns are to remain primarily the same, protecting the strong single-family residential areas. The Southern Hills region has several pockets of open space ranging from Memorial Park, PATH trails, Harveytown Park, trails at the Huntington Museum of Art and Ritter Park. Scattered commercial nodes exist on intersections of main connector roads which should primarily serve the residential area to protect the rural residential areas. Convenience commercial exists near 5th Street and the Interstate 64 exit intersection.



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DOWNTOWN & MARSHALL



IN THIS CHAPTER

LEARN MORE ABOUT:

- WHAT MAKES UP A THRIVING DOWNTOWN?
- HOW THE CITY CAN SUPPORT THE GROWTH OF MARSHALL UNIVERSITY.
- AREAS WITH ECONOMIC DEVELOPMENT POTENTIAL

HOW DOWNTOWN & MARSHALL LOOKS



LAND USE, HOUSING

The core of Huntington consists of downtown and Marshall University, which are made up of dense, mixed use areas, stretches of riverfront access, industrial land and clusters of multi-family and student housing. The central business district and Marshall occupy most of this area and serve as the economic and education centers for the entire city.

This diverse district is roughly made up of six distinct corridors. These include:

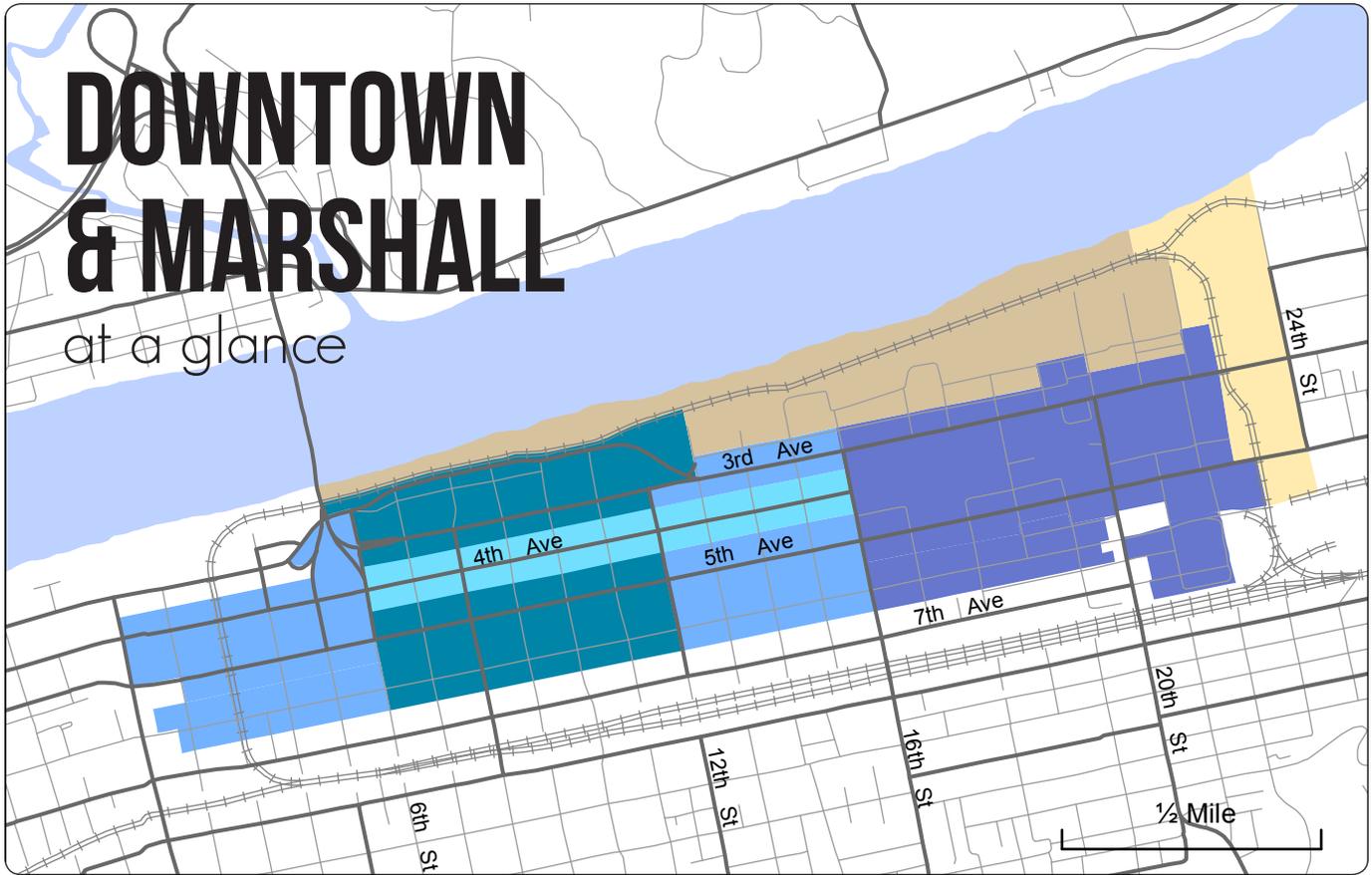
1. **DOWNTOWN TRANSITION
(1ST STREET TO 6TH STREET)**
2. **CENTRAL BUSINESS DISTRICT
(6TH STREET TO 12TH STREET)**
3. **OLD MAIN CORRIDOR
(12TH STREET TO HAL GREER BLVD)**
4. **UNIVERSITY DISTRICT
(HAL GREER BLVD TO 22ND STREET)**
5. **MU TO HIGHLAWN TRANSITION
(22ND STREET TO 24TH STREET)**
6. **RIVERFRONT
(ROBERT C. BYRD BRIDGE TO 22ND
STREET ALONG THE RIVER)**



The downtown and Marshall University serve as the economic and education center of the City and region.

Because this area of the city has distinct corridors in such a small area, each will require additional explanation regarding the opportunities and challenges each one possesses.

The following pages describe and visualize these six corridors and may be used as a future reference for determining how downtown and Marshall looks, grows and connects.



**DOWNTOWN TRANSITION
(1ST STREET TO 6TH STREET)**

The western entrance to the Central Business District has a mix of industrial and high intensity commercial uses to the north and mixed residential and single-family uses to the south. 4th Avenue and 5th Avenue carry a great deal of traffic to and from downtown. 4th Avenue has higher intensity commercial uses, while 5th Avenue and 6th Avenue are a mix of commercial and multi-family housing. Although this area does not yet have a distinguished look or feel, it is the gateway into the heart of the city and an important asset.

**CENTRAL BUSINESS DISTRICT
(6TH STREET TO 12TH STREET)**

The Central Business District contains properties and uses that form the heart of Huntington. This area contains one of

the city's largest historic districts, which encompasses important civic and commercial structures. Buildings in the Central Business District are characteristically multi-story structures with commercial uses downstairs and residential or office spaces above.

Key downtown cornerstones include Pullman Square, Heritage Station and Fourth Avenue. Attractions include the historic Keith Albee Theatre, Big Sandy Superstore Arena, numerous theaters, restaurants and bars.

Downtown also has civic attractions such as the Cabell County Courthouse, City Hall, the Cabell County Public Library, the U.S. Corp of Engineers and the Federal Building.

The Marshall University College of Arts and Media is renovating the former Stone and Thomas Building on 3rd Avenue

to become the Marshall Visual Arts Center. This new facility will bring an additional 300-500 students plus faculty and staff to the downtown area. This expansion of Marshall facilities into the Central Business District will further bridge the campus-city relationship and completely change the district's dynamic.

**OLD MAIN CORRIDOR
(12TH STREET TO HAL GREER BLVD)**

The addition of the Marshall Visual Arts Center to the heart of downtown highlights the importance of the Downtown to Marshall transition area, which is primarily defined by the improvements that are occurring on the Old Main Corridor, or 4th Avenue.

Since 2009, streetscape improvements from 8th Street to Hal Greer Boulevard have helped this corridor become

a safe connection between Marshall and downtown. Improvements have included a redesigned sidewalk, lighting and the addition of a bicycle lane.

Although the Old Main Corridor streetscape improvements are in the final phase, some blocks still have many empty storefronts, and parts of the corridor are perceived as unsafe due to past criminal activity. There is also a high turnover of bars and nightclubs in this area. In contrast, well perceived sections of the Old Main Corridor are those with restaurants and student-friendly businesses. In general, streetscape improvements have been positive and encourage pedestrians and cyclists to travel this route to downtown or Pullman Square.

With more focus on encouraging pedestrian-scaled commercial growth, the corridor can continue to be lively, active and engaging. Encouraging development along 4th Avenue that serves the student population will continue to better bridge the campus-city relationship and attract students to shop and dine downtown more often.

Similar to blocks in the downtown transition area, the blocks surrounding 4th Avenue cater to a variety of student housing options intermixed with commercial uses. Several single family homes have been converted into lower intensity commercial uses as well, especially along 6th Avenue. Housing for students who wish to live near, but not on, campus occurs in this area because of the proximity to downtown and campus services.

As such, this area has continued to see new development even when other areas in the city have seen recession. Creating design guidelines for new student housing would be beneficial to ensure that new development does not detract from the historic character of downtown and Marshall.

UNIVERSITY DISTRICT (HAL GREER BLVD TO 22ND STREET)

Marshall's main campus is east of downtown Huntington, between Hal Greer Boulevard and 24th Street. With a student body of more than 10,000 students per year and both undergraduate and graduate offerings, Marshall brings a diversity of people and activities to Huntington. The main campus offers a beautiful mix of historic and modern architecture, public green space and a network of resources that benefit all of Huntington.

Surrounding uses on 3rd Avenue and 5th Avenue extend the campus, and include student housing options. Marshall is currently finalizing its Campus Master Plan, which includes plans to modernize student housing, expand on academic resources and increase green space while focusing on alternative safe transportation routes to the campus. (Please see the appendix for more information on the Marshall University Draft Master Plan).

This area will continue to grow from Marshall investments and will create a unique opportunity for the City to support and encourage campus-related services and housing that complement the character of the school.

MU TO HIGHLAWN TRANSITION (22ND STREET TO 24TH STREET)

There is a transitional area east of campus that connects Marshall to the neighboring district of Highlawn. Highlawn offers many services that students may use, such as pharmacies, restaurants and Kroger. Properties between 22nd Street and 24th Street are sites of former industrial uses that create a "dead zone" between Marshall and Highlawn. Development of these parcels would better connect Marshall students to services in Highlawn and improve the overall transportation flow.

RIVERFRONT (ROBERT C. BYRD BRIDGE TO 22ND STREET, ALONG THE RIVER)

The Harris Riverfront Park, which boasts beautiful event space and a playground, is another important area in the downtown and Marshall district. The park has significant public space for concerts and festivals. The park is also one of the largest green spaces in the downtown area and is utilized as a starting point for water recreation on the Ohio River.

There have been efforts to improve the park and expand its appeal. The park has recently seen the addition of a free, public access Wi-Fi system and a section of the Paul Ambrose Trail for Health (PATH). A skate park is also currently under construction.

In 2011, the U.S. Army Corps of Engineers developed a long term redevelopment plan for the park that will ensure it continues to be a destination for recreation and city-wide events for many years to come.

A large industrial zone is next to and extends beyond the Harris Riverfront Park. Steel of West Virginia, an important economic driver in Huntington since 1907, is the largest tenant in this area, but most of the land is either vacant or underutilized.

This tract of land follows both the river and the railroad, and is close to downtown and Marshall. The area's proximity to downtown and Marshall give it great potential redevelopment value, either as the site of new commercial or residential development or as a destination for new industrial tenants. The first step is to determine what portions of this area are underutilized or vacant and to get feedback from neighboring businesses and institutions so redevelopment efforts can be better focused to meet the needs of the area and not conflict with other uses.

**DOWNTOWN TRANSITION
(1ST STREET TO 6TH STREET)**



Several different development types exist in the downtown transition area.



Houses turned into office space preserves the character of the neighborhood.

**CENTRAL BUSINESS DISTRICT
(6TH STREET TO 12TH STREET)**



4th Avenue development is high density and active at street level.



Pullman Square and downtown Huntington.

**OLD MAIN CORRIDOR
(12TH STREET TO HAL GREER BLVD)**



Pedestrian crossings are a part of the Old Main Corridor improvements.



Bicycle lane and streetscape improvements on 4th Avenue near Marshall University.

**UNIVERSITY DISTRICT
(HAL GREER BLVD TO 22ND STREET)**



Student housing on campus.



Student housing off campus.

**MU TO HIGHLAWN TRANSITION
(22ND STREET TO 24TH STREET)**



The former AC&F industrial site.



A large parking lot separates Marshall University and Highlawn.

**RIVERFRONT
(ROBERT C. BYRD BRIDGE TO 22ND STREET)**

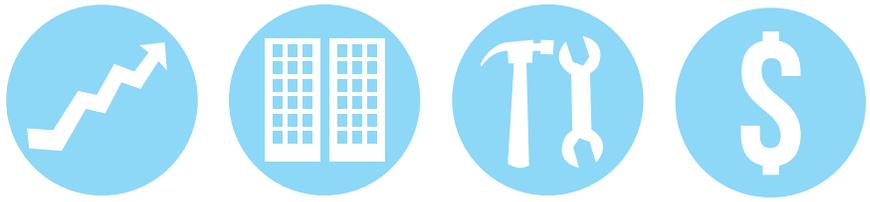


Harris Riverfront Park.



Steel of West Virginia Headquarters.

HOW DOWNTOWN & MARSHALL GROWS



PREFERRED DEVELOPMENT

Downtown and Marshall are primed to showcase much of what Huntington has to offer. The challenge lies in utilizing strengths to the best advantage and striving to creatively remedy perceived weaknesses. An identity that further defines the area can be created by concentrating on culture and entertainment, historic preservation and creative redevelopment of existing structures and by encouraging local business development.

Downtown is the entertainment hub of the city. Marshall University brings cultural and educational events and artistic performances throughout the year. Special events and festivals, like the West Virginia Hot Dog Festival, Chilifest and the Diamond Teeth Mary Blues Festival, can be enjoyed many weekends, along with a vibrant restaurant and evening entertainment scene. Expanding on these strengths may create new economic development opportunities and improve the quality of life for all residents.

Supporting events and festivals that draw a unique crowd, encouraging temporary food carts during peak work and evening hours and enabling street performers may add to establishing a sense of identity for downtown. The City can work with restaurants to create outdoor seating areas and re-imagine alleyways as connectors or



Halloween City is a good example of a pop-up business. This seasonal store infilled an empty storefront on 4th Avenue and attracted additional business to the downtown area.

public spaces.

Creating an inviting, welcoming and lively environment downtown is essential to its growth. Empty storefronts, long stretches of parking lots and blank walls do not properly greet pedestrians who are traveling downtown. The experience can be enlivened by encouraging empty storefronts to display public art or temporary holiday installations. The establishment and nurturing of public art initiatives can also add interest and appeal to the neighborhood.

An important aspect of the character of downtown lies in its past. Historic downtown locations should continue to be protected and revitalized and should be further utilized as

STARTUP HUNTINGTON

Pop-up programs incentivize retail businesses that are temporarily located in vacant storefronts. Other communities have encouraged pop-up retail venues to encourage business start-ups, which showcase what a space has to offer and ideally lead to the vacant storefront being leased full time. Examples include “Start Up San Jose” and “Project Start-Up” in Norway, Maine. Most programs include a public-private partnership and can be a tool to increase downtown business.

attractions. In recent years, restoration efforts have helped preserve the Cabell County Courthouse, Heritage Station and the Keith Albee Theater. Local residents are currently spearheading a campaign to refurbish the main hallway of City Hall and to revitalize the Coin Harvey House near Marshall. In addition, downtown features many architecturally significant churches and homes that add to the historic character of Huntington.

The city's history can be respected by requiring new construction to complement the surrounding architecture and by creating definitive guidelines that balance development and historic preservation. Additionally, the value of these important resources can continue to be recognized by incorporating them into economic development activities planned for downtown.

Historic locations can be touted as special event spaces for weddings, parties and reunions, and local paranormal activity enthusiasts can establish a ghost tour of downtown historic locations that feature the Keith Albee Theater and the Hotel Frederick.

In addition to protecting historic resources, a dialogue between downtown merchants, property owners and the community is necessary to communicate the types of businesses and housing that citizens want downtown and what areas need them. Growth of residential and commercial opportunities is already coming to downtown, with recent and ongoing renovations to the West Virginia Building, the St. James Building and the Renaissance Center. The Huntington Arcade will also add new mixed-use residential and commercial opportunities.

Redevelopment and infill development may be used to restore the downtown area and spur economic and residential growth. In preparation for increased commercial uses and development, target areas for concentrated growth should be prioritized. Prime pedestrian retail centers include Pullman Square,



TOP: Residents and visitors crowd a closed 3rd Avenue during ChilFest.
 BOTTOM: The Renaissance Center is being renovated for condominiums with retail space downstairs.

Heritage Station and 4th Avenue between 8th Street and 10th Street. Filling gaps in these commercial areas first would concentrate benefits in already growing areas. 4th Avenue is poised for spillover development from streetscape improvements and the relationship between downtown and Marshall. With the anticipated opening of the School of Art and Design in the former Stone and Thomas building, this relationship has become more important than ever.

As the student population migrates to downtown from Marshall, housing needs become of even greater concern to the development of this part of the city. In recent years, there has been a resurgence of interest in urban living across the country,

ELEMENTS OF A THRIVING DOWNTOWN

- ACTIVE STOREFRONTS
- FOOD CARTS
- STREET PERFORMERS
- PUBLIC ART
- PEDESTRIAN SIZED ELEMENTS
- PUBLIC SPACE
- SPECIAL EVENTS AND FESTIVALS

not just by students and young professionals but by empty nesters and families. Although some new residential development has occurred or is planned, the time is ripe to determine what types of downtown living environments are most needed and to focus on the locations best suited to them.

More people living, studying and working downtown means more shoppers there as well. Encouraging locally-owned businesses is important to downtown because it appeals to shoppers' desire for diversity and boosts the tax base. Products from locally-owned businesses are sometimes more expensive than those from national chains, but shoppers have shown an interest in local stores and may pay even more for regional and locally-produced items.

A local business impact study, which was conducted in Maine in 2003 and cited by Forbes magazine and the National Main Street Center, found that three times as much money stays in the community when people shop at locally-owned businesses as opposed to a chain store. Encouraging locally-owned businesses through startups and other incentives could create a significant boost to the local economy.

