



The City of Ronceverte

Comprehensive Plan

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Table of Contents

I.	Acknowledgements	2
II.	Chapter One: Introduction	3
III.	Chapter Two: Community Overview	4
	Community Strengths, Weaknesses, Opportunities and Threats	
	Current Land Use	
	Demographic Overview and Findings	
IV.	Chapter Three: Vision and Development Policies.....	15
	Vision Statement	
	Guiding Development Principles	
V.	Chapter Four: Needs Assessment.....	17
	Transportation	
	Infrastructure	
	Broadband	
	Economic Development	
	Housing	
	Quality of Life	
VI.	Chapter Five: Goals	24
	Transportation Goal	
	Infrastructure Goal	
	Economic Development Goal	
	Housing Goal	
	Quality of Life Goal	
	Land Use Goal	
VII.	Chapter Six: Implementation Plan	42
VIII.	Chapter Seven: Conclusion.....	48

Acknowledgements

The City of Ronceverte has developed this new comprehensive plan as guidance for the next decade as it prioritizes its actions and resources. This plan conforms to West Virginia Code, Chapter 8A which sets forth the requirements that municipalities must adhere to in the comprehensive planning process.

The Ronceverte Planning Commission guided the development of the plan with the assistance of planning consultants and the West Virginia University College of Law's Sustainable Land Use Clinic. Funding for the plan was provided by the following generous sponsors:

The City of Ronceverte
West Virginia Development Office
Main Street Ronceverte
First National Bank

Chapter One: Introduction

The comprehensive plan is the basis for the city's future decision making regarding land use and development patterns, allocation of scarce resources, and activities that reflect the community's greatest needs and concerns. By following this plan, the city will express its vision for the community and execute it by promoting growth in an orderly fashion, addressing issues that impact the quality of life for its citizens, and support activities that are consistent with the residents' objectives for a vital and healthy community.



The West Virginia Legislature, with its passage of Chapter 8A, provided municipalities and local governments with specific guidance on the required contents of a comprehensive plan. Accordingly, this plan includes the following required plan elements which include associated goals and programs:

- **Land Use:** A designation of the current and future uses of land for commercial, industrial, agricultural, recreational, institutional, historic, and other uses.
- **Housing:** Analysis of existing housing conditions, identification of programs to strengthen housing conditions and neighborhoods, and identification of opportunities for new housing development as needed.
- **Transportation:** Identification of any transportation issues and goals and programs to address them including vehicular, railroad, pedestrian, and other methods of intermodal transportation.
- **Infrastructure:** Description of current infrastructure and associated issues, and goals and programs to strengthen and expand infrastructure needs for the future.
- **Public Services:** Designation of goals, plans and programs that meet the needs of the public's safety and other community services related to medical, cultural, historical, educational to name a few.
- **Rural Lands:** Consistent with the land use plan, areas that are not intended for urban growth and development are to be identified.
- **Recreation:** Consistent with the land use plan, identify areas that are suitable for recreational and/or tourism development.
- **Economic Development/Preferred Development Areas/Redevelopment Areas:** Identify the type of development desired by the community, areas suitable for development, infill opportunities to prevent sprawl, slum and blighted areas that can be designated for redevelopment, and goals and objectives that are consistent with the community's vision for its growth.
- **Community Design:** Consistent with land use plans, set goals that promote a sense of community character and identity.
- **Historic Preservation:** Identify historic resources that should be preserved and protected over time and strategies to meet this goal.
- **Financing:** Identify financing strategies to meet the short and long term goals of the plan.



The Planning Commission actively sought the public's input in the development of the plan. A number of public participation strategies were employed including the use of surveys, community meetings, and public hearings. This input formed the basis for the development of the plan's vision statement, goals, and projects and programs identified herein.