Although downtown Huntington has long been home to locally-owned small businesses like The Village Collection and C.F. Reuschlein, recent years have seen a boon of independent development like The Pottery Place, Mug and Pia, Bottle & Wedge and others. These businesses follow traditional retail models, but local, small business development sometimes requires thinking outside of the box.

The Wild Ramp is a local food market currently located at Heritage Station. The market is a joint venture between producers and consumers who want to support year-round local produce, meat, dairy and other products that come from a 250-mile radius. The market is a nontraditional example of how local



TOP: Activating outdoor alleyways and courtyards in Ann Arbor, Mich.
BOTTOM: An example of public space civic engagement in New Orleans. (Jason McDermott "I Wish There Was." 2011, via Flickr, Creative Commons Attribution.)

SPOTLIGHT ON DOWNTOWN WIFI ACCESS

Better access to broadband internet and free WiFi may improve downtown vibrancy. The Greater Huntington Parks and Recreation District is currently adding WiFi access in parks. Expanding this service to the downtown will benefit all residents, visitors and businesses. "Super WiFi," which allows longer distance wireless access, may help spur economic development. This idea was supported by the Economic Development Transition Team for Mayor Steve Williams in December 2012. (Please see the appendix for more information).

BEST PRACTICE: VACANT STOREFRONTS

Candy Chang is an artist and planner in New Orleans who actively reimagines how public space can be used for civic engagement. Her "I wish this was" public engagement campaign provides an example of how property owners can utilize vacant storefronts until they are at capacity. This project began by distributing stickers and encouraging citizens to apply them to vacant storefronts complete with ideas for what they would like to see in the space. For other ideas on creative civic engagement go to www.candychang.com.

business development can embrace unique concepts. The Wild Ramp has also expanded to include cooking classes and special events and hopes to increase the amount of local products served in local restaurants through an off-shoot initiative, the 30-Mile Meal, which celebrates and promotes producing, selling and serving local foods.

More information about The Wild Ramp and the 30-Mile Meal can be found on their websites at www.wildramp.org and www.facebook.com/30MileMealHuntington.

Along with identifying elements of focus for downtown and Marshall neighborhood development, it is crucial that style guidelines for improvements are provided. This important step will provide a direction for all development to follow and create a cohesive appearance in the area that pays homage to Huntington's history.

With renewed tourism and activity in downtown and Marshall University, the feasibility of a conference style hotel in the downtown core should be considered to increase the capacity for convention services in the city and region.

HUNTINGTON: A SPORTS DESTINATION

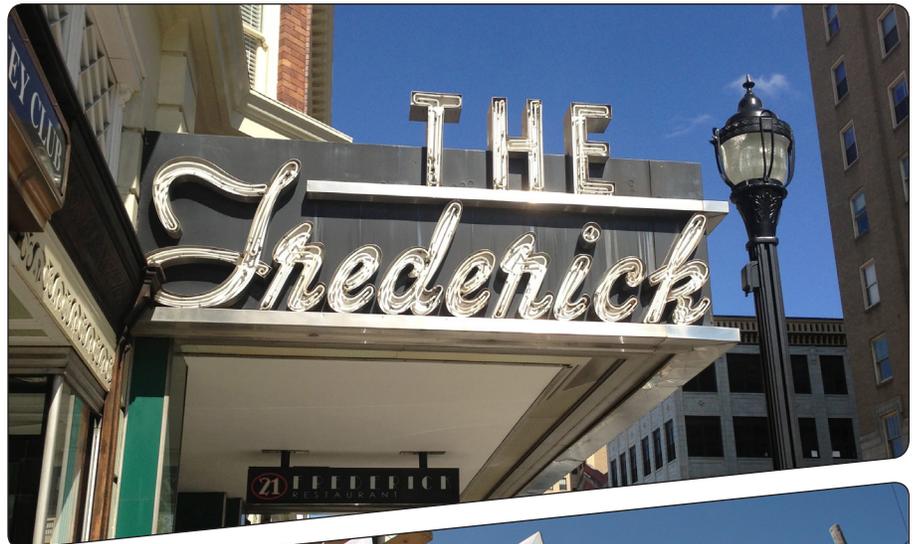
In 2013 Marshall University finished construction of the Veterans Memorial Soccer Stadium and began construction on a new indoor athletics facility. With the growth of Marshall Athletics, the potential for a downtown baseball stadium has attracted greater interest. Further expanding sporting opportunities creates tourism and provides residents with family oriented activities. Additional expansion of sports facilities would most likely be a public, private and university partnership.

SPOTLIGHT ON MARSHALL MASTER PLAN

Marshall University is updating their campus master plan. Some of the principles guiding their plan include: creating a campus of distinction, improving campus life experience, and enriching interactions between campus and the community. The city should continue to partner with Marshall University to support these principles. Check out their process at www.masterplan.marshall.edu.

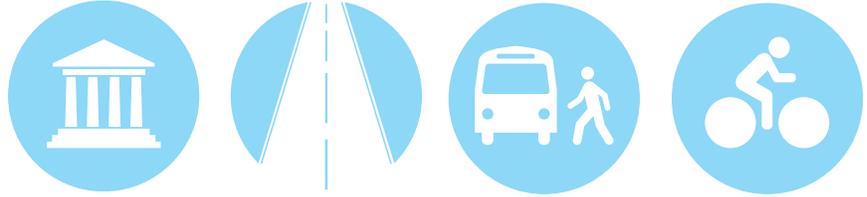
BEST PRACTICE: BUILD A BETTER BLOCK

Initiating a Build a Better Block campaign is another way to build vibrancy and promote economic development. An example of Build a Better Block is found in Dallas, where six city blocks were transformed into a vibrant multi-modal destination in the 72 Hour Build a Better Boulevard Challenge. This project demonstrates what active business and streetscape improvements can do for a city. The website www.betterblock.org is a great resource for doing a Better Block campaign.



TOP: Local downtown businesses add vitality and keeps three times the amount of money in the local economy.
BOTTOM: Jennifer Conley " Ross Build a Better Block Boulevard Project" 2011, via Flickr, Creative Commons Attribution

HOW DOWNTOWN & MARSHALL CONNECTS



PUBLIC SERVICES

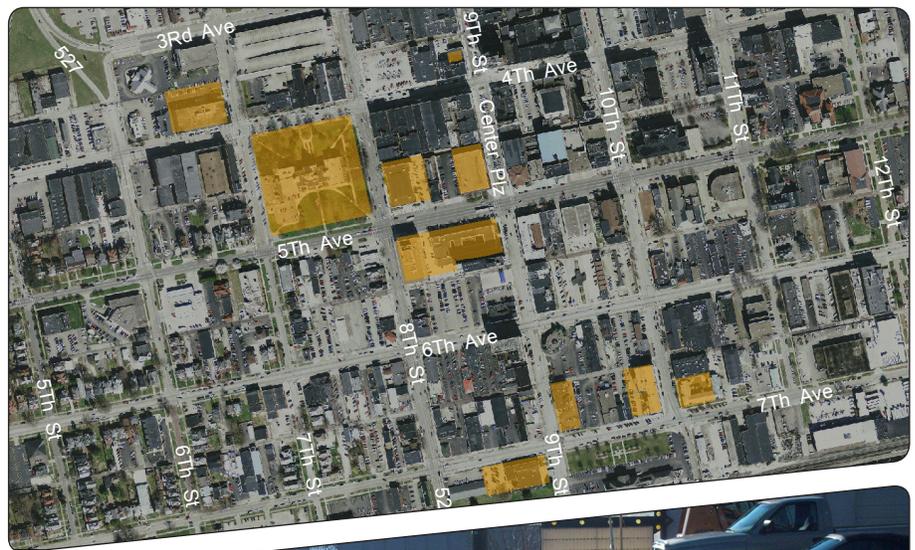
Civic landmarks in Huntington, like City Hall, the Cabell County Courthouse, Cabell County Public Library, the Federal Building, the main offices for the Huntington Police Department and the Huntington Fire Department, are all located in the city center. The U.S. Army Corps of Engineers, the Veterans Association, the Homeless Veterans Resource Center, Social Security Administration, Huntington City Mission and many other social and civic resources can be found downtown as well.

Educational centers like Marshall and the Huntington Junior College of Business also call downtown home. This wealth of public services makes downtown a destination for residents from all other parts of the Tri-State.

INFRASTRUCTURE

Although most of downtown and Marshall are protected from the Ohio River by the flood wall, this area still has serious concerns with stormwater issues. The viaducts that lead to downtown often flood during times of heavy, quick rainfall. This is not only a safety hazard, but greatly reduces connectivity between residential areas and downtown services.

The viaducts might also benefit from improvements to increase the safety and accessibility for pedestrians and cyclists coming from the south towards downtown and Marshall. In



TOP: A map of important public and civic services in the Central Business District.

BOTTOM: The Hal Greer Boulevard viaduct, an important connector between downtown and residential areas.

recent years, painting and cleaning the viaducts have helped make them more inviting and easily traveled. While these efforts have helped, a concerted plan to increase viaduct

safety and accessibility is needed. Please refer to the Downtown Huntington Access study in the appendix or see the transportation section below. The study, which is part of the

KYOVA 2040 Metropolitan Transportation Plan provides ideas about how to improve viaduct safety and connectivity.

TRANSPORTATION

Because it is the nexus of social and civic resources for the city, it is important that downtown and Marshall be the most transportation friendly district. The hub for the Tri-State Transit Authority (TTA), located at the corner of 4th Avenue and 13th Street, is the resource for all city and metro bus information and the local Greyhound depot to locations all over the nation. However, many residents find the bus schedules and routes difficult to decipher.

A potential way to simplify the process is to color code existing bus routes. For example, bus lines that serve Downtown and Marshall could be green. Finding ways to better serve the student population and connect them to housing and entertainment resources can improve the campus-city relationship. Providing downtown to Marshall bus service at special rates during later hours on Friday or Saturday can also help connect students to downtown.

An added benefit of efforts to make bus transit easier and more accessible would be the potential for reduced parking requirements, which could provide more room for businesses and residential development instead of parking spaces.

Many downtown and Marshall residents choose to walk to work, campus, shops and restaurants. Existing sidewalks and crosswalks are in good repair, but more can be done to encourage walking and improve safety. Poor and insufficient lighting at night are major deterrents to pedestrian traffic. Improving both the quality and quantity of lighting can improve pedestrian safety. Lighting improvements have begun along the Old Main Corridor on 4th Avenue, and demonstrate the added visual appeal that carefully chosen lighting elements can add in addition



Although it is important to have transportation options, in the downtown parking can be encouraged to be on the periphery, promoting walking throughout the dense downtown activity center

to increased security. The Old Main Corridor project also exemplifies the ways that streetscape improvements can provide the framework for economic development.

Cycling is another form of transportation often used in the downtown and Marshall area. Improvements have been made to accommodate cyclists, and bicycle lanes have been added to 4th Avenue as part of the Old Main Corridor project. When repaving is planned for other streets in this area, consideration should be given to the addition of bicycle lanes or sharrows. Both 6th and 7th Avenues are appropriate for bicycle traffic, and most north and south streets except for Hal Greer Boulevard are good cycling connectors.

PORTLAND RIGHT OF WAY GUIDE

Portland, Ore., has created a guide that shows how to permit different items in the right of way. They describe items such as benches, bike racks, signage, public art and trash cans.

The guide identifies where these items can be located and how much sidewalk needs to be reserved for pedestrians. Such a document would be helpful in Huntington because it could encourage partnerships resulting in these valuable resources, while still maintaining a standard design.

While many residents walk, cycle or use public transportation, most still drive. As such, having ample options for downtown parking is an important consideration. However, this should not be the primary use for valuable downtown parcels as every parking space represents a loss of viable real estate for business or residential use. The need for parking should be balanced with the need for other uses.

There are several public downtown parking garages, public surface level parking lots and metered parking spaces on the street level. Surface level parking lots should be discouraged until parking garages are at capacity. Likewise, metered parking spots can be priced to encourage high turnover in the most populated areas, while garages should be priced so they become the first choice for longer term parking needs.

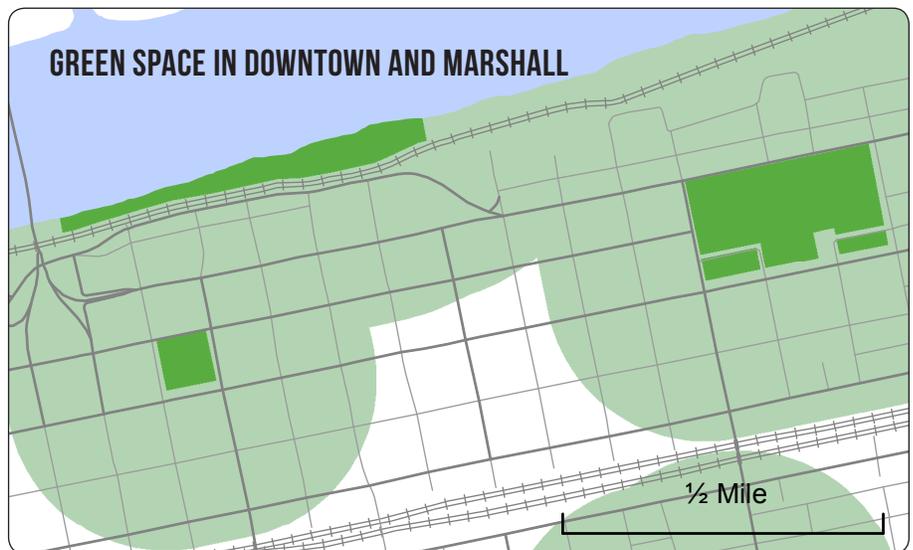
PARKING SOLUTIONS

For many years, parking problems have been remedied by creating more parking, but smarter, more economically and environmentally friendly solutions are available.

SFpark is an innovative parking management system that uses sensors to report what metered spaces are available. The data is used to determine the cost of frequently used spaces.

This method creates high parking turnover, encourages people to use garages over lots and redistributes demand for parking.

Even though a program like SFpark does not bring in revenue, it would be beneficial because it increases parking availability without having to build new garages or lots and was funded through grants from the U.S. Department of Transportation's Urban Partnership Program.



TOP: Harris Riverfront underwent a Master Planning process in 2011, and is adding elements as the funding becomes available. The first phase of a new skate park is under construction. This conceptualized entrance could help create a better connection between downtown and the riverfront.

BOTTOM: Some areas of the downtown core are not within a 1/4 mile of a green space. Prioritizing pocket parks will add vitality to the downtown and assist in filling in the streetscape until private investment increases.

Additionally, focusing parking on peripheral areas will add pedestrian traffic, which can increase retail business in between parking and the final destination.

pocket parks. These pockets will increase access to green space and add to the vitality of the area.

GREEN SPACE, RECREATION

Dedicated public green spaces can be found in the downtown and Marshall area at Harris Riverfront Park, the Cabell County Courthouse, the plaza at Pullman Square and on Marshall's campus. Consideration should be given, however, to converting underutilized parcels of downtown land into

CONCLUSION

The downtown district and Marshall University campus is one of the most diverse and economically important parts of the city. With a few small improvements, this area can build off the success of the growing downtown and Marshall campus and continue to showcase the proud identity of the city.

DOWNTOWN AND MARSHALL CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Land Use	LU 3	<p>Create distinctive corridors that maintain the unique identity of each aspect of downtown while creating a unified image.</p> <p>Create a tiered, mixed-use district that increases in density from the western entrance to the Central Business District.</p> <p>Maintain the Central Business District as a historic, civic and commercial core.</p> <p>Create a mixed-use corridor that bridges downtown and Marshall and includes student housing along Old Main Corridor.</p> <p>Partner with Marshall to continue supporting services primarily geared towards students who live around the university.</p> <p>Create a needed connection between Marshall and Highlawn with services between 22nd Street and 24th Street.</p>	
Housing	HS 4	<p>Maintain diverse housing options close to the city center and Marshall.</p> <p>Encourage residential uses above commercial in the central business district.</p> <p>Provide design guidelines for student housing that meets student needs and integrates well with the historic downtown and campus.</p>	
Community Design	CD 1	<p>Create central way finding signage from the entrances to the area promoting the commercial and cultural amenities.</p> <p>Develop a signage ordinance to unify the downtown and Old Main Corridor's identity.</p>	
Historic Preservation	HP 1	<p>Promote and preserve historic properties and districts on the state historic register.</p>	
Economic Development	ED 4	<p>Prioritize the central business district as the economic center of the city.</p> <p>Promote economic development built off Old Main Corridor streetscape improvements.</p>	
	ED 5	<p>Create an inventory of underutilized industrial property that could transition into mixed-use commercial and residential properties along the Ohio Riverfront.</p>	
Preferred Development	PD 6	<p>Promote a sense of place in the downtown by encouraging temporary food carts, street performers, outdoor seating, and activating alleyways.</p> <p>Provide opportunities for metered spaces in select areas to be used as outdoor seating for restaurants or public or private parklets.</p> <p>Activate storefronts by promoting active use of empty lots or vacant storefronts with temporary uses or public art.</p> <p>Investigate the opportunity to utilize vacant downtown storefronts as a business incubator program.</p>	

DOWNTOWN AND MARSHALL CALL TO ACTION

TOPIC	REF. CODE	ACTION AND STRATEGY	TIMEFRAME
Preferred Development	PD 6	<p>Target areas of development around already existing successes such as Pullman Square, Heritage Station and 4th Avenue.</p> <p>Encourage development in the lower stories of downtown buildings that facilitate interaction with pedestrians, retail, service, restaurants and the like.</p> <p>Encourage development in the upper stories of downtown properties such as residential, office and event space.</p> <p>Encourage creative businesses that create opportunities for active uses.</p> <p>Create a vision for the downtown that markets the local and regional attractions of this area.</p>	
Redevelopment	RD 1	<p>Redevelop the former AC&F plant to connect Highlawn and Marshall.</p>	
Financing	FN 3	<p>Investigate financial tools available to fund a business improvement district.</p>	
Public Services	PS 1	<p>Continue to connect the civic resources in the city center to nearby residential areas.</p>	
Infrastructure (Flooding and Stormwater)	IF 4	<p>Comprehensive plan for the viaducts to promote vehicular, bicycle and pedestrian safety to connect residents to services downtown.</p>	
	SW 5	<p>Reduce flooding of viaducts to increase safety and connectivity between residential and downtown services.</p>	
Transportation	TR 3	<p>Improve pedestrian and bicycling connections across U.S. Route 60 and Hal Greer Boulevard.</p>	
	TR 4	<p>Improve connection between Highlawn and Marshall University in zone between 22nd Street and 24th Street.</p>	
	TR 8	<p>Improve the readability of the TTA bus schedules for improved rider access.</p> <p>Encourage partnerships between TTA and Marshall University to provide services to students that connect to downtown and student residential.</p>	
	TR 10	<p>Balance the parking resources in the downtown so that parking areas are on the periphery and alternative transportation options are present.</p> <p>Increase alternative transportation options to allow for more business opportunities in the core as opposed to parking lots.</p> <p>Price parking spaces so that the most desirable spaces are the most expensive, garages should be the least expensive compared to surface lots.</p>	
Green Space	GS 3	<p>Increase pocket parks downtown to create new green public spaces.</p>	
Recreation	RC 1	<p>Build off the success and increase opportunities for downtown festivals and events.</p>	
	RC 2	<p>Continue to expand on services at Harris Riverfront Park and increase recreational opportunities.</p>	

DOWNTOWN AND MARSHALL: A LOOK INTO THE FUTURE

The Future Land Use map for Downtown and Marshall University shows the diversity and unity of the different areas within the core of the city.

The Downtown Transition district between 1st and 6th Street showcase a diversity of uses from the riverfront to the rail, but is an area which should increase in density towards the core and could benefit from a common identity with a variety of uses. Several of the properties along 5th and 6th Avenue include larger lot housing that has been converted into multi-family or offices, maintaining the residential scale. This area

also exists south of the Old Main Corridor between the Central Business District and the University District.

The Central Business District contains the majority of the high density historic structures towards the front of the lot. Preferred development includes renovating historic structures for more housing, office space, and activating storefronts at street level.

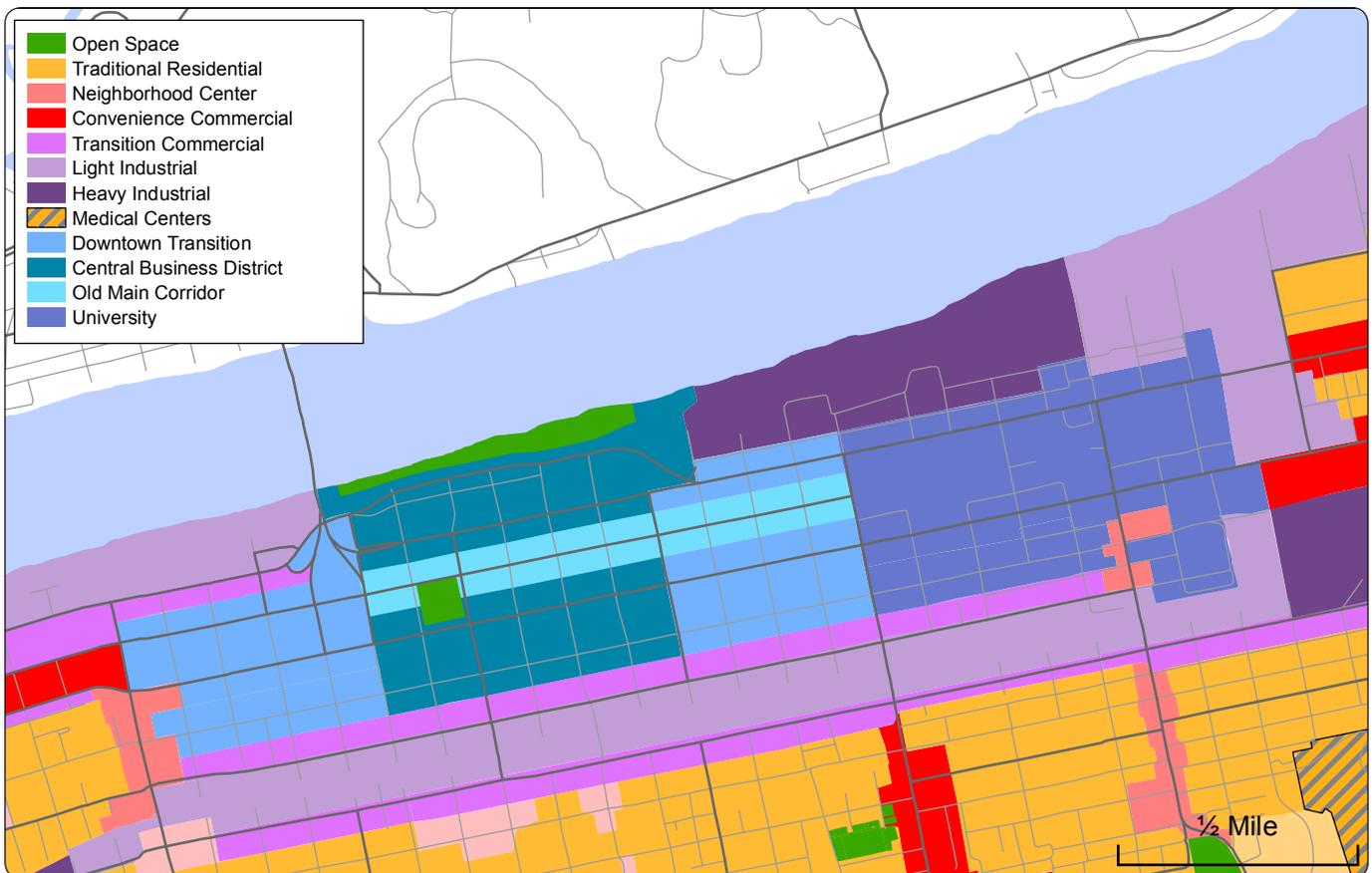
The Harris Riverfront Park is preserved open space and has a high potential for more connections to the downtown core.

The Old Main Corridor transitions the downtown core to the University along 4th

Avenue. Preferred development is close to the street with active storefronts that encourage infill development that matches the historic core.

The University district provides for uniform development of services and housing that surround the university campus. Preferred development includes services for students and faculty and student housing with design guidelines for quality housing styles.

Industrial uses can transition to light industry and commercial where underutilized, especially along the Ohio Riverfront.



QUALITY OF LIFE

Sustainability

Transportation

Low-impact Development

Quality Housing

Huntington: An Arts Destination



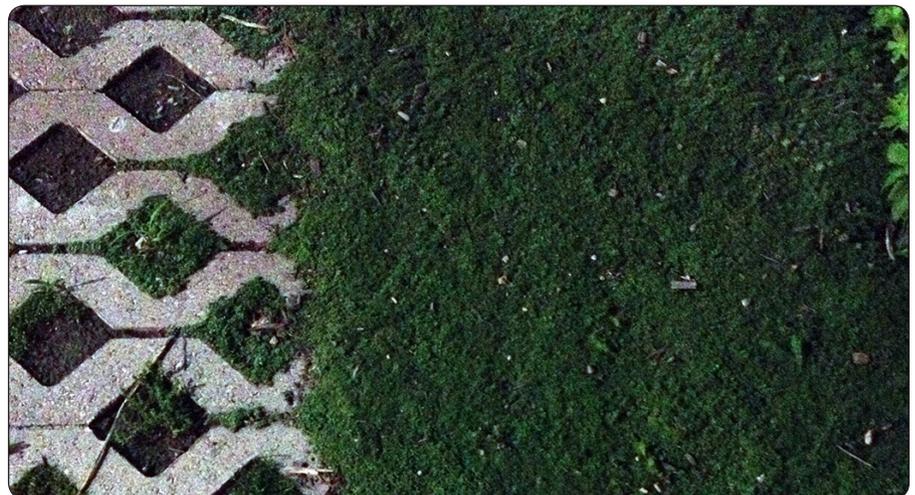
QUALITY OF LIFE

Huntington has vital elements that help provide a great quality of life for its residents and visitors. A historic city with grid streets that are connected to most services, Huntington has an extensive parks system that spans all neighborhoods and creates opportunities for varied recreation. Huntington has a university, cultural organizations and year round festivals and events. Most importantly, Huntington has an engaged community that has challenged and spurred the growth of the services that are offered and will continue to do so.

All of these elements will be ongoing attractions for current and future Huntington residents. Expanding on these strengths is the key to continuing growth. This section will cover potential opportunities for improving the quality of life throughout the city. Five areas of focus include:

- SUSTAINABILITY**
- TRANSPORTATION**
- LOW-IMPACT DEVELOPMENT**
- QUALITY HOUSING**
- AND THE ARTS**

This section will cover each topic, review what Huntington is already doing, list opportunities for growth and give examples from other communities.



SUSTAINABILITY

The people of Huntington have embraced the culture of grassroots citizen engagement, witnessed especially in efforts by Create Huntington, a movement that empowers people to make positive changes in their communities. This group has provided the impetus for successful projects ranging from a campaign for the city's entry in a PetSafe contest which resulted in Huntington's first dog park, to the creation of a year round local food and product market, The Wild Ramp. Create Huntington has become the support network for creative engagement regarding the future of Huntington.

On April 25, 2013, a discussion during Create Huntington's Chat N' Chew session focused on the topic of what sustainability means to Huntington. A lively discussion ensued and produced the following information, which is organized into three categories:

**IMPROVE THE
QUALITY OF LIFE,
REDUCE WASTE,
AND CREATE
LASTING
INFRASTRUCTURE**



TOP: Pullman Square is a gathering place for events that improve the quality of life for residents and visitors.
MIDDLE: Huntington can be a green city by reducing waste through composting or curbside recycling.
BOTTOM: Creating lasting infrastructure can include maintaining current resources such as brick streets or considering alternative pavement materials for sidewalks.

“THE BALLET OF THE GOOD CITY SIDEWALK NEVER REPEATS ITSELF FROM PLACE TO PLACE, AND IN ANY ONE PLACE IS ALWAYS REPLETE WITH NEW IMPROVISATIONS.”

– Jane Jacobs, “The Death and Life of Great American Cities”

IMPROVE THE QUALITY OF LIFE

- Support active streets:

Activity in a common area brings people to a place and adds vitality. San Francisco has a guide to assist people in turning metered parking spaces into pocket parks, which increases public space.

- Support the local food economy:

Supporting local food can range from promoting urban agriculture to creating a regional food council. The 30 Mile Meal movement supports connecting farmers with restaurants to create a local meal and promote regional economic development.

- Awaken city pride:

2013 marked the first year Huntington participated in the America in Bloom contest. The successful Huntington in Bloom initiative encouraged citizen participation and promoted civic engagement.



An example of a business extending outdoor public space by converting a metered parking space into a “parklet” in San Francisco, CA. (Paul Kreuger “San Francisco Parklet” 2013 via Flickr, Creative Commons Attribution.)



An example of a reclaimed materials warehouse at the ReBuilding Center in Portland, Ore. (Our United Villages “Reclaimed Furniture” 2008 via Flickr, Creative Commons Attribution.)

REDUCE WASTE

- Investigate municipal recycling and composting:

San Francisco has a three-stream curbside pickup with separate bins for compostables, recyclables, and trash, which has reduced waste by 24 percent.

- Create more energy efficiency standards and energy incentives:

The Morgantown Farmer’s Market is installing a solar panel to reduce electricity costs and educate its citizens about renewable energy.

- Make waste reduction a priority:

The Coalfield Development Corporation based in Wayne County deconstructs dilapidated structures instead of demolishing them, returning materials to productive use.

CREATE LASTING INFRASTRUCTURE

- Incentivize alternatives:

Sidewalks and roads that allow water to flow through improve connectivity and can reduce the amount of stormwater that goes into the combined system.

- Increase transportation options:

Adding bike racks at destinations can be an alternative to adding more parking spaces.

- Add streetscape improvements:

Adding streetscape improvements such as trees, curbs, and lighting can make drivers slow down and pedestrians feel safer.



Using alternative paving materials can improve pedestrian connectivity and protect the growth of street trees.

SPOTLIGHT ON HUNTINGTON IN BLOOM

2013 was Huntington's first year of competition in the America in Bloom contest, which promotes beautification efforts through community involvement.

Huntington received a four out of five bloom rating, a special mention for overall impression and the first place YouTube Video Award. As a part of the contest, two America in Bloom judges visited Huntington to provide feedback on six categories including floral displays, landscaped areas, urban forestry, environmental efforts, heritage preservation and overall impression.

The judge's summary indicated Huntington's strengths as well as areas for improvement. Some of the recommendations for improvements are:

- Increase flower displays throughout the city
- Provide educational signage for plantings in the city. (For example,

at the educational green roof installation, the rose garden and trees in parks).

- Increase key areas for landscaping or increased maintenance. (For example, landscaping the alleyway between Pullman Square and Heritage Station to shield the Appalachian Power transformers).
- Increase participation of the business community by encouraging businesses to plant more trees on site or nearby, promoting businesses with environmentally friendly practices and promoting a yard of the month award to encourage businesses to keep a well manicured area.
- Create a list of all items needed for tree maintenance and upkeep and get support for these items from the community
- Celebrate older heritage trees while also planting new ones to replace the aging stock
- Create more bike racks at destina-

tions with a consistent design to add to the city's visual identity

- Implement a water conservation initiative in the city
- Create a process to encourage zero or low waste community events
- Create signage for properties that are on the historic register, are within a historic district, or buildings built before 1900 in a consistent way to create an identity
- Increase landscaping standards for businesses, especially parking lots, to include more landscaping and tree plantings
- Promote historic tours for local residents or visitors
- Continue to support and promote strategies for graffiti removal
- Identify sites in the city that could support sculptural installations and invite artists to provide pieces on a rotating schedule.

Please see the full report in the appendix.

TRANSPORTATION

Although each neighborhood has transportation concerns, there are issues that may be better addressed city-wide and regionally.

Huntington is part of the KYOVA Interstate Planning Commission, a regional metropolitan planning organization (MPO) that is instrumental in promoting a unified transportation system for effective movement of people, goods and services.

KYOVA, in partnership with stakeholders and the community, created the 2040 Metropolitan Transportation Plan (MTP), which also includes a special study focusing on Downtown Huntington Access. The 2040 MTP encompasses a comprehensive multimodal plan (including highway, bicycle, pedestrian, transit, aviation/maritime/rail and freight travel), land use integration and a fiscally and financially constrained implementation plan.

There are six major transportation priorities identified in the MTP. They include:

1. Goods Movement,
2. Congestion Mitigation,
3. Barriers to Mobility,
4. Livability and Complete Streets,
5. Multimodal Integration, and
6. Tourism and Recreation.

The plan organizes these elements into 10 chapters including: social and environmental elements, existing roadway elements, future roadway elements, bicycle and pedestrian elements, transit, aviation, freight, maritime, and rail elements, land use elements, financial elements, implementation and air quality conformity. There is a wealth of information included in this plan that directly influences Huntington.

In addition to the goals established in the 2040 MTP, there is a subset report on



The McDonalds Tri-State Criterium.

Downtown Huntington Access, which discusses the importance of transportation mobility, sustainable transportation and community vitality of this regional destination. There are suggestions including one-way to two-way street conversion, intersection and corridor improvements, bicycle and pedestrian mobility, green street conversion, parking and transit enhancements and infill development, among others.

Throughout this section, see the sidebars for supporting information in the Downtown Huntington Access Study.

KYOVA Interstate Planning Commission will continue to be a wealth of information and a resource building on the plans set in the KYOVA MTP and Downtown Huntington Access Study. Please reference the full resources of these documents in the Appendix.

SPOTLIGHT ON KYOVA

KYOVA is an association of local governments in southwestern West Virginia and southern Ohio that serves as a forum for assessing and acting upon regional transportation problems.

The Commission's goal is to promote cooperation among members and the governments closest to the people and to maximize their capabilities for solving problems that cannot be solved by any one jurisdiction.

SPOTLIGHT ON KYOVA DOWNTOWN ACCESS STUDY COMMUNITY VALUES

Community values that influence the KYOVA Downtown Access study and are mimicked in Plan2025 include:

- Preservation of neighborhoods,
- Repurposing existing commercial areas,
- Human scale development,
- Gateways, and
- Improving the town and gown relationship.

Huntington already has the framework to increase alternative transportation options. The majority of Huntington is flat, nestled in the Ohio River Valley. There are wide grid streets and residential and commercial areas are in close proximity with sidewalks in most neighborhoods. Both public transit and cycling have grown in the past ten years and will continue to expand. The following are some examples of the strengths of current systems and opportunities for growth.

TRI-STATE TRANSIT AUTHORITY

The Tri-State Transit Authority (TTA) has served the Huntington region since 1972, although public transit has been available in various forms since 1888. Ridership and routes continue to evolve with changes in development, but buses remain an important resource for the city and Marshall University.

TTA has expanded throughout the years and will continue to change with the community. This section will introduce improvements geared towards transit enhancements, users, systems services and technology.

TTA buses still follow some of the old streetcar routes that frequented Huntington's streets in the past. For the most part, TTA is a flag stop system. There are bus stops in key places, but patrons can also flag a bus down anywhere along its route. Although this is convenient for riders, it is not the most efficient method for the bus system.

TTA would like more pullout bus stops that take the buses out of traffic to load and unload passengers. This may mean fewer stops, but could potentially create a more timely service. Expanding the size of bus stop facilities would also be beneficial.

All TTA buses have the ability to carry two bicycles on a front rack, so they partner well for residents using a combination of bicycles and buses to reach destinations that are farther away.



TOP: TTA Bus stop signage provides a visual cue for people waiting for public transit.
BOTTOM: A vintage photo of trolley cars, which were one of the first public transit options in Huntington.

TTA provides service to the community where it is needed. When the Department of Health and Human Resources moved their offices to Madison Avenue, TTA responded to the need and provided routes to that location. Route changes are typically motivated by service needs and transportation access.

In order to expand ridership, TTA needs to attract users who are transit dependent including students as well as those who have other transportation options, but choose the bus.

There is potential to expand the type of users that the bus attracts by making the routes easy to follow and navigate. The current route mapping system provides information about routes, but can be hard

SPOTLIGHT ON KYOVA DOWNTOWN HUNTINGTON ACCESS STUDY AND TTA

The KYOVA Downtown Huntington Access Study references various TTA transit enhancements such as improved bus stops at key downtown locations, TTA Bus Stop signage to supplement the downtown wayfinding system, transit corridors along 3rd and 4th Avenue, bus circulation and a Pullman shuttle extension to include Ritter Park and services geared towards Marshall University students.

to navigate. Adding route information in the form of a smartphone app can make the service information more accessible.

TTA provides a valuable transportation service to the city and Marshall University at an affordable rate.