Chapter Two: Community Overview

Community Strengths, Weaknesses, Opportunities and Threats

Ronceverte is a community, like many, that has unique assets and opportunities for growth and development that will appeal to many types of people. However, some of the community's strengths make it an attractive location for young families and retirees. Community surveys repeatedly identified a number of assets that are highly valued by residents including:

- Small town charm and friendly people
- Local government responsiveness
- Police protection and safety of community
- Affordability and low cost of property

At the same time, there are also issues of concern expressed by residents that inhibit growth, impede progress, and deter people from investment, including:

- Dilapidated buildings and negligent landlords
- Poor condition of streets and sidewalks
- Poor condition of water and sewer systems
- General appearance of the town
- The need for better jobs and more businesses
- Drug activity



Current Land Use

The city's current land use is depicted in the map in Exhibit 1 entitled *Existing Land Use Map*. As shown, the city's growth and development have been driven in large part by the river and railroad. Industries located adjacent to the railroad and commercial property and other industrial activity are co-located within close proximity. The hills and areas surrounding the commercial and industrial lands have been the traditional locations for housing and residential development. The following provides a brief summary of the characteristics found within each land use.

Residential Core: The Residential Core is primarily single family housing and is divided between houses that lie within the city's historic district and those of a newer construction era. The historic housing lies primarily along West Edgar Avenue and north of Main Street to approximately North Avenue. This housing widely varies in condition including some that have been carefully restored and maintained, to those in need of substantial repair. Many of these homes are rental properties.

Other neighborhoods such as Brier Hills Lane, Totten Circle, and those north of North Avenue contain housing built in the past 25 years that are in relatively good condition.

The neighborhood just north of Teaberry Road in the eastern section of the city represents mid-century single family homes that are in relatively good condition.

The Residential Core contains many vacant lots that now serve as extended yards for existing homes, but may be looked at in the future as opportunities for infill construction to add new housing to the city stock of housing units.

Mixed Use: The Mixed Use areas within the city are confined to two distinct areas: the Monroe Avenue neighborhood in which there is a core of historic housing that has unfortunately been damaged over time by flooding; and an area to the east of downtown bordered by Cherry and Mill Streets and Edgar and E. Main Street. On the eastern end of the mixed use zone, along Edgar Avenue North, there is a healthy mix of light industrial businesses that make up an important part of the city's local economy.

Commercial: The city's commercial core is bounded by Edgar Avenue and Main Street and U.S. Route 219 and Cherry Street. This area is included in the city's historic district and is characterized by early 20th century buildings with two and three story commercial storefronts. This was, and still is, the traditional downtown core of the community. The building stock has changed little over time. The Ronceverte Development Corporation and Main Street programs have actively been engaged in targeting buildings for restoration. As a result the number of vacancies has declined over the past few years, but there is still a need to attract additional small businesses to this area.



Commercial Light Industrial: There are several large abandoned warehouse structures located within this area adjoining the downtown area which represent some of the most important redevelopment opportunities in the city. In addition, there are companies located within this area that have resided in Ronceverte for decades and which continue to thrive. This area has an important job to generate potential economic development impact for the city. The buildings are old, and obsolete for today's modern industries but represent infrastructure that should not be ignored.

Industrial: The heavy industry in Ronceverte is located between the river and the railroad. The Mullican Lumber and Flooring Company sits on 38 acres and is the city's largest employer with 128 employees.