By partnering with the city, TTA could expand these services to:

- Provide more opportunities in the roadway for buses to pull out of traffic to load/unload passengers, increasing efficiency
- Partner in improving bus stops for aesthetic and safe service for riders
- Incorporate more bicycle racks at popular destinations so bicycle and bus use can be partnered
- Increase readability of route maps
- Add more technology to bus route information to expand readability
- Partner with businesses and Marshall University for ways to expand ridership

BICYCLING COMMUNITY

The bicycling community in Huntington is continually growing. Road cycling, mountain biking, commuter biking and recreational opportunities currently exist and have expanded with additional routes of the Paul Ambrose Trail for Health (PATH). Mountain biking and cyclo-cross courses are also being added at Rotary Park.

Commuter cyclists recently worked together to create the first Huntington commuter bike map, which highlights rider recommended cycling routes and rates roads with varying levels of difficulty. More bicycling related events are occurring, including the Buns on Bikes ride during the annual West Virginia Hot Dog Festival, the McDonalds Tri-State Criterium, Tour de PATH and the first annual Bike Bash at Rotary Park.

There are weekly road rides hosted by Jeff's Bike shop and the community-supported monthly Critical Mass ride. A new group called the Burrito Riders delivers free burri-



The Greyhound bus depot is a transportation hub for TTA and Greyhound buses.

tos to the homeless twice a month and has just started a new project to offer used bikes and bike repair services to the homeless population with their ReBicycle program.

Following the success of the Marshall University Eco Cycle bike loan program, interest has increased in creating a city wide bike share program, especially one which would service downtown and the parks.

All these endeavors showcase the need for increased bike resources and bike advocacy in the community. Following is a summary of some action items for increasing this valuable form of recreation and transportation:

CALL TO ACTION

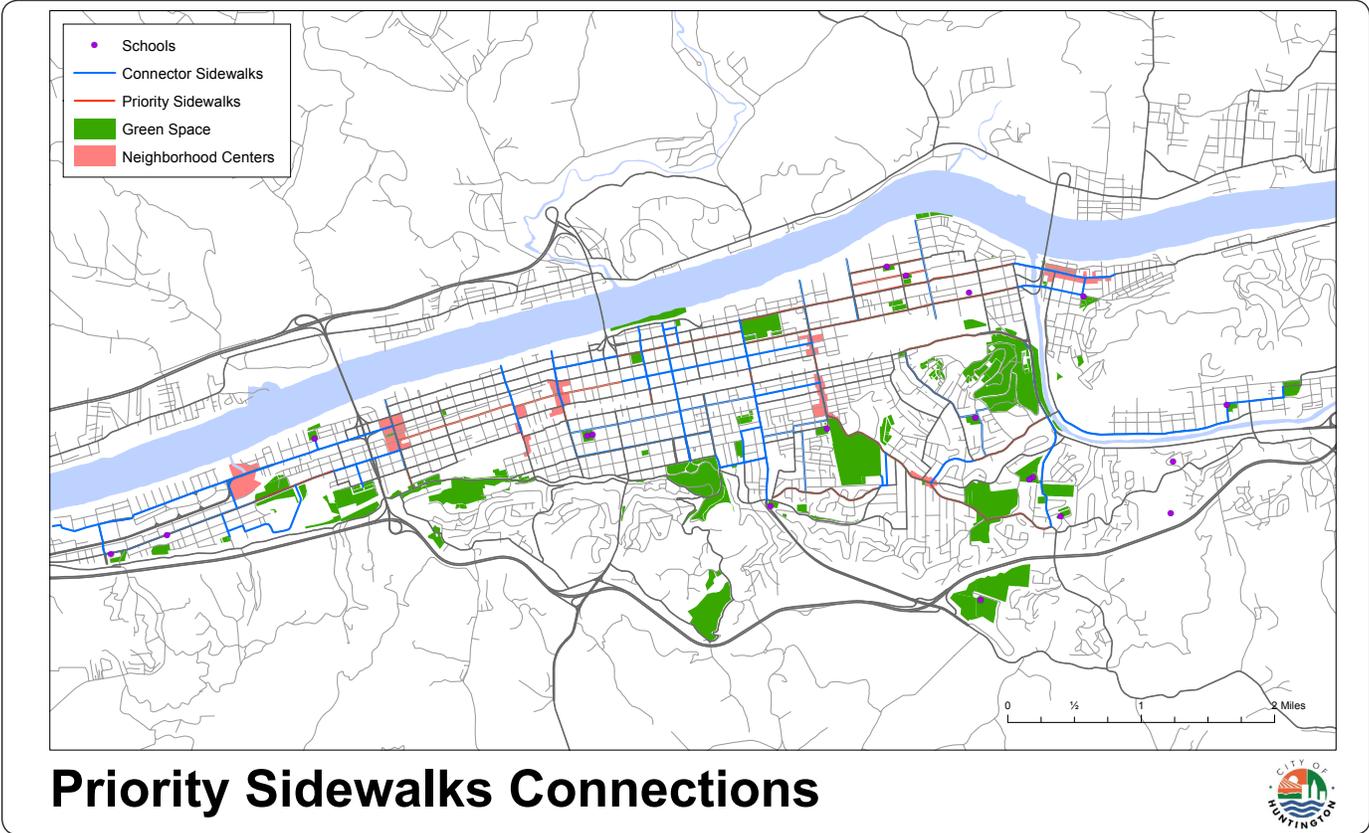
- Continue to expand and support the Paul Ambrose Trail for Health additions especially creating connections between existing resources.
- Continue to engage the cycling community to support, expand and maintain PATH
- Continue to add more bike routes on the road using sharrow markings, share-the-road signs, bike lanes, cyclo-cross tracks and separated routes where needed or appropriate
- Add more bike racks to safely lock up at destinations

- Continue to add more regular and special event rides to bring awareness
- Continue to improve the Huntington Commuter Bike map
- Investigate partnerships for creating a bike share program for the city
- Expand on affordable and maintained bikes for all members of the community
- Increase safety by reviewing bike laws
- Investigate the possibility of a bike council or advocacy group to support all the various bike related activities and organizations in the city

SPOTLIGHT ON KYOVA DOWNTOWN HUNTINGTON ACCESS STUDY AND ACCESS

The city's railroad viaducts are currently noted as barriers for pedestrian and cycling access between important residential neighborhoods and downtown and Marshall University services.

The Downtown Huntington Access Study supports a vision to reinvent the viaducts as gateways to provide safe pedestrian, cycling and vehicular access that welcomes all to the downtown core.



Priority Sidewalk Connections

TOP: Huntington Commuter Bike Map. See priority bicycle connections in the appendix.
 BOTTOM: Priority Sidewalk Connections. See larger map in the appendix.

LOW-IMPACT DEVELOPMENT

Flood management is one of the greatest challenges to the city of Huntington, where street and property flooding are of great concern to residential and commercial areas.

The majority of stormwater in Huntington flows into the combined sanitary and stormwater system, which needs improvements. Huntington is not alone in dealing with old infrastructure. According to the EPA, roughly 772 communities in the United States, containing around 40 million people, have combined sanitary and stormwater systems. These combined systems are mostly confined to cities in the Northeast, Great Lakes and Pacific Northwest and are prone to sewer overflows into adjacent water ways.

Under the Clean Water Act, the Department of Environmental Protection has regulations for dealing with this complicated problem. The City of Huntington, Marshall University and a number of other cities in West Virginia are regulated under the WV Municipal Separate Storm Sewer Systems (MS4) Permit.

The MS4 Permit has a six-point criteria for improving the negative outcomes of a combined stormwater and sanitary system outside of physically separating the lines and improving the underground infrastructure.

The criteria includes:

1. Public education and outreach.
2. Public involvement and participation.
3. Illicit discharge detection and elimination.
4. Controlling runoff from construction sites.
5. Controlling runoff from new development and redevelopment.
6. Pollution prevention and good house-



A bio-swale in Washington D.C., (Chesapeake Bay Program "Lowered Roadside Swale" 2011 via Flickr, Creative Commons Attribution.)

keeping for municipal operation.

All these criteria impact the condition of stormwater management in Huntington. The aspect of the permit that necessitates involvement in land use planning is mainly, controlling runoff from new development and redevelopment. Criteria within this category include items that range from minimizing impervious surfaces to capturing the first inch of rainfall on site.

There are several ways in which land use planning can partner with the goals of the stormwater management regulations to encourage or require land development practices that meet these guidelines. The EPA has also provided guidance on how low impact development or smart growth techniques can be best management practices for good land use development and stormwater management.

SMART GROWTH PRINCIPLES*

1. Create a range of housing opportunities and choices.
2. Create walkable neighborhoods.
3. Encourage community and stakeholder collaboration.
4. Foster distinctive, attractive places with a strong sense of place.
5. Make development decisions predictable, fair, and cost effective.
6. Mix land use.
7. Preserve open space, farmland, natural beauty, and critical environmental areas.
8. Provide a variety of transportation choices of smart growth.
9. Strengthen and direct development toward existing communities.
10. Take advantage of compact building design.

* Both Smart Growth Principles and Techniques taken from: Using Smart Growth Techniques as Stormwater Best Management Practices

SMART GROWTH TECHNIQUES*

1. Regional planning.
2. Infill development.
3. Redevelopment policies.
4. Special development districts (e.g., transit oriented development and brownfields redevelopment).
5. Tree and canopy programs.
6. Parking policies to reduce the number of spaces needed or the footprint of the lot.
7. "Fix it first" policies.
8. Smart growth street designs.
9. Stormwater utilities.

BEST MANAGEMENT PRACTICES

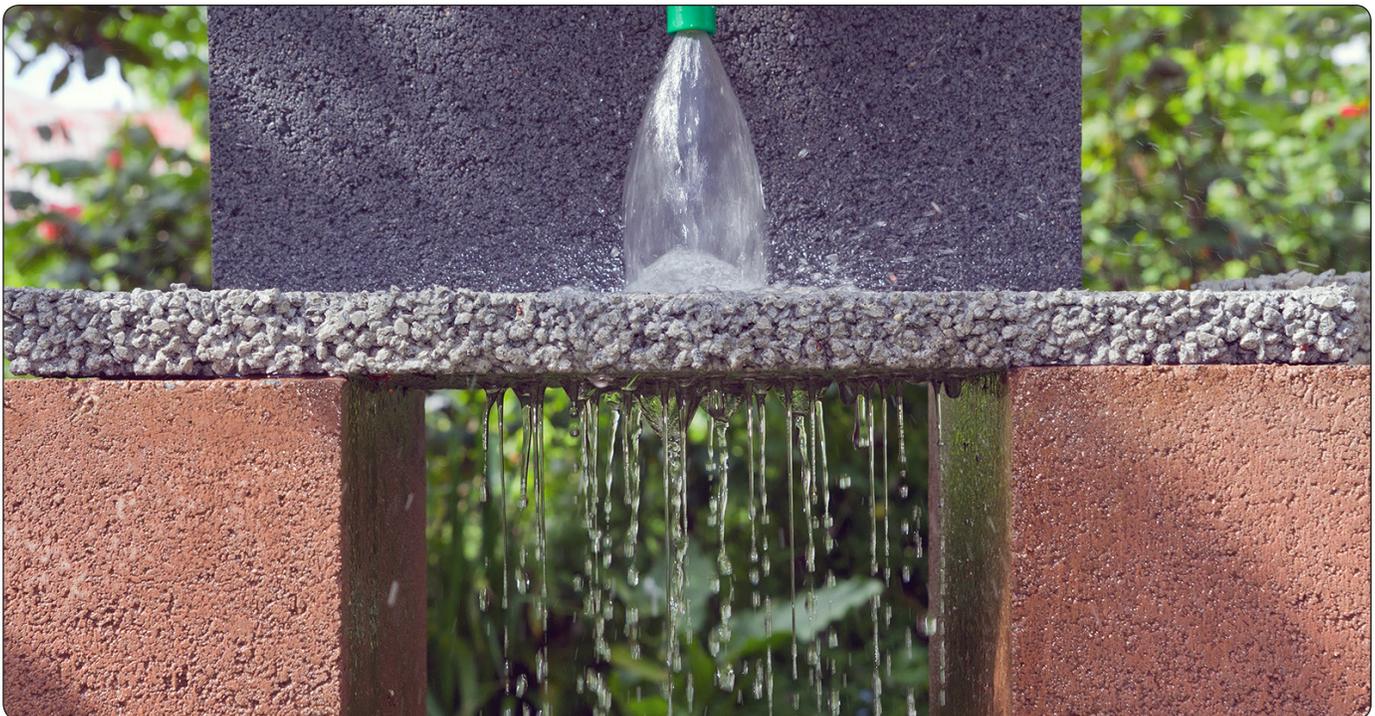
Best management practices are methods that have been determined to be the most effective, practical means of preventing or reducing pollution from stormwater runoff.

EPA guidance documents:

- Using Smart Growth Techniques as Stormwater Best Management Practices
- Smart Growth Guidelines for Sustainable Design and Development
- Removing Market Barriers to Green Development

CALL TO ACTION:

- Research best practices from the EPA in partnership with stormwater management policies.
- Implement ordinances which promote smart growth or low impact development principles.
- Incentivize infill development.
- Reduce parking requirements or provide alternative materials.
- Increase landscaping requirements.



A permeable paver demonstration.

JJ Harrison "Permeable Paver Demonstration" 2011 via Wikimedia Commons, Creative Commons Attribution.

PARKING

Parking is an important resource in the community, but there is a delicate balance between how parking is imagined to work and how it actually works in practice. Every parking situation is different, so instead of creating a one-size-fits-all model, this section describes the goals for providing regulations on parking and suggests a spectrum of tools that could apply to different situations.

HOW PARKING CURRENTLY WORKS

Providing parking spaces becomes a requirement whenever a structure is erected, enlarged or increased in capacity. The primary intent of requiring parking spaces on individual properties is to lessen congestion in the public street. There are many forces at work when parking requirements are debated. There are three main parties interested in the parking issue. They include the applicant, the neighbors and the City.

1. THE APPLICANT WANTS

- An affordable and accessible material to surface the lot,
- To maximize the space for as many vehicles as possible or
- To maximize the space for the commercial use of the lot and to not provide any parking spaces.

2. THE NEIGHBOR WANTS

- New uses to not cause spillover or congestion in the streets,
- To protect the off or on-street parking spaces near their property and
- To prevent vandalism or burglary of cars parked in the area.

3. THE CITY WANTS

- To not congest the public streets with new vehicular traffic,
- For all traffic to safely enter and exit



Existing parking shows that not all lots have the same needs. Above is a photo of a parking lot that has too many parking spaces and below is a neighborhood storefront that has little to no parking available on the lot.

- from public streets to private property,
- For property to look good from the street,
- To not add to stormwater runoff on public streets and ideally reduce run-off,
- To provide a landscaping buffer and
- To provide transportation options to a new business or residence
- In some areas there is no room on the existing lot to provide for off-street parking or
- There are locations where there are excessive parking lots or garages that are not being used to capacity.

Huntington's current land uses also provide another layer of complexity in that:

- In some areas there are more cars per household than most housing was designed to manage,

HOW PARKING COULD WORK

The traditional method of managing parking is to require a minimum number of spaces for the proposed use to be met on the same lot, regardless of the parking

resources in the area or the ability to accommodate those parking needs on the lot in question.

There is an opportunity cost in requiring development to put 160 square feet (for an 8 x 20 typical space) for parking a car as opposed to utilizing 160 square feet (multiplied by the number of spots required) as additional retail or other space. Thinking carefully about the potential alternatives to that parking spot could increase opportunities for economic development.

Consideration may be given to a wide spectrum of ideas that could change the parking equation. These ideas include:

- Having parking maximums instead of minimums,
- Letting neighborhood commercial uses be exempt from parking requirements similar to the central business district because a lot of those lots cannot accommodate parking on site and are walkable to residential areas,
- Getting rid of parking requirements and letting the private market handle it,
- Creating a system of shared parking lots to serve a group of residential and commercial areas,
- Prioritizing filling nearby parking ar-

reas before adding new parking spaces (must prove that nearby parking is not available before adding new),

- Making the most desirable parking spots (typically curbside) cost more to encourage turnover and
- Requiring the addition of parking spaces to follow clear design guidelines and reduce stormwater runoff.

PROVIDING PARKING ALTERNATIVES

1. Create bicycle parking requirements by:
 - Requiring bicycle parking in addition to car parking spaces,
 - Reducing the amount of required parking spaces if bicycle parking is installed,
 - Providing bicycle rack guidelines to ensure cyclists can benefit from new racks,
 - Showing a preference for covered bike parking spaces and
 - Creating more secure locked rental cases in locations where people are commuting.
2. Qualify certain locations shown to have more pedestrian traffic for a reduction in the amount of parking spaces required.

3. Require new development to fix sidewalks on the whole block instead of putting in parking spaces.
4. Put parking in the back and build buildings to the front of the lot to encourage pedestrian traffic.
5. Encourage new development to create public space or a parklet in exchange for reducing required parking spaces.
6. Investigate the possibility of businesses in the central business district paying a monthly fee for metered spots in front of the building if the space is used to extend a seating or outdoor eating environment.
7. Charge variable rates for parking during peak hours and less during valleys instead of planning for max parking demand.
8. Make the most desirable parking spaces more expensive.

Many tools can be utilized to manage parking for cars and bicycles and provide space for pedestrians. It is clear that different situations require different standards, all of which can be further explored to find the best combination for Huntington.

INSTEAD OF REGULATING THE NUMBER OF PARKING SPACES...FOCUS ON THE QUALITY OF PARKING, NOT THE QUANTITY.

— Donald C. Shoup, "The High Cost of Free Parking"

SPOTLIGHT ON KYOVA DOWNTOWN HUNTINGTON ACCESS STUDY AND PARKING RESOURCES

The KYOVA Downtown Huntington Access Study references the amount of parking resources in the downtown. The study shows that the parking supply is more than adequate to accommodate the demand. In addition, priority improvements include increasing the quality of public surface parking lots and way finding signage directing people to existing lots.