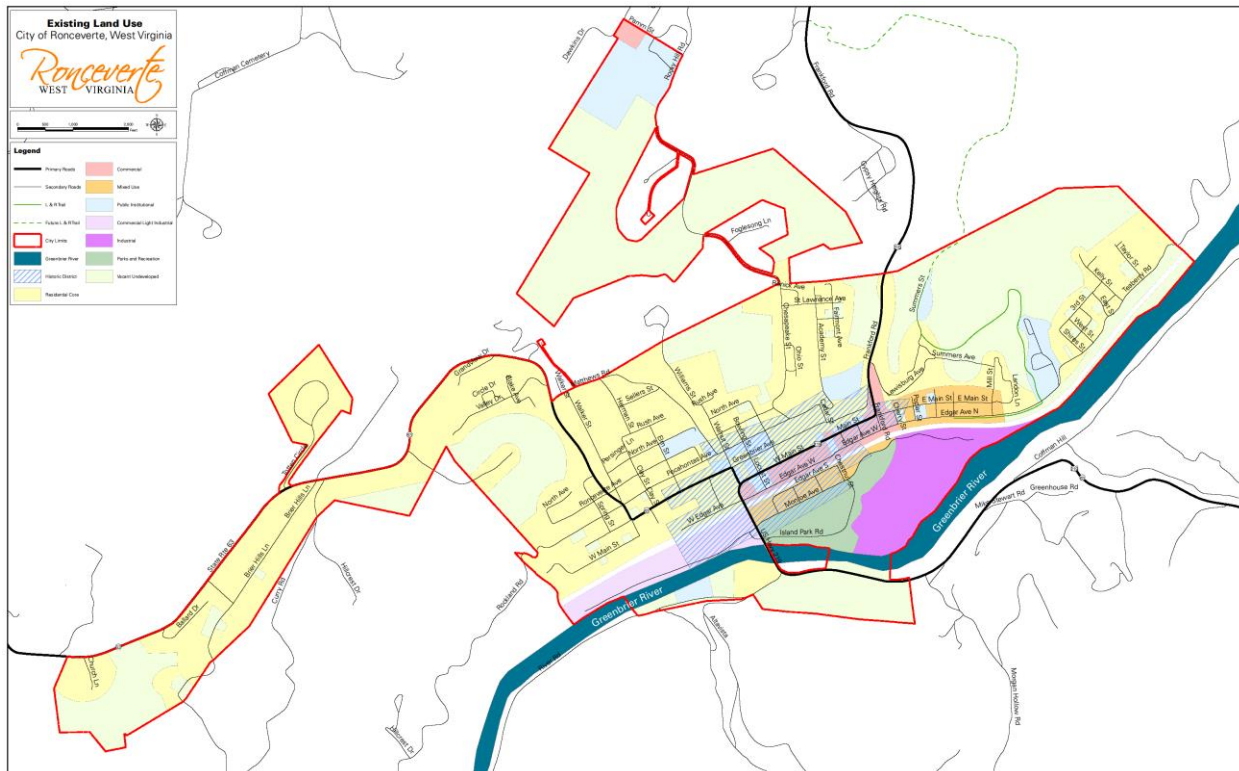
Parks and Recreation: The city manages Island Park, which is located between the Greenbrier River and the city's mixed use and commercial neighborhoods. This is the primary location of recreational land use activities. Comprised of several ball fields, a skate park, ball courts, walking paths, picnic shelters, horseshoe pits, and an amphitheater, this facility is considered

the crown jewel of the city's recreational facilities. The city swimming pool which was located here is now closed but has been redeveloped as a community garden.

Additional notable recreation facilities scattered in town include the Lions Club's Recreation Center which is heavily used by the city's youth basketball league and a regional roller derby team. In addition the Clifford Armory, located at the eastern end of town, is used for some community gatherings and recreational purposes.

Vacant Land: There are large swaths of vacant land within the city's limits, some of which are not suitable for development due to topography issues. However, there are some areas that may be appropriate for future development especially the area just south of the new elementary school, which was recently annexed.

Exhibit 1: Existing Land Use Map



Refer to the attached Existing Land Use Map in the Appendix

Demographic Overview and Findings

Data has been collected to analyze the trends in demographics and socio-economic conditions in the city. This analysis provides factual support for recommendations contained within this plan and is used to document existing conditions. The results of the data analysis are supplementary to the issues identified by the citizens, Planning Commission members and city officials throughout the planning process.

Population for Greenbrier County and Ronceverte, West Virginia: 2000 and 2010

Area	Population		% Change
	2000	2010	
Greenbrier County	34,423	35,480	3%
Ronceverte, WV	1,557	1,765	13%

Source: U.S. Census Bureau; Terrell Ellis & Associates

Key Points:

- Ronceverte and the county are experiencing positive population trends; however, the population forecast for Greenbrier County in 2030 is 35,247 indicating a slight decline in the future
- Ronceverte is outpacing the county's growth

Median Age for U.S., West Virginia, Greenbrier County and Ronceverte, West Virginia: 2010

Area	Median Age
U.S.	37.2
West Virginia	41.3
Greenbrier County	45.0
Ronceverte	43.6 This number was 39.5 in 2000

Source: U.S. Census Bureau; Terrell Ellis & Associates

Key Points:

- West Virginia, Greenbrier County and Ronceverte have very high median ages for their populations
- Ronceverte experienced a 10% increase in its median age over the past decade

Age Distribution of Population in Greenbrier County and Ronceverte, West Virginia: 2000 and 2010

Age	Greenbrier County				Ronceverte, WV		Ronceverte, WV	
	2000	% of Total	2010	% of Total	2000	% of Total	2010	% of Total
Under 5 Years	1,904	6	1,845	5	91	6	84	5
5 to 24 Years	8,194	24	7,967	22	396	25	401	23
24 to 44 Years	8,996	26	7,946	22	413	27	430	24
45 to 64 Years	9,258	27	10,884	31	396	25	489	28
65 Years and Older	6,101	18	6,838	19	241	16	361	20
Total	34,453	100.0	35,480	100.0	1,557	100	1,765	100.0

Source: U.S. Census Bureau; Terrell Ellis & Associates

Key Points:

- As a percentage of population, the county and Ronceverte are experiencing a shift from younger age groups to older groups
- The largest increase for Greenbrier County is in the 45 to 64 group
- The largest increase in Ronceverte is in the group of 65 years and older
- An aging population impacts such issues as housing, the types of services needed, and transportation

Population by Race in Greenbrier County and Ronceverte, West Virginia: 2010

Race	Greenbrier Co. 2009	% of Total	Ronceverte 2010	% of Total
White	32,504	94.14	1,681	92.21
Black	1,037	3.00	111	6.09
American Indian and Alaska Native	117	0.34	0	0.00
Asian	82	0.24	0	0.00
Native Hawaiian and Other Pacific Islander	1	0.00	0	0.00
Two or More Races Reported	430	1.25	16	0.88
Hispanic	356	1.03	15	0.82
Total	35,480	100.0	1,823	100.0

Source: U.S. Census Bureau; Terrell Ellis & Associates

Key Points:

- There has been virtually no change in the racial composition of Ronceverte over the past decade

Percentage of Families & People Below the Poverty Level in Greenbrier County and Ronceverte, West Virginia: 2010

	Greenbrier Co.	Ronceverte
All Families	15.1	14.0
• With children under 18	21.6	21.8
• With children under 5	29.9	29.3
Families with female head of household	35.9	45.3
• With children under 18	42.6	77.5
• With children under 5	46.9	66.7
All people	19.4	17.1

Source: U.S. Census Bureau; Terrell Ellis & Associates

Key Points:

- A very high percentage of the children in Ronceverte are living below the poverty level with about 1 in 5 families with children experiencing poverty, and 3 out of 4 families with female heads of households
- Nearly half of the families with female heads of household are living below the poverty level
- These statistics have significant implications on housing, and support services and systems that are found in the community

Household Income Distribution for Greenbrier County and Ronceverte, West Virginia, 2000 and 2010