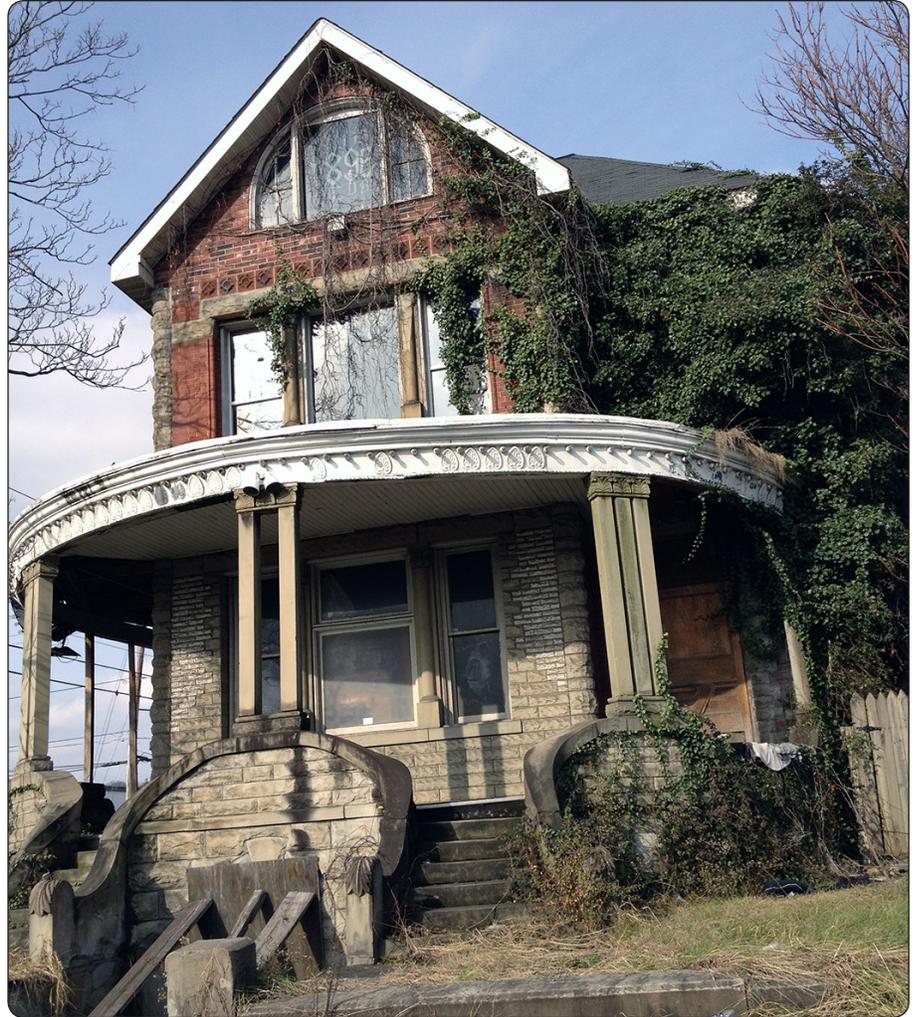
QUALITY HOUSING

Huntington consists of historic neighborhoods with a mix of housing opportunities. At its peak population, Huntington housed more than 80,000 people. Now, about half of that population lives in the city limits.

Because of this change in population, the city has almost twice the amount of housing and infrastructure than the population can support. Similar to other Rust Belt cities, this has resulted in aging housing stock that has fallen into disrepair. In addition, the majority of new housing construction has been for affordable or student housing units.

Neighborhoods want to preserve the existing residential strengths in Huntington, including the historic housing stock. Huntington is ripe for the challenge of creating opportunities for housing by:

1. Attracting new residential development within city limits in all districts,
2. Prioritizing residential development that fits the historic residential character but provides new development opportunities,
3. Incentivizing residential maintenance (code enforcement) and reinvestment into older housing,
4. Encouraging deconstruction rather than demolition if repair is no longer an option,
5. Recognizing that demolition may be best solution for a property and is an important tool to preserving safe and quality residential neighborhoods, while realizing that demolition can be a lengthy process,
6. Promote fair housing practices and revise city zoning ordinances, policies and procedures to correct identified impediments. Recently, Huntington has seen citizen and stakeholder engagement around the



This former house and bar located on 3rd Avenue is a good example of historic housing that has fallen into disrepair after years of absenteeism.

issue of creating quality mid-range housing defined as being priced between \$100,000-200,000. The initial discussions call for a vision for quality mid-range housing that recognize the strengths and challenges of the current housing stock, reasons for hesitancy in investing in homes in Huntington and how to creatively encourage investment in housing.

Ideas include improving housing values, building off Huntington's strengths as a planned, well-laid out and established city, recognizing challenges of small lot sizes, older

SPOTLIGHT ON EMERGENCY AND VOLUNTEER REHABILITATION

Huntington's Department of Development and Planning manages select emergency and volunteer rehabilitation programs, which match volunteer groups with needed home repairs for qualifying people in the community. In the last few years, more than 50 houses have been improved with this important resource.

housing stock and flooding issues, thinking of new incentives for residential development such as streamlining the zoning regulations and permitting process and targeting locations where new housing would be welcomed. (Please see the appendix for the full version of the notes from this initial discussion).

HUNTINGTON LAND BANK

The Land Bank program of the Huntington Urban Renewal Authority (HURA) was established by ordinance in August 2009 to respond to the increasing need to manage properties that had fallen into disrepair and to return them to productive and vibrant use.

To accomplish this, HURA purchases delinquent tax liens on a variety of properties. Interest is earned on properties that are redeemed, while properties which are not redeemed are either demolished or prepared for resale for investment into the community. The purchase of delinquent tax liens by HURA keeps investment dollars inside the city limits as opposed to those purchased by out-of-town investors, and allows properties to more quickly be returned to productive use.

Now in its fourth year, HURA's Land Bank program has purchased more than 700 tax liens and has taken ownership of 131 pieces of property, of which 39 have been sold



Nicolas Boulosa "Tumbleweed Tiny House, Sebastopol, California" 2009 via Flickr, Creative Commons Attribution.

or are under contract. The initial capital for this investment came from a \$1.5 million line of credit from a local bank, which HURA is currently paying down. The goal is for the Land Bank program to eventually be self-sustaining.

In the future, HURA hopes to continue to expand its current programs. Opportunities exist for more creative management of existing properties, potentially utilizing vacant lots for urban agriculture or green space, deconstructing properties instead of simply

demolishing them and encouraging additional redevelopment of existing structures.

Regardless of what direction the Land Bank program takes, HURA will continue to be an important partner in developing more opportunities for quality residential, commercial and industrial development.

SPOTLIGHT ON UNSAFE BUILDINGS COMMISSION

The Unsafe Building Commission is a City of Huntington board that reviews properties with code violations. It has the authority to order the demolition of properties that have become dilapidated because of absentee owners. With the aid of federal or donated funds, an average of 15-20 houses can be demolished each year. Approximately 300 properties are currently on the Unsafe Buildings Commission list.

BEST PRACTICE: TINY HOUSES

Tumbleweed, Tiny House Company, began in 1999 with the mission of downsizing homes and upsizing quality of life. Smaller houses create an affordable option that emphasizes design over size. Local building codes may have barriers to constructing small houses, but structures like these might provide an alternative housing style that is affordable and of quality. For more information, visit www.tumbleweedhouses.com.

SPOTLIGHT ON GROWTH OPPORTUNITIES

Huntington city limits have not expanded to a great degree in the city's history. Looking to neighboring properties may provide an opportunity to increase the city population while connecting nearby residents to the services within city limits. The KYOVA Metropolitan Transportation Plan shows future growth classifications of the region which could be a resource in discussing potential growth areas outside of Huntington's current limits. This also showcases that the Huntington, Wayne County and Cabell County governments could work together more as a region.

HUNTINGTON: AN ARTS DESTINATION

Through conversations with neighborhoods and community groups, it was evident that art would play an important role in Plan2025. Arts organizations and enthusiasts are already an active driver for change in the community, and more could be done with further collaboration.

The first annual Huntington Arts Summit in October 2012 brought together over 100 artists, enthusiasts and change drivers in one place to talk about collaboration and a common vision. The diversity of the crowd at the Huntington Arts Summit, from all disciplines, reinforced the fact that the arts influence all aspects of quality of life in Huntington.

The following are some of the great ideas from the discussions at the 2012 Huntington Arts Summit as it relates to Plan2025:



Ideas to expand the arts in Huntington include increasing collaboration, increasing public art and promoting Huntington as an Arts Destination.

COLLABORATE WITH ALL ARTS AND ARTISTS

- Collaborate more on arts activities that are currently happening or expanding
- Add art and art activities to existing events
- Create a long term, coordinated plan for integrating the arts in the city

SEEK LOCATIONS THAT PROMOTE PUBLIC ART

- Harris Riverfront Park, Ritter Park, Rotary Park
- Downtown
- Artist spaces or districts where regional and international artists can relocate

SEEK CORRIDORS THAT PROMOTE PUBLIC ART

- 4th Avenue or Old Main Corridor between 8th and 16th Streets
- Paul Ambrose Trail for Health
- Main corridors and entrances to the city

CREATE AN ART CULTURE

- Encourage art to have function and add to Huntington culture
- Promote art in landscaping and signage to designate different parts of the city
- Walking tours or TTA trolley tours of art destinations
- Create a West Huntington Arts District

In October 2013, the second Huntington Arts Summit arrived, and a year later the group celebrated arts advancements in the community ranging from new creative arts businesses to the renovation of the former Stone and Thomas department store to house the new Marshall University Visual Arts Center in downtown Huntington.

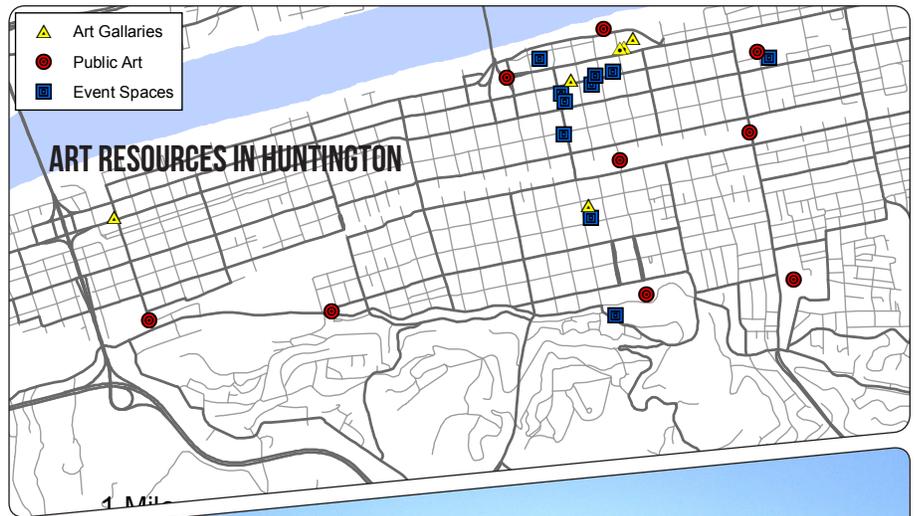
At the Arts Summit it was announced the City was forming the Mayor's Council for the Arts and members at the Art Summit split into several subgroups representing different disciplines to inform the Council. The Huntington Arts Summit

demonstrates that the Huntington community is ripe to create a more formal arts plan.

There are great examples of public art plans to foster greater artistic integration in communities throughout the country. In these examples, there tends to be a trajectory of steps that Huntington can implement to create a successful public arts plan.

1. The Mayor's Council for the Arts provides a steering committee forum to discuss a formal public arts policy.
2. Create an inventory of existing arts resources; these can include public art, venues, galleries, or an artist registry that can provide a baseline of current resources.
3. Within this council and the community, further establish priorities for arts
4. Identify road blocks in the way of new art opportunities and look for creative examples to provide guidance and freedom for art expression to expand existing resources.
5. Market these art efforts as a component of cultural tourism, economic development and civic pride. Provide publicity and educate the community about successes.
6. Research sustainable funding opportunities, investigating grants, public-private partnerships, or 1 percent for the arts designations.

The ideas that were discussed at the summit are already in motion, and will continue to expand with further collaborative efforts from the art community and the City of Huntington.



TOP: This map shows some existing art resources, which can provide a benchmark to make additions.
 BOTTOM: Marshall University will open the Visual Arts Center in the Stone and Thomas building in Fall 2014.



Cultural attractions range from the Ritter Park Rose Garden, painted viaducts, theatre performances, to small art along trails at the Huntington Museum of Art and more.

VISION & FUTURE LAND USE

Future Land Use Characteristics

Future Land Use Map



FUTURE LAND USE CHARACTERISTICS

The Future Land Use Map is included in Plan2025 as a visual summary of the various concepts that have been discussed throughout the plan. The map will help guide the Planning Commission, Board of Zoning Appeals and City Council when making decisions about how land will be used for years to come. It should, however, be understood in the context of how Huntington has historically developed.

Because Huntington was formed in 1871, most of the city has already been developed, whether for housing, commercial, industrial or other uses. Not only that, but Huntington grew until the 1960s before suffering the same fate as most other Rust Belt cities by losing a substantial amount of manufacturing jobs and the population that industry supported. The decline in population and jobs has made a sizable impact on the way that land has been developed, or not, over the last 50 years. There are areas of the city that have dilapidated houses, vacant commercial buildings, and undeveloped land.

Therefore, taking the developed nature of the city into account, the Future Land Use Map shows the vast majority of the city maintaining its current development pattern. This means that when new housing – whether single-family or multi-family – is built, it should be designed to fit within the context of the already established neighborhood. Likewise, when new commercial development is proposed, the location as well as the design should be taken into consideration when deciding whether proper-

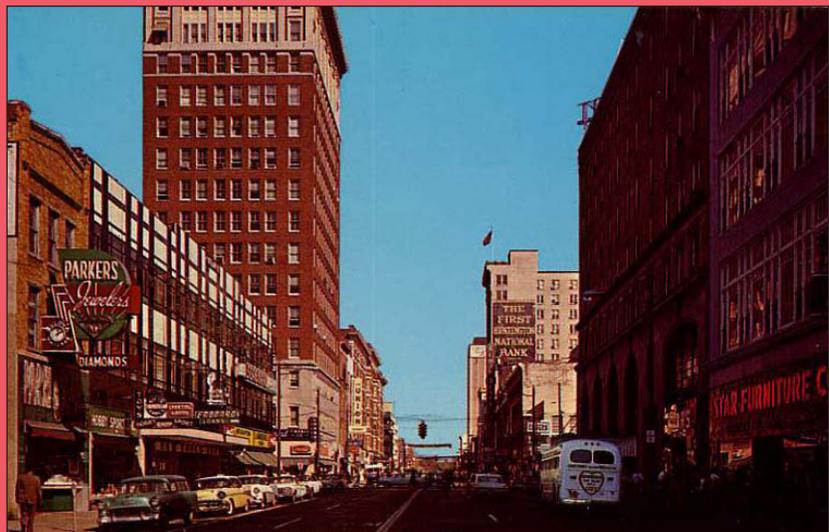
ty should be rezoned or whether site plans should be approved.

There are, however, some areas of the city that are more conducive to changes in development patterns. These areas are mostly found where either a major economic force is putting development pressure on surrounding land, or where a lack of development has meant

almost wholesale abandonment and neglect in that area.

The Future Land Use Map attempts to establish where uses should stay the same and where new development might or should emerge. The language of the map and the different districts reflect this specific goal. The following four pages is a description of each district and what they are intended to become.

HISTORY OF PLANNING IN HUNTINGTON



In the late 1950s, the State of West Virginia established legislation to allow municipalities to develop land use control. 1950 was also when Huntington reached its peak population of 86,353 people.

The first meeting of the Huntington Planning Commission took place January 23, 1957, which led to the first completed comprehensive plan in 1963.

There were updates to the Comprehensive Plan in 1975, 1982, and 1996.

While the city was mostly developed when the first comprehensive plan was adopted in 1963, the city has declined in population – since 1950 – until recently when there was a slight increase. Current population estimates for 2012 puts Huntington at 49,160, which is 57 percent of the city's peak population.

DISTRICT AND CHARACTERISTICS

EXAMPLES

OPEN SPACE

Preserves areas for recreation and open space.

Characteristics include:

- Open space preservation
- Interspersed evenly throughout the community for equal access

Spring Hill Cemetery, Ritter Park, recreational fields, riverbanks



RURAL RESIDENTIAL

Preserves and provides opportunities for residential uses outside the historic city core. Characteristics include:

- Low density
- Larger lots
- Curvilinear streets
- Sidewalks possible, but rare
- Housing intermixed with dense woodlands
- Primarily single family

Southern Hills



HILLS RESIDENTIAL

Preserves the historic residential areas where development is defined by the terrain. Characteristics include:

- Medium density
- Small and medium sized lots
- Mix of grid and curvilinear streets defined by the terrain
- Sidewalks interspersed
- Housing intermixed with dense woodlands
- Primarily single family

Walnut Hills and Southeast Hills



TRADITIONAL RESIDENTIAL

Preserves the historic, walkable neighborhoods in flat, valley areas. Characteristics include:

- Medium density
- Smaller lots with grid streets where parking primarily enters from the alley
- Sidewalks throughout
- Residential density per acre increases in areas near transitions
- Primarily single-family. Commercial uses are sparse and with conditions
- New development maintains single-family character

Westmoreland, West Huntington, Highlawn, Guyandotte and Altizer, Southside and Fairfield



DISTRICT AND CHARACTERISTICS

EXAMPLES

COMMERCIAL NODES

Preserves walkable residential areas by having scattered commercial uses that serve and protect residential areas. Characteristics include:

- Medium density and small lots
- Primarily exist at intersections on residential streets
- Little to no off-street parking
- Low intensity commercial uses

Scattered sites in Southeast Hills, Southern Hills, Walnut Hills, Westmoreland, West Huntington, Southside, Highlawn, Guyandotte and Altizer



NEIGHBORHOOD CENTER

Preserve the historic neighborhood main streets. Characteristics include:

- Medium density and small lots
- 1-3 story buildings to front of property line on residential main streets
- Little to no off-street parking
- Mixed commercial and residential uses
- Serves as a commercial hub for a neighborhood

14th Street West, 1st Street, Gallaher Village, 20th Street and Main Street



TRANSITION COMMERCIAL

Provides transition from residential to light industrial and commercial uses. Characteristics include:

- Medium density and medium lots
- Limited on-site parking at times
- Buffers between primarily residential areas and higher intensity commercial and industrial uses

North side of 7th Avenue and Washington Avenue, south side of 8th Avenue and Adams Avenue



CONVENIENCE COMMERCIAL

Provides higher intensity commercial uses that are primarily accessed by cars. Characteristics include:

- Low density and large lots
- Commercial uses along primarily state routes
- Parking available on-site or in shared lot
- Larger scale commercial and service for the region

Hal Greer Boulevard and Route 60 (31st Street, 3rd Avenue, Washington Avenue, 5th Avenue, Adams Avenue and Waverly Road)



DISTRICT AND CHARACTERISTICS

EXAMPLES

HOSPITAL OVERLAY

Provides a consistent development strategy that allows cohesive growth of hospitals while protecting nearby residential areas. Characteristics include:

- High intensity use close to residential areas
- High traffic volume and parking needs
- Campus style with multiple uses on property
- Necessitate nearby services for employees, patients, and visitors
- Important community service that needs to be accessible

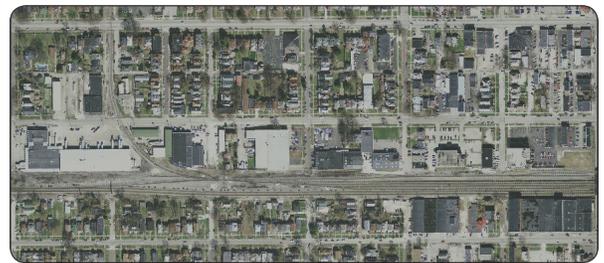
St. Mary's Medical Center, Cabell Huntington Hospital and Mildred Bateman Hospital



LIGHT INDUSTRIAL AND COMMERCIAL

Provides a lower intensity industrial district that allows creative reuse of industrial sites that can complement certain residential areas. Characteristics include:

- Medium sized lots near railroad or riverfront
- Industrial properties that are close to residential uses
- Allows mixed light industrial, commercial and residential uses
- Industry surveyed to see if properties are underutilized
- Transition large industry to smaller industrial uses if viable



HEAVY INDUSTRIAL

To provide higher intensity districts that allow industrial sites to be separated from residential uses. Characteristics include:

- Larger lots near railroad and riverfront
- Large heavy industrial properties
- Primarily separated from residential areas
- Allows for higher intensity industrial uses

Steel of West Virginia, Huntington Industrial Center and similar areas

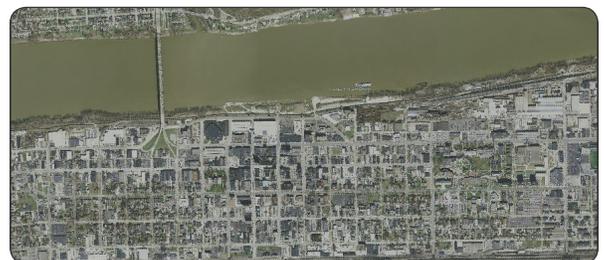


CORE

Provides preservation and enhancement of the downtown and university district. Sections include:

- Downtown Transition Corridor
- Central Business District
- Old Main Corridor
- University District

1st Street to 6th Street, 6th Street to 12th Street, 12th Street to 16th Street and 16th Street to 22nd Street



DISTRICT AND CHARACTERISTICS

EXAMPLES

CORE

Downtown Transition:

- Medium to high density development
- Transition zone between neighborhood and downtown core
- Mixed-uses but cohesive quality
- Repurpose of large single-family housing for office or multi-family uses maintaining character

Central Business District:

- High Density development
- Buildings to front of street
- Active storefronts below, office and housing above
- No parking on-site, metered on street, private and public parking towards the fringe

Old Main Corridor:

- Dense development along 4th Avenue between downtown and university
- Serve downtown and student population
- Active storefronts and mixed use housing

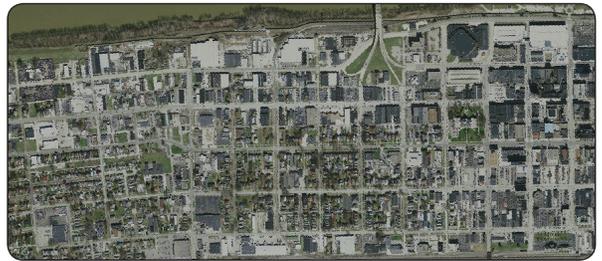
University District:

- Medium density housing and services primarily geared toward university
- Maintain housing and development standards in line with downtown and university character

OTHER TOOLS

- **DESIGN GUIDELINES:** Set of recommendations to guide quality development through design of the physical environment relative to the current context
- **FORM-BASED CODE:** Regulation that focuses on controlling physical form primarily, with a lesser focus on land use
- **HISTORIC DISTRICT:** Area which requires additional review for

1st Street to 6th Street



6th Street to 12th Street



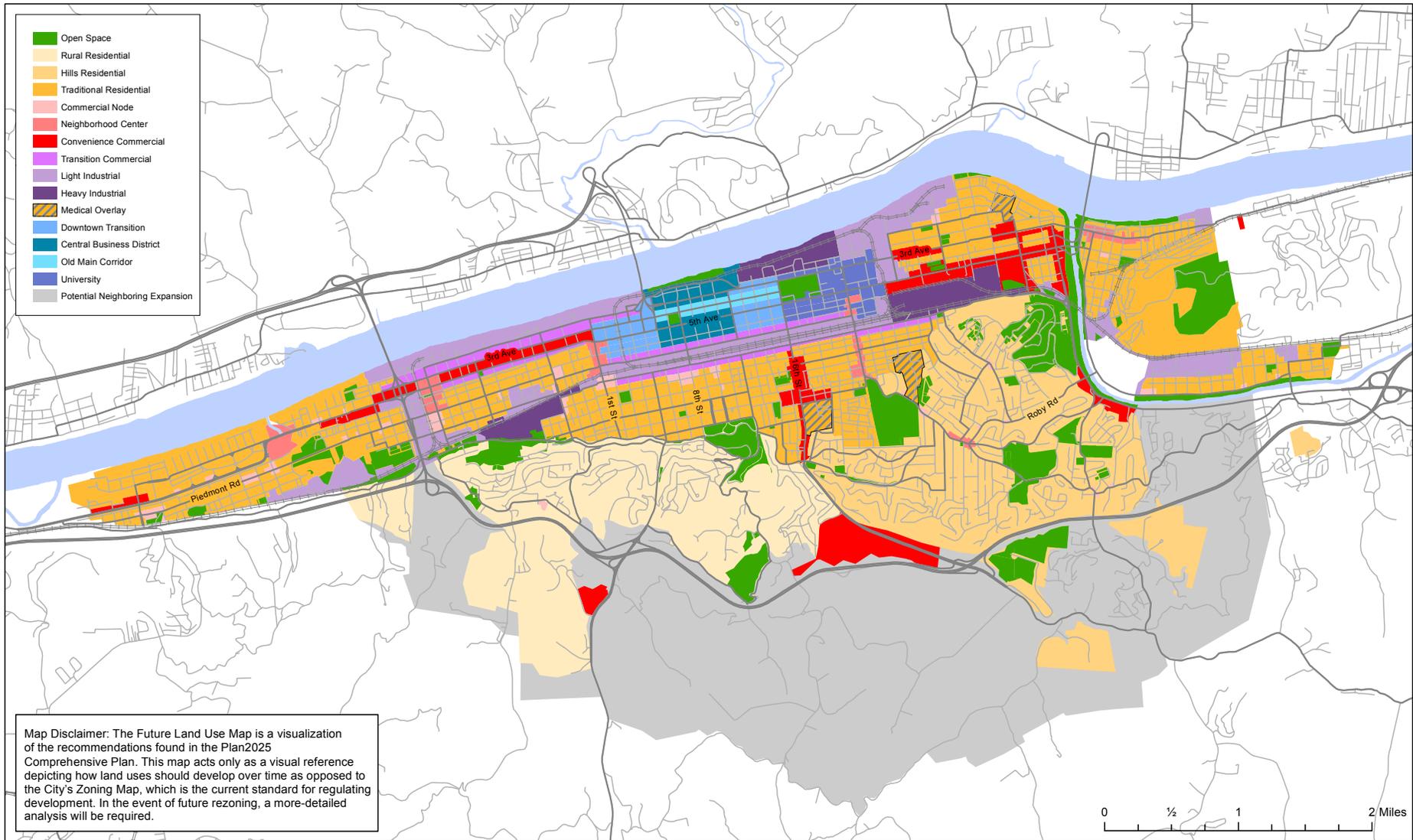
12th Street to 16th Street along 4th Avenue



16th Street to 22nd Street



- historical or architectural significance
- **ARTS DISTRICT:** A mixed-use area created to promote the arts and arts economic development
- **BUSINESS IMPROVEMENT DISTRICT:** A defined area where businesses pay into a fund for projects that occur within the target area



Future Land Use



IMPLEMENTATION

Call to Action and Master Implementation



CALL TO ACTION

This section includes a summary of all the implementation steps that have resulted from the Plan2025 process. The list compiles items that have been included in the Call to Action lists that follow each neighborhood chapter and adds items that apply to all of Huntington.

HOW TO READ THE IMPLEMENTATION CHART

The Implementation Chart is organized by the state mandated elements, and each action or strategy has a reference code that refers back to the neighborhood call to actions. The neighborhood or neighborhoods in which this strategy is applied is next to the action item. Several of the topics provide multiple benefits, so the last column shows cross categories that the topic also benefits.

Each action or strategy has an approximate time frame illustrated with a small icon.



ACCOUNTABILITY

Implementing the Plan2025 vision will require the course of action to be refined.

Therefore, the following benchmarks for reviewing the progress and refinement of the plan are proposed.

- **YEAR 1 AND 2:** Greater study of the components of the plan and revision of the zoning map and ordinances to be in line with the Plan2025 vision.
- **YEAR 1, 3, 5, 8, 10:** Biannual benchmark summit of Plan2025 progress.
- **ANNUALLY:** Plan2025 report at the end of each calendar year.

In order to get from 2014 to 2025, the following summary of items will need further review in order to bring the vision to reality.

Biannual benchmark summits may include public events such as festivals, demonstrations, neighborhood walk tours and traditional public hearings. Biannual events are the minimum. Depending on the current project focus, more opportunities for public involvement in the process may be needed.

SUPPORTING IMPLEMENTATION PLANS

- City-wide Signage Plan: Including way finding, historic signage, and entrances.
- Right of Way Improvement guide.
- Quality Housing Plan: Maintenance

and code enforcement, rehabilitation, demolition, reduction of vacancy, increasing of value, continuation and expansion of HURA.

- Economic Development Targets and Preferred Development Targets: Infill, repurpose, reduce vacancy and find funding mechanisms.
- Local Transportation Plan: Priority street repair (paved roads, brick streets, alleys), bike, pedestrian, public transit opportunities and connection with the region.
- Public Services Connections: Green Space Plan (i.e.: stormwater management, parklets, urban agriculture) and Public Schools Connections Plan
- Local and Regional Food Economy Plan
- Arts Plan
- Annual: Stormwater and Floodplain Plan: Educate, prevent, maintain, prioritize.
- Annual: Capital Improvement Plan: Priority improvements
- Annual: Support other planning efforts: Including KYOVA Interstate Planning Commission and Marshall University Master Plan



**MAKE NO LITTLE PLANS;
THEY HAVE NO MAGIC TO STIR MEN'S BLOOD.**

– Daniel Burnham, Co-author of “The Plan of Chicago” (1909)

CALL TO ACTION AND MASTER IMPLEMENTATION

TOPIC	REF. CODE	ACTION AND STRATEGY	AREAS APPLIED	TIMEFRAME	CROSS CATEGORIES
Land Use 	LU 1	Preserve primarily residential neighborhoods with select commercial uses.	Walnut Hills, Southeast Hills and Southern Hills		HS, CD, ED
	LU 2	Preserve historic residential neighborhoods with quality housing and commercial centers in key areas.	West Huntington, Highlawn, Southside and Enslow Park, Fairfield, Westmoreland, Guyandotte and Altizer		
	LU 3	Create distinctive corridors that maintain the unique identity of the downtown area, while creating a unified image.	Downtown and Marshall		
Housing 	HS 1	Enforce current city code enforcement ordinances with negligent property owners so quality housing can be maintained.	All neighborhoods		CD, HP
		Preserve existing housing stock, rehabilitate housing stock that is deteriorating and deconstruct or demolish houses that are unsafe.	All neighborhoods		
		Prioritize historic properties for rehabilitation and preservation.	All neighborhoods		
	HS 2	Preserve and increase quality, single-family housing.	All neighborhoods		
	HS 3	Allow dense, single-family townhouses in transition areas.	All neighborhoods		
		Provide quality, multi-family housing options in select areas.	All neighborhoods		
		Promote non-profit construction, two family and multi-family development in line with the character of the neighborhood.	All neighborhoods		
	Spread out dense, residential development to avoid parking and traffic congestion.	All neighborhoods			
	HS 4	Maintain diverse housing options close to the city center and Marshall University.	Downtown and Marshall		
		Encourage residential uses in the upper stories of commercial sites in the central business district.	Downtown and Marshall		
		Provide design guidelines for student housing that meets student needs and integrates well with historic features of downtown and Marshall.	Downtown and Marshall		

CALL TO ACTION AND MASTER IMPLEMENTATION

TOPIC	REF. CODE	ACTION AND STRATEGY	AREAS APPLIED	TIMEFRAME	CROSS CATEGORIES
Community Design 	CD 1	Create a common signage plan for identifying the unique attributes of distinct neighborhoods.	All Neighborhoods		HP, IF, RC
	CD 2	Create a lighting plan that is useful, decorative and consistent, especially along main thoroughfares.	All Neighborhoods		
	CD 3	Create significant entrances into the city of Huntington.	Southern Hills, Highlawn, Fairfield, Westmoreland and West Huntington		
	CD 4	Promote unique attributes of individual neighborhoods.	West Huntington, Southern Hills and Guyandotte and Altizer		
	CD 5	Promote and preserve the history of the city and individual neighborhoods.	All neighborhoods		
Historic Preservation 	HP 1	Expand education about and promotion of existing historic resources. (See Historic Resources Map).	Fairfield, West Huntington, Downtown and Marshall and Highlawn		CD, HS, PR
		Provide historical educational signs that signify an area as one of significant people and history.	All neighborhoods		
	HP 2	Encourage development in line with historic character of districts.	All neighborhoods		
	HP 3	Incentivize revitalization of properties in disrepair rather than demolition.	All neighborhoods		
		Incentivize creative reuse of historic properties.	All neighborhoods		
HS 4	Preserve historic elements of neighborhoods, such as brick street maintenance and historical street signage.	All neighborhoods			
	HS 4	Pursue historic districts where appropriate.	Guyandotte and Southside		

CALL TO ACTION AND MASTER IMPLEMENTATION

TOPIC	REF. CODE	ACTION AND STRATEGY	AREAS APPLIED	TIMEFRAME	CROSS CATEGORIES
Economic Development 	ED 1	Prioritize Hal Greer Boulevard, the former AC&F property and the 14th Street West commercial corridor for economic development. (See Economic Development Map).	Fairfield, West Huntington, Highlawn and Downtown and Marshall		PD, RD, HP
	ED 2	Invest in Old Central City (14th Street West), Gallaher Village, Bridge Street and 20th Street as neighborhood centers.	West Huntington, Walnut Hills, Southeast Hills, Guyandotte and Fairfield		
	ED 3	Encourage larger lot commercial development along Hal Greer Boulevard and U.S. Route 60.	Fairfield, Westmoreland, West Huntington and Highlawn		
	ED 4	Prioritize the central business district as the economic center of Huntington. Promote economic development built off of the Old Main Corridor streetscape improvements.	Downtown and Marshall Downtown and Marshall		
	ED 5	Create an inventory of underutilized industrial property that could transition into mixed-use commercial and residential properties, especially along the riverfront.	West Huntington, Highlawn, Downtown and Marshall		
	ED 6	Investigate the possibility of population growth by expanding city limits.	All neighborhoods		
Preferred Development 	PD 1	Prioritize infill development in existing commercial areas.	All neighborhoods		ED, RD, HP, HS, RC
	PD 2	Encourage commercial centers to serve neighborhoods and complement existing businesses. Prevent commercial development from encroaching on residential areas.	All neighborhoods All neighborhoods		
	PD 3	Encourage restrictive commercial uses that do not encroach on primarily residential areas, but allow limited commercial uses to be viable.	All neighborhoods All neighborhoods		
	PD 4	Build hospital and neighborhood partnerships.	Highlawn and Fairfield		
	PD 5	Identify visitor geared development.	Southern Hills and West Huntington		
	PD 6	Expand unique attributes of the downtown area as the heart of the city.	Downtown and Marshall		
	PD 7	Explore potential economic development along Harvey Road to Prichard intermodal facility.	Southern Hills		

CALL TO ACTION AND MASTER IMPLEMENTATION

TOPIC	REF. CODE	ACTION AND STRATEGY	AREAS APPLIED	TIMEFRAME	CROSS CATEGORIES
Redevelopment 	RD 1	Identify key redevelopment projects. (See the Preserve, Enhance, Transform Zones Map).	West Huntington, Highlawn, Fairfield and Downtown and Marshall		ED, PS
	RD 2	Reduce vacancy or the appearance of vacancy.	Southside, West Huntington, Highlawn, Altizer, Westmoreland and Downtown and Marshall		
Financing 	FN 1	Investigate grants that could support projects.	All neighborhoods		ED, RD
	FN 2	Continue the Fairfield Redevelopment Plan in partnership with the Huntington Urban Renewal Authority.	Fairfield		
	FN 3	Investigate available financial tools to fund a business improvement district.	Southeast Hills, Walnut Hills and Downtown and Marshall		
	FN 4	Investigate possible financial incentives to develop housing.	All neighborhoods		
Transportation 	TR 1	Encourage complete streets concepts that connect key destinations with options for people of all ages, pedestrians, cyclists, commuters and people who use public transit.	All neighborhoods		IF, ED, GS, SW
	TR 2	Improve important corridor roads that connect.	Southeast Hills, Walnut Hills and Southern Hills		
	TR 3	Improve pedestrian and cycling connections across Route 60 and Hal Greer Boulevard.	Highlawn, Guyandotte, Fairfield, West Huntington, Westmoreland and Downtown and Marshall		
	TR 4	Remove physical barriers that reduce connections.	Southside and Enslow Park, Fairfield, Highlawn Downtown and Marshall and Westmoreland		