Income	2000				2010			
	Total HI Green. Co. Median HHI: \$26,927	% of Total HI Green. Co.	Total HI Ronceverte Median HHI: \$24,400	% of Total HI Ronceverte	Total HI Green. Co. Median HHI: \$36,539	% of Total HI Green. Co.	Total HI in Ronceverte Median HHI: \$35,903	% of Total HI Ronceverte
<\$10,000	2,591	17.7%	92	13.4%	1,874	12.2%	95	10.7%
\$10,000 - \$14,999	1,609	11%	122	17.8%	1,335	8.7%	53	5.9%
\$15,000 – \$24,999	2,671	18.3%	135	19.7%	2,196	14.3%	196	22.0%
\$25,000 – \$34,999	2,283	15.6%	94	13.7%	1,987	12.9%	89	10.0%
\$35,000 - \$49,999	2,406	16.5%	100	14.6%	2,593	16.8%	214	24.0%
\$50,000 - \$74,999	1,781	12.2%	84	12.2%	2,839	18.4%	154	17.3%
\$75,000 - \$99,999	600	4.1%	34	5%	1,247	8.1%	71	8.0%
\$100,000 - \$149,999	344	2.4%	19	2.8%	765	5.0%	11	1.2%
>\$150,000	331	2.3%	6	0.9%	561	3.6%	9	1.0%
Total	14,616	100%	686	100%	15,397	100%	892	100%

Source: U.S. Census Bureau, American Community Survey, 2010-2012; Terrell Ellis & Associates

Ronceverte 2010 Median Household Income (\$35,903) as a Percentage

Greenbrier County (\$36,539)	West Virginia (\$40,400)	United States (\$53,046)
98%	89%	68%

Source: U.S. Census Bureau; Terrell Ellis & Associates

Key Points:

- The distribution of household income has remained relatively stagnant for Greenbrier County
- There has been a positive shift in the distribution of household incomes for Ronceverte where the largest gains have been made in the middle income categories, and a rather significant shift away from lower income household incomes
- When adjusted for inflation, the median household income for Ronceverte and Greenbrier County rose 27% from 2000 to 2010
- This compares to a stagnant rise in median household income for the United States when adjusted for inflation, and a 27% increase for the state of West Virginia
- Ronceverte's median household income is comparable to the counties but below the states and well below the U.S.

**Housing Units and Structure Types for Greenbrier County and
Ronceverte, West Virginia, 2000 and 2010**

Units and Structure Type	2000				2010			
	Total Green. Co.	% of Total Green. Co.	Total Ronceverte	% of Total Ronceverte	Total Green. Co.	% of Total Green. Co.	Total Ronceverte	% of Total Ronceverte
Total Housing Units	17,644	100%	788	100%	18,984	100%	1,052	100%
1, detached	12,807	72.6%	635	80.6%	14,227	74.9%	802	76.2%
1, attached	157	0.9%	7	0.9%	201	1.1%	0	0.0%
2	307	1.7%	46	5.8%	271	1.4%	68	6.5%
3 to 4	377	2.1%	65	8.2%	550	2.9%	90	8.6%
5 to 9	404	2.3%	33	4.2%	565	3.0%	28	2.7%
10 to 19	94	0.5%	0	0%	89	0.5%	0	0.0%
20 or more	290	1.6%	0	0%	196	1.0%	0	0.0%
Mobile Home	3,113	17.6%	2	0.3%	2,885	15.2%	64	6.1%
Boat, RV, Van, etc.	95	0.5%	0	0%	0	0.0%	0	0.0%

Source: U.S. Census Bureau, American Community Survey, 2010-2012; Terrell Ellis & Associates

**Housing Trends for Greenbrier County and
Ronceverte, West Virginia, 2000 and 2010**

Area	Total Housing Units		Average Household Size	
	2000	2010	2000 (Renter – Owner)	2010 (Renter - Owner)
Greenbrier County	21,616	18,984	2.31-2.43	2.14-2.31
Ronceverte, West Virginia	780	1,052	2.08-2.29	1.90-1.95

Source: U.S. Census Bureau, American Community Survey, 2010-2012

Key Points:

- There has been a 34% increase in the number of housing units in Ronceverte over the past decade while the number of units for the county has only increased by 13%
- The largest increase was seen in the addition of mobile homes to the community which went from comprising less than one-half percent of the housing stock in 2000 to over 15% in 2010. City officials indicate that this information is erroneous, and that the data must be reflective of growth in the Fairlea area which was reported in the Census data as Ronceverte
- Ronceverte has no multi-family housing units of any scale

Housing Unit Age in Greenbrier County and Ronceverte, West Virginia, 2010

Age	Greenbrier County		Ronceverte, West Virginia	
	Total	% of Total	Total	% of Total
Built 2010 or later	93	0.49	0	0.00
2000-2009	1,843	9.71	54	5.13
1990-1999	2,402	12.65	83	7.89
1980-1989	1,891	9.96	80	7.60
1970-1979	3,329	17.54	216	20.53
1960-1969	2,016	10.62	158	15.02
1950-1959	2,310	12.17	115	10.93
1940-1949	1,541	8.12	99	9.41
1939 or earlier	3,559	18.75	247	23.48
Total	18,984	100.0	1,052	100.0

Source: U.S. Census Bureau, American Community Survey; Terrell Ellis & Associates

Housing Occupancy in Greenbrier County and Ronceverte, West Virginia, 2000 and 2010

Area	Homeowner Vacancy Rate		Rental Vacancy Rate	
	2000	2010	2000	2010
Greenbrier County	2.3	9.1	4.9	9.7
Ronceverte, West Virginia	4.9	5.5	9.6	8.4

Source: U.S. Census Bureau; Terrell Ellis & Associates

Key Points:

- Nearly 60% of Ronceverte's housing stock is over 50 years old
- The county's housing vacancy rate has increased substantially over the past decade while Ronceverte's has remained stable and even declined slightly for rental units
- The future trends for population growth indicate that there will not be a large demand for additional housing units, but as the population ages, there will likely be demand for senior housing

Business Patterns for Ronceverte, West Virginia, 2006 and 2011

Year	Number of Establishments	Number of Employees	Annual Payroll (\$1,000)
2006	135	2,210	61,277
2011	121	2,080	73,062

Source: U.S. Economic Census; Terrell Ellis & Associates

**Distribution of Occupation of Workers in Greenbrier County and
Ronceverte, West Virginia: 2000-2010**

Occupation	Greenbrier County: 2000		Ronceverte: 2000		Greenbrier County: 2010		Ronceverte: 2010	
Management, science, business & arts related	3,512	26	132	22.3	4,093	28.3	178	20.8
Service	2,817	20.9	87	14.7	3,215	22.2	237	27.8
Sales & office	3,296	24.4	199	33.6	3,064	21.2	222	26
Natural resources, construction & maintenance	1,922	14.4	61	10.2	2,311	16.0	62	7.3
Production, transportation, & material moving	1,948	14.4	114	19.2	1,800	12.4	155	18.1
Total	13,495	100%	593	100%	14,483	100%	854	100%

Source: U.S. Census; Terrell Ellis & Associates

**Distribution of Workforce by Industry in Greenbrier County and
Ronceverte, West Virginia: 2000-2010**

Industry	Greenbrier County: 2000		Ronceverte: 2000		Greenbrier County: 2010		Ronceverte: 2010	
Agriculture, Forestry, ,fishing, hunting & mining	753	5.6	13	2.2	812	5.6	20	2.3
Construction	1,076	8.0	28	4.7	1,426	9.8	25	2.9
Manufacturing	1,374	10.2	105	17.7	1,030	7.1	105	12.3
Wholesale trade	323	2.4	19	3.2	74	0.5	0	0.0
Retail trade	1,742	12.9	99	16.7	1,728	11.9	94	11.0
Transportation, warehousing & utilities	644	4.8	33	5.6	597	4.1	10	1.2
Information	162	1.2	7	1.2	149	1.0	32	3.7
Finance, insurance, real estate	460	3.4	35	5.9	431	3.0	24	2.8
Professional, scientific, mgmt., administrative & waste management	538	4.0	12	2.0	998	6.9	53	6.2
Education, health care, & social assistance	3,021	22.4	107	18	3,943	27.2	239	28.0
Arts, entertainment, recreation, accommodation & food service	1941	14.4	53	8.9	1,935	13.4	164	19.2
Other services, except public administration	669	5.0	14	2.4	747	5.2	48	5.6
Public administration	792	5.9	68	11.5	613	4.2	40	4.7