CALL TO ACTION AND MASTER IMPLEMENTATION

TOPIC	REF. CODE	ACTION AND STRATEGY	AREAS APPLIED	TIMEFRAME	CROSS CATEGORIES
	TR 5	Connect existing green space.	Southside and Enslow Park, Downtown and Marshall, Walnut Hills and Southeast Hills		
	TR 6	Repair priority sidewalks to create connections. (See Priority Sidewalk Map). Improve pedestrian crossings for safe connections. Investigate safe pedestrian crosswalks across Hal Greer Boulevard.	All Neighborhoods All Neighborhoods Fairfield		
	TR 7	Continue connecting PATH resources with share the road signage, sharrows, bicycle lanes and bike racks where appropriate. (See Priority Bicycle Route Map). Continue to engage the cycling community in supporting, expanding and maintaining PATH. Investigate partnerships for creating a bicycle share program. Expand on affordable and maintained bicycles for all members of the community. Increase safety in reviewing bicycle laws. Investigate the possibility of a bicycle council or advocacy group to support all the various bicycle related activities and organizations in the city.	All Neighborhoods All Neighborhoods All Neighborhoods All Neighborhoods		
	TR 8	Improve TTA bus timing, especially on the weekends. Provide more roadway space for buses to more efficiently pull out of traffic and load and unload passengers. Improve bus stops for aesthetic and safe service for riders. Add more technology to bus route information to expand readability.	All Neighborhoods All Neighborhoods All Neighborhoods		
	TR 9	Repair priority alleyways. Restore priority brick streets. Mitigate congestion on narrow streets with a plan for widening or reducing curbside parking. Increase access for all transportation users and streets.	All Neighborhoods All Neighborhoods All Neighborhoods Southern Hills, West Huntington and Guyandotte and Altizer		

CALL TO ACTION AND MASTER IMPLEMENTATION

TOPIC	REF. CODE	ACTION AND STRATEGY	AREAS APPLIED	TIMEFRAME	CROSS CATEGORIES
	TR 10	Tailor parking requirements in neighborhoods based on existing parking resources and need, and encourage alternative transportation improvements. Incentivize low impact alternatives for parking lots to reduce stormwater. Balance parking resources.	All Neighborhoods All Neighborhoods Southeast Hills and Downtown and Marshall		
Infrastructure 	IF 1	Create comprehensive right of way improvement guide that details signage, benches, lights, bike racks, planting strips, trash cans and other items as necessary to create a sense of place.	All Neighborhoods		
	IF 2	Increase pedestrian scaled lighting, especially along commercial corridors or priority pedestrian routes. Increase lighting.	All Neighborhoods Guyandotte and Altizer and Highlawn		
	IF 3	Repair curbs. Maintain brick streets	All Neighborhoods All Neighborhoods		
	IF 4	Improve viaducts and bridges	Downtown and Marshall, Fairfield, Southside and Enslow Park and Southern Hills		
	IF 5	Create and maintain a capital improvement plan.	All Neighborhoods		
Flooding and Stormwater 	SW 1	Prevent yard waste from going into storm drains. Educate residents about storm drain maintenance and clean up, and potentially create an adopt a storm drain program. Educate residents about existing floodplain area and new development requirements.	All neighborhoods All neighborhoods All neighborhoods		
	SW 2	Use vacant land for public green space or water retention.	All neighborhoods		

CALL TO ACTION AND MASTER IMPLEMENTATION

TOPIC	REF. CODE	ACTION AND STRATEGY	AREAS APPLIED	TIMEFRAME	CROSS CATEGORIES
<div style="display: flex; align-items: center; gap: 10px;"> <div style="text-align: center;">  </div> <div> <p>Public Services</p> </div> </div>	SW 2	<p>Disconnect stormwater from the combined stormwater and sanitary system by disconnecting downspouts and installing rain barrels, rain gardens and other systems to keep runoff on site.</p> <p>Invest in alternative paving that reduces stormwater runoff in priority areas.</p> <p>Research best practices from the EPA in partnership with stormwater management policies.</p> <p>Implement ordinances that promote smart growth or low impact development principles.</p> <p>Reduce parking requirement or provide alternative materials.</p> <p>Increase landscaping requirements.</p>	<p>All neighborhoods</p> <p>All neighborhoods</p> <p>All neighborhoods</p> <p>All neighborhoods</p> <p>All neighborhoods</p>	<p>●</p>	
	SW 3	<p>Map the current locations of storm drains, and show areas of needed improvement.</p> <p>Add storm drains where there is a need or investigate alternative stormwater retention or detention on site.</p>	<p>All neighborhoods</p> <p>All neighborhoods</p>	<p>◐</p>	
	SW 4	<p>Reduce hill erosion.</p>	<p>Southern Hills, Southeast Hills and Highlawn</p>	<p>●</p>	
	SW 5	<p>Prioritize improvements to the stormwater and sanitary system infrastructure.</p>	<p>All neighborhoods</p>	<p>◐</p>	
	PS 1	<p>Connect residential areas to current and proposed school resources.</p> <p>Showcase and better connect existing park and recreational resources.</p>	<p>All neighborhoods</p> <p>All neighborhoods</p>	<p>●</p>	TR, IF, HP, HS, GS, SW
	PS 2	<p>Continue increased police presence and code enforcement at dilapidated properties.</p>	<p>All neighborhoods</p>	<p>●</p>	
	PS 3	<p>Preserve neighborhood schools as resources</p>	<p>Walnut Hills, Highlawn and Southeast Hills</p>	<p>●</p>	
	PS 4	<p>Expand community gardens and urban agriculture.</p> <p>Expand and maintain current public services.</p> <p>Maintain fire station in Westmoreland with needed repairs.</p>	<p>All Neighborhoods</p> <p>Fairfield</p> <p>Westmoreland</p>	<p>◐</p>	

CALL TO ACTION AND MASTER IMPLEMENTATION

TOPIC	REF. CODE	ACTION AND STRATEGY	AREAS APPLIED	TIMEFRAME	CROSS CATEGORIES
<p>Green Space</p> 	PS 5	Investigate the possibility of new public services.	West Huntington, Highlawn, Guyandotte and Altizer, Fairfield and Southeast Hills		
	PS 6	Consider possible alternative uses for the Dietz-Hollow landfill.	Southside and Enslow Park and Guyandotte and Altizer		
	GS 1	Prioritize recreational spaces so all residents are within a quarter mile of a public or private green space. (See Green Space Map). Expand community gardens and urban agriculture.	All neighborhoods		IF, SW, RC, LU
	GS 2	Improve connections to existing resources.	All neighborhoods Westmoreland, Southeast Hills and Southern Hills		
	GS 3	Identify opportunities for increased green space.	West Huntington, Downtown and Marshall, Highlawn, Guyandotte and Altizer, Fairfield, Southeast Hills and Southside and Enslow Park		
	GS 4	Use Miller Park and Gallaher Village Square as examples to build future successful parks.	Southern Hills, Walnut Hills and Southeast Hills		
	GS 5	Increase access to WiFi at parks and downtown.	All Neighborhoods		

CALL TO ACTION AND MASTER IMPLEMENTATION

TOPIC	REF. CODE	ACTION AND STRATEGY	AREAS APPLIED	TIMEFRAME	CROSS CATEGORIES
Recreation 	RC 1	Invest in opportunities for increased tourism.	West Huntington, Fairfield and Downtown and Marshall All Neighborhoods All Neighborhoods	●	CD, GS, ED, HP
	RC 2	Highlight local and regional food attractions. Maintain and advertise the unique museums and parks in and near the city, such as the Museum of Radio and Technology, the Huntington Museum of Art, the C.P. Huntington Railroad Museum, the J. Taylor Auto Collection, Heritage Farm Museum and Village and more.	Southside and Enslow Park, Walnut Hills, Downtown and Marshall and Walnut Hills All Neighborhoods	●	
	RC 3	Highlight and expand park and recreational attractions.	All Neighborhoods All Neighborhoods All Neighborhoods All Neighborhoods All Neighborhoods All Neighborhoods	●	
		Support making Huntington an Arts Destination. Collaborate more on arts activities that are happening and expanding. Create a long term, coordinated plan for integrating the arts in the city. Add art and arts activities to existing events. Promote art in key locations and corridors. (See Art Inventory Map). Incorporate art and bicycle racks or benches that has function and adds to Huntington culture. Incorporate art and signage in landscaping to designate different parts of the city. Create a West Huntington Arts District.	All Neighborhoods All Neighborhoods All Neighborhoods All Neighborhoods All Neighborhoods All Neighborhoods All Neighborhoods West Huntington		

APPENDIX

Citywide Maps

America in Bloom 2013 Evaluation Form

Economic Development Committee Report

Fairfield Redevelopment Plan

KYOVA 2040 Metropolitan Transportation Plan

KYOVA Downtown Huntington Access Study

“Mid-Range” Housing Discussion

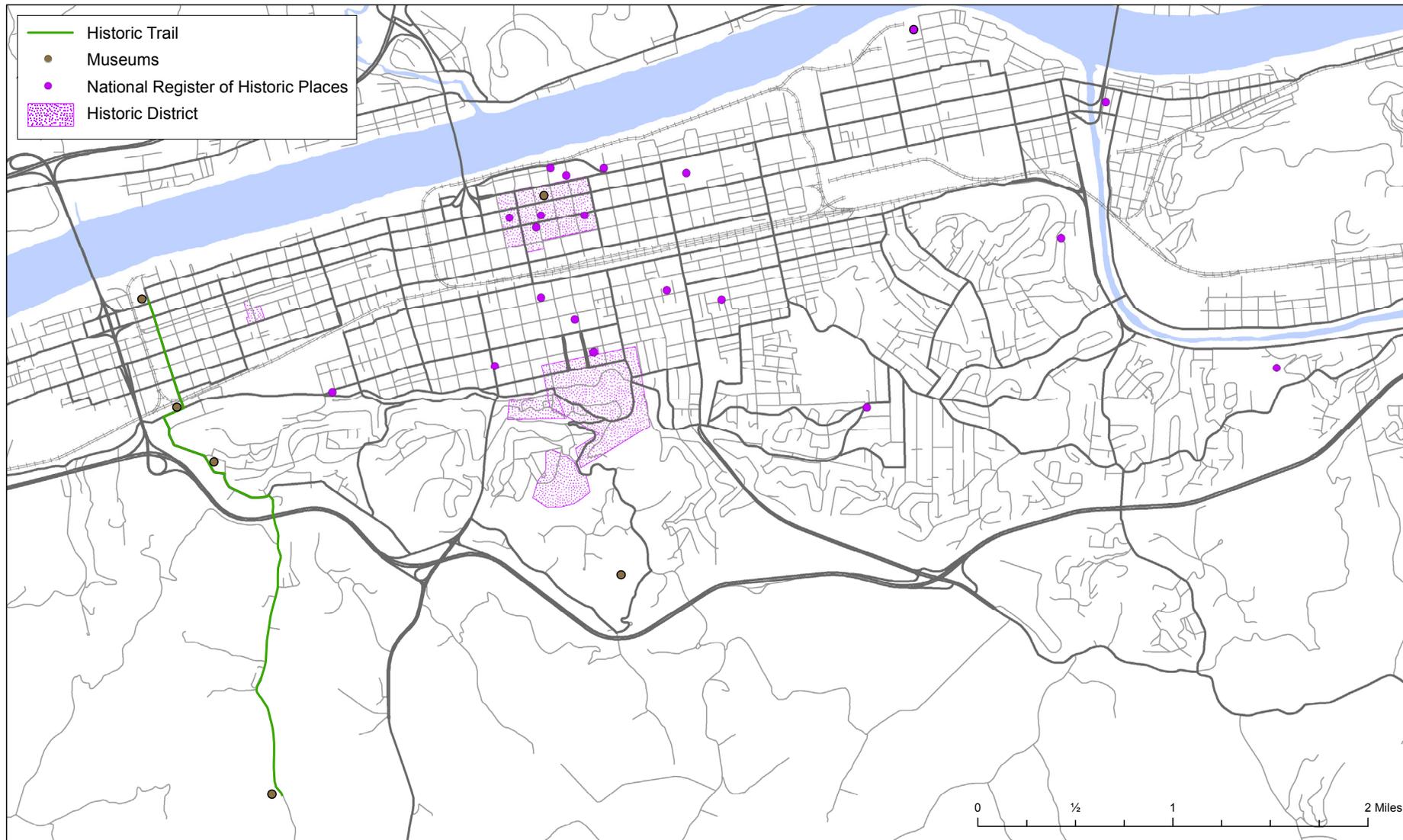


CITYWIDE MAPS

1. MUSEUMS AND HISTORIC RESOURCE LOCATIONS
2. ECONOMIC DEVELOPMENT ZONES
3. PRESERVE ENHANCE TRANSFORM
4. FLOODPLAIN
5. PRIORITY SIDEWALK CONNECTIONS
6. PRIORITY BICYCLING CONNECTIONS
7. GREEN SPACE
8. ART INVENTORY

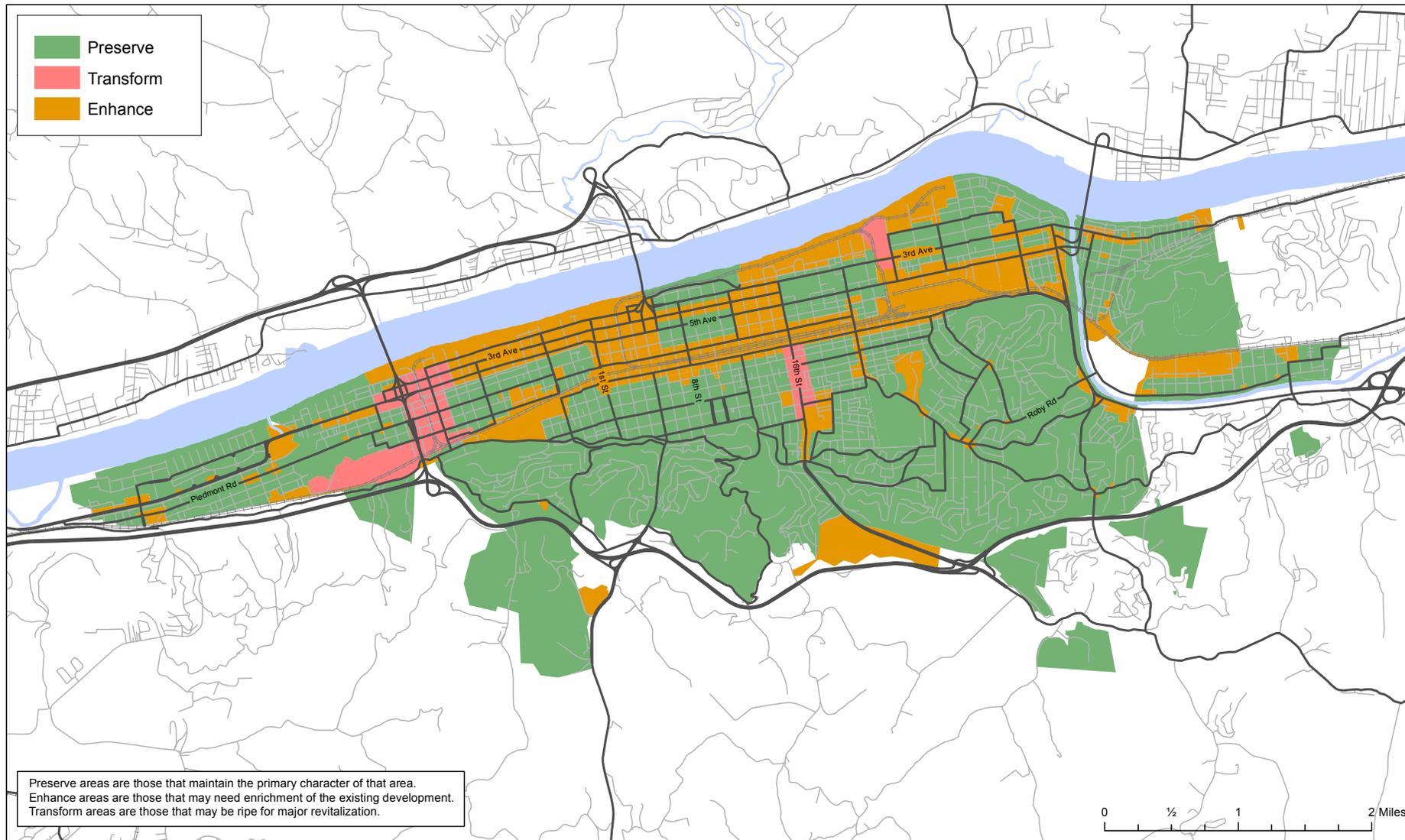
Map data provided by:

Cabell County Assessor's Office, Wayne County Assessor's Office, Cabell County Emergency Response Center, West Virginia Division of Culture and History, West Virginia State Historic Preservation Office, Tele Atlas, U.S. Fish and Wildlife Service, National Wetlands Inventory, Rahall Transportation Institute and Paul Ambrose Trail for Health.



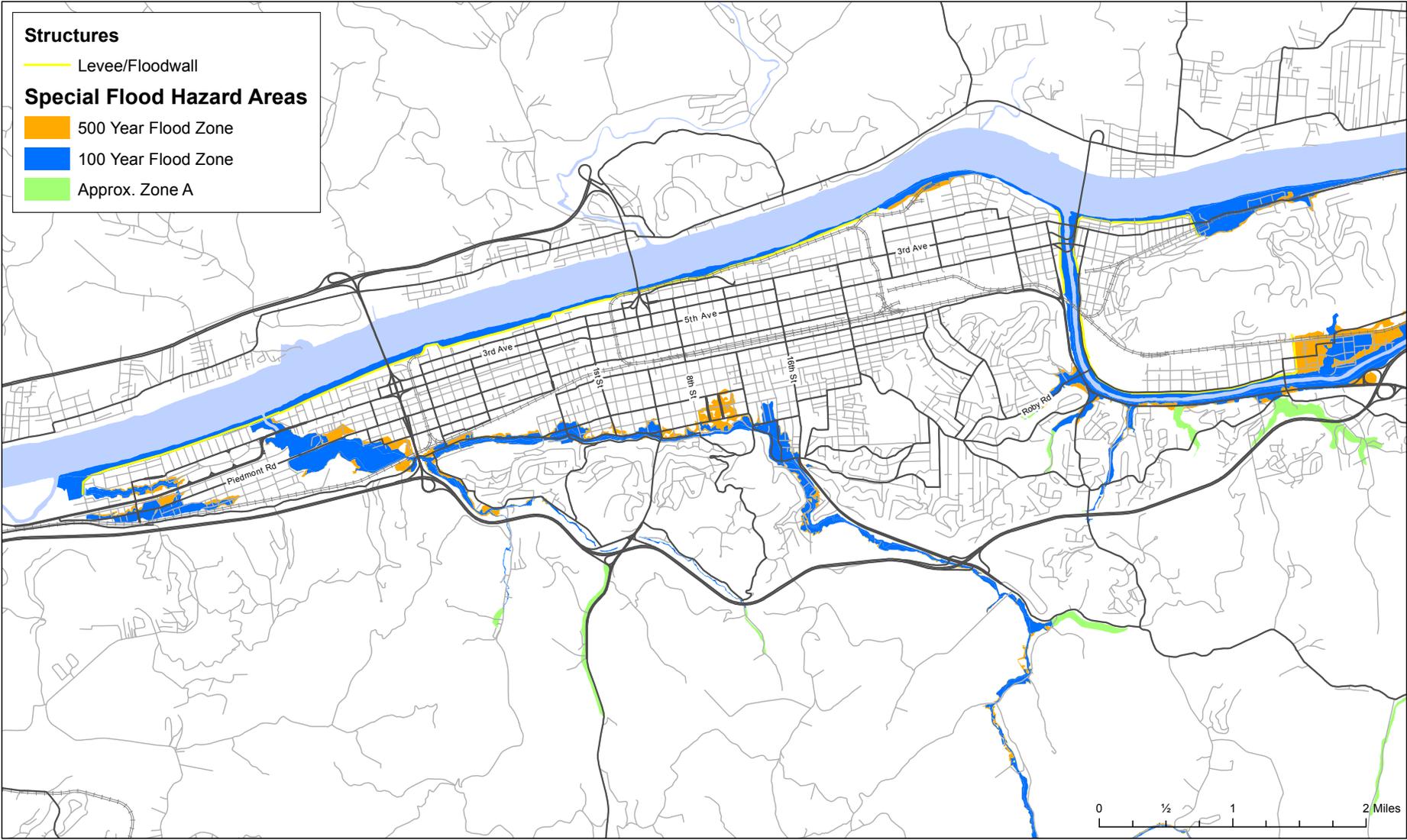
Museums and Historic Resource Locations





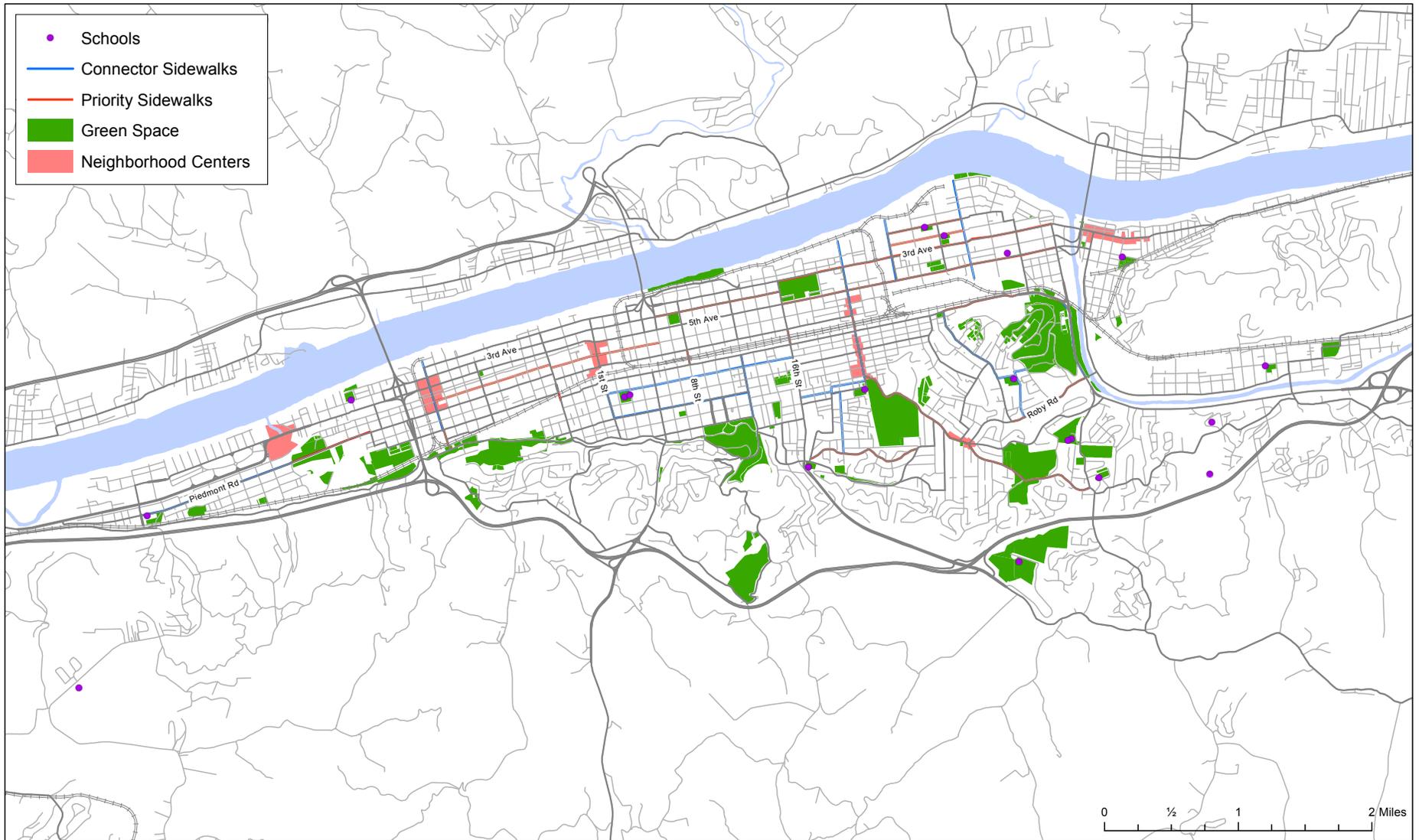
Preserve Enhance Transform





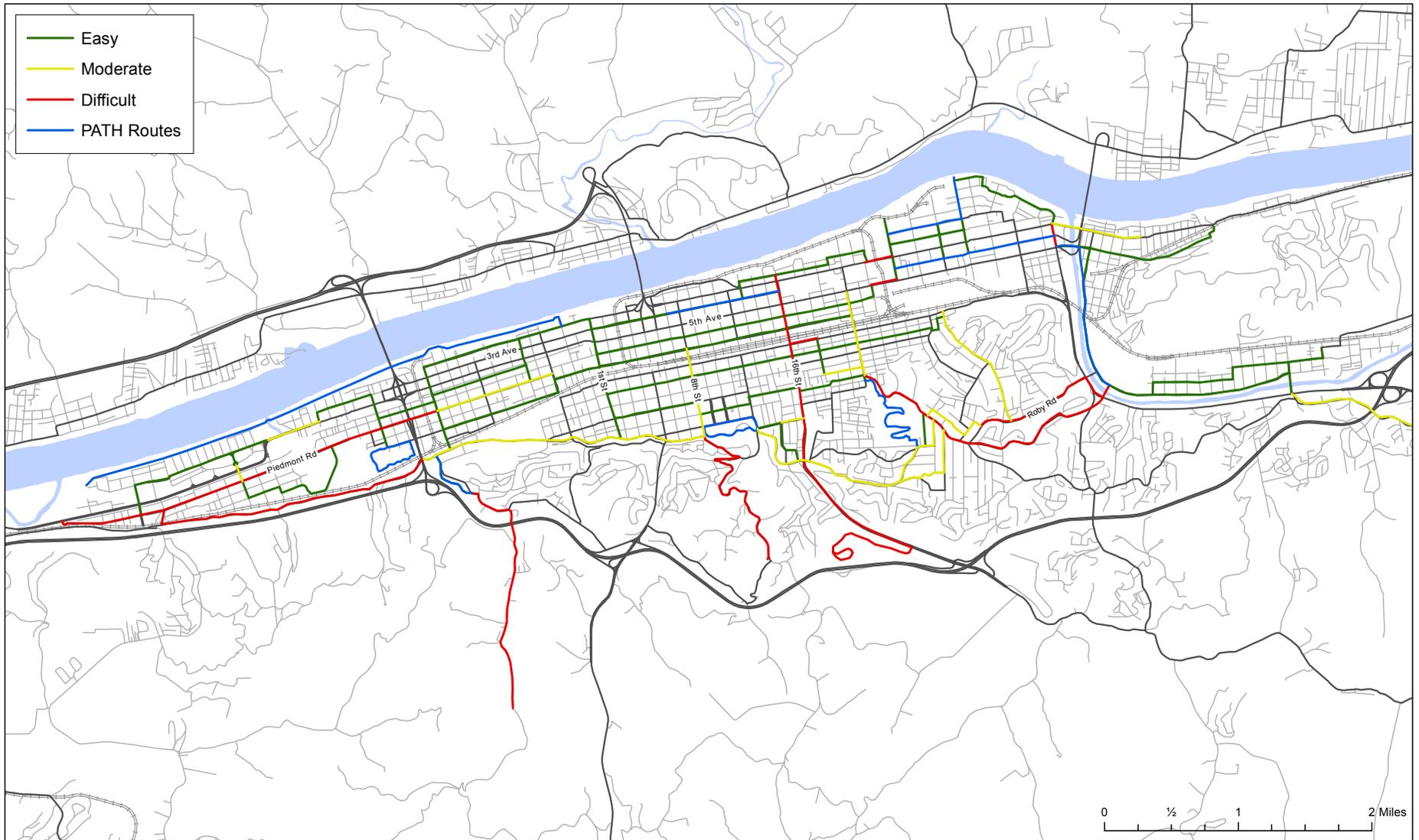
Floodplain





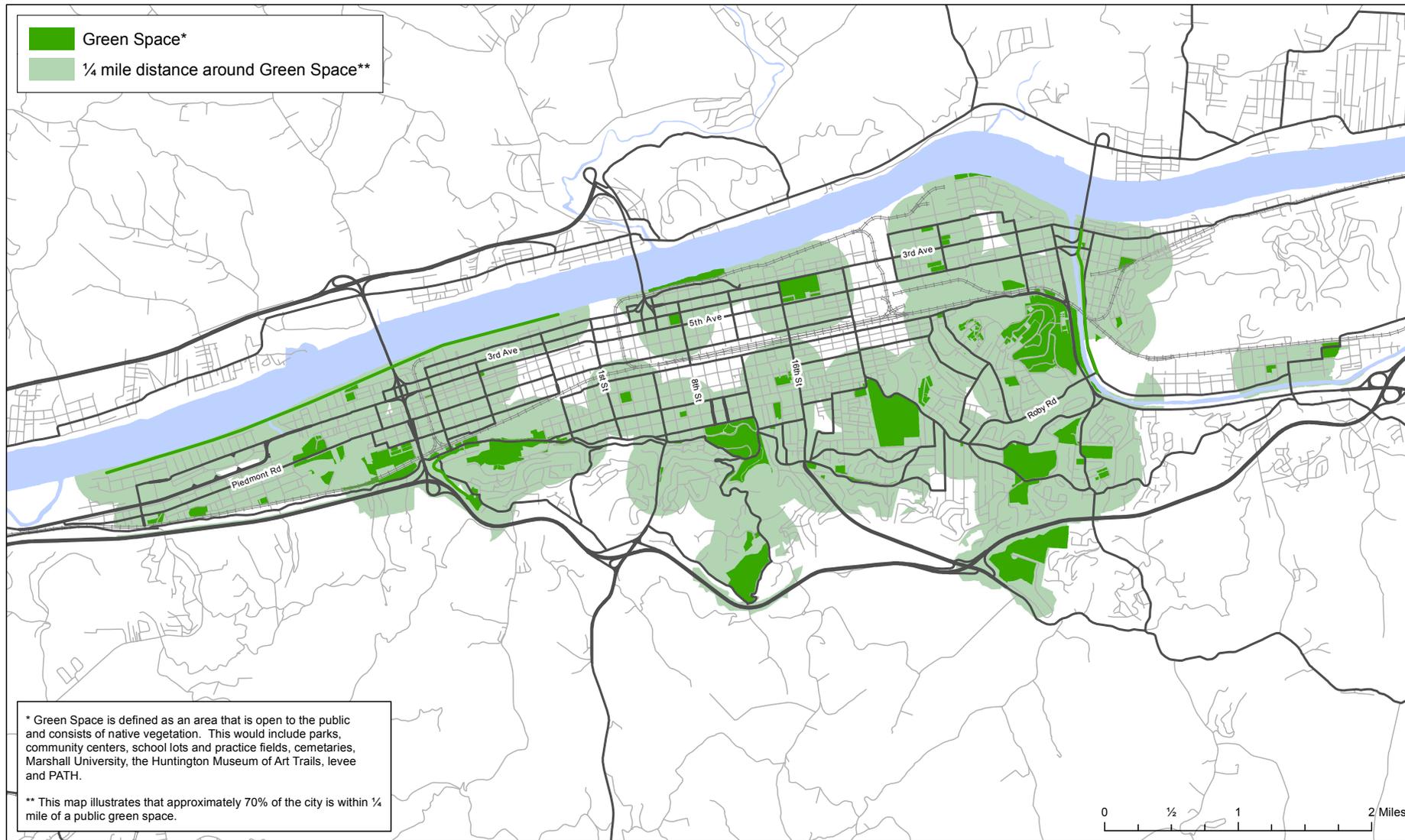
Priority Sidewalk Connections





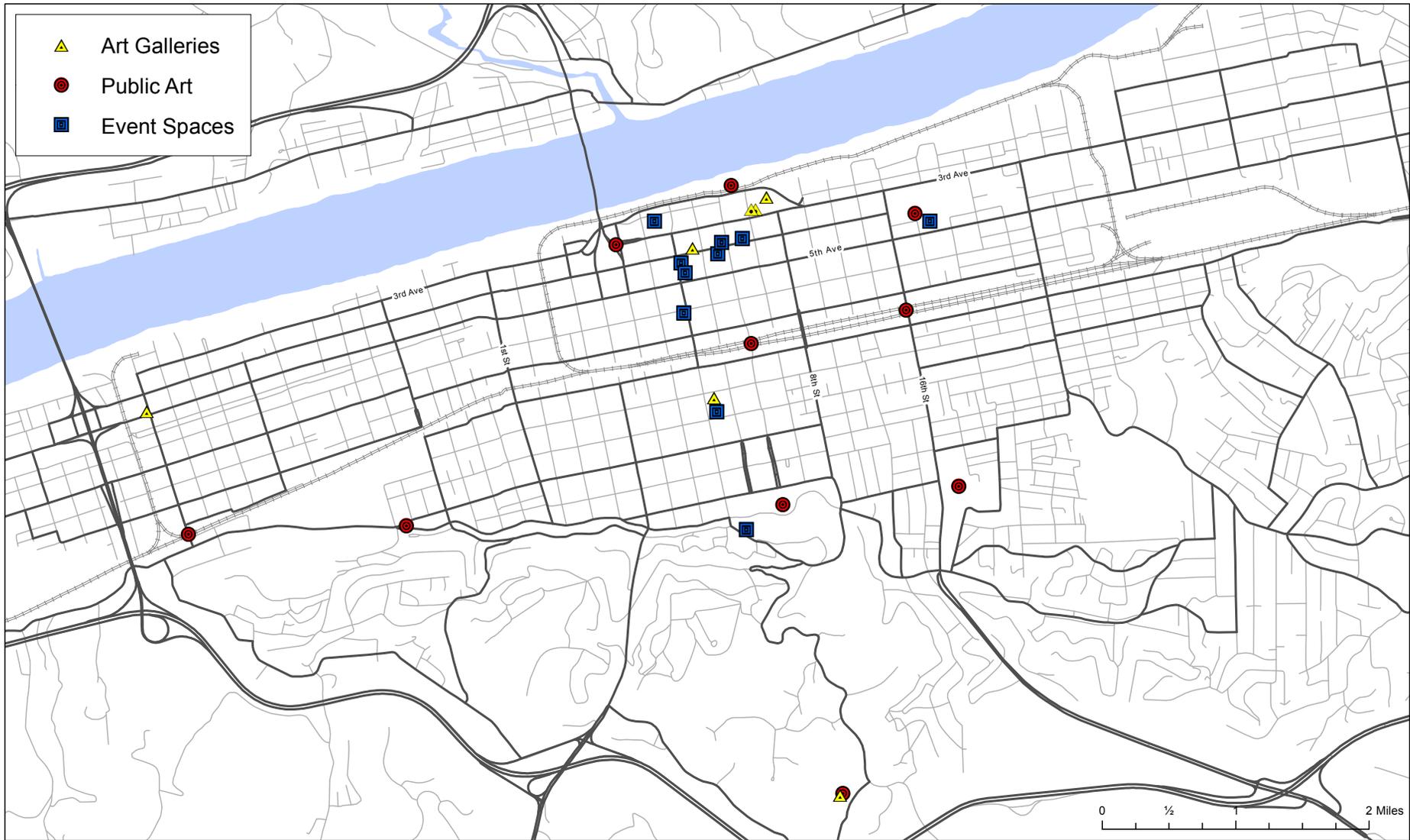
Priority Bike Connections





Green Space





Art Inventory



CONTACTS

To see a printed form of any listed appendix please, visit the originating organization, or there is a master of all appendix items for reference at City Hall in the Development and Planning office.

AMERICA IN BLOOM EVALUATION FORM

Contact:
Huntington Municipal Development Authority
800 5th Avenue
Huntington, WV 25701
Phone: 304-696-5509
Huntington in Bloom website:
www.huntingtoninbloom.org

FAIRFIELD REDEVELOPMENT PLAN

Contact:
Huntington Urban Renewal Authority
800 5th Avenue
Huntington, WV 25701
Phone: 304-696-4486
HURA Land Bank website:
www.huralandbank.com

KYOVA 2040 METROPOLITAN TRANSPORTATION PLAN

Contact:
KYOVA Interstate Planning Commission
400 Third Avenue
P.O. Box 939
Huntington, West Virginia 25712
Phone: 304-523-7434
Fax: 304-529-7229
Link:
www.wvs.state.wv.us/kyova/2040MTP/index

KYOVA DOWNTOWN HUNTINGTON ACCESS STUDY

Contact:
KYOVA Interstate Planning Commission
400 Third Avenue P.O. Box 939
Huntington, West Virginia 25712
Phone: 304-523-7434, Fax: 304-529-7229
Link:
www.wvs.state.wv.us/kyova/HuntingtonDT/index

MID RANGE HOUSING DISCUSSION NOTES (10/21/13)

Contact:
Create Huntington
Create Huntington website:
www.createhuntington.com

REPORT OF THE MAYOR-ELECT STEVE WILLIAMS TRANSITION TEAM, ECONOMIC DEVELOPMENT COMMITTEE

Contact:
Cathy Burns,
Huntington Regional Chamber of Commerce
1108 3rd Ave #300, Huntington, WV 25701
Phone: 304-522-4301