Source: U.S. Census; Terrell Ellis & Associates

Trends in Industry Revenues: Greenbrier County (\$000s)

Sector	2007	2002	Percentage Change
Mining	*	*	
Utilities	*	*	
Construction	*	*	
Manufacturing	148,335	*	
Wholesale trade	59,111	78,974	(92%)
Retail trade	490,168	376,449	30%
Transportation/Warehousing	*	*	
Information	*	*	
Finance/Insurance	*	*	
Real estate/rental/leasing	21,358	8,602	148%
Professional, scientific, technical	152,092	15,789	863%
Management of companies	*	*	
Administrative/support/waste management/remediation services	15,581	8,196	90%
Educational services	*	*	
Health care/social assistance	208,092	149,953	39%
Arts/entertainment/recreation	11,734	6,373	84%
Accommodation/food service	139,522	133,750	4%
Other services (except public administration)	18,919	16,965	11%

Source: U.S. Economic Census; Terrell Ellis & Associates

Key Points:

- Highlighted sectors show strong gains in revenues
- Supports data from previous table in identifying growth areas
- Highlighted sectors should be considered for additional study and possible business recruitment

Trends in Retail Trade Revenues by Sub Sector for Greenbrier County: 2007

Sector	# of Establishments		Sales (\$1,000)	
	2002	2007	2002	2007
Motor vehicle & parts dealers	23	19	70,619	72,686
Furniture and home furnishings stores	10	13	7,479	11,423
Electronics & appliance stores	3	6	1,146	1,761
Building material, garden equipment and supplies dealers	23	16	32,229	59,387
Food & beverage stores	15	11	44,634	51,413
Health & personal care stores	10	12	24,562	41,089
Gasoline stations	42	42	73,028	113,769
Clothing & clothing accessories stores	15	15	7,807	9,704
Sporting goods, hobby, book & music stores	6	6	2,312	2,980
General merchandise stores	16	15	94,737	97,060
Miscellaneous store retailers	30	30	7,427	8,526
Non-store retailers	12	13	10,469	20,371

Source: U.S. Economic Census

Key Points:

- The number of establishments in the Building Materials and Health and Personal Care Sectors decreased but sales increased significantly indicating a possible consolidation of businesses and entry into the market of a big box retailer
- Gas station revenues increased significantly and could be due to rising prices in the fuel sector
- Non-store retailers doubled in revenues with the majority of business coming from direct selling establishments

Chapter Three: Vision and Development Policies

Vision Statement

Ronceverte is a thriving community that is known for its small town charm. It is a clean, safe and affordable place to live. Tourists visit because of the restored historic district and the unique small businesses located there, the extensive trail system, and the abundant recreational resources located along the Greenbrier River. The pride in the community is evident by the active number of people engaged in civic activities and in promoting the community's excellent quality of life.



Guiding Development Principles

The comprehensive plan is the city's guiding document for future development and growth. As such, the city will undertake its plans based on the following guiding principles:

Land Use

- Future new development will be prioritized to focus first on infill construction within existing neighborhoods and districts to strengthen the city's core and reduce strain on infrastructure; second on appropriate vacant land within the city's existing limits; and third on land to be annexed.
- Encourage a mix of uses in the commercial areas in order to sustain the financial viability of buildings.
- Encourage development that is only compatible with adjoining uses.
- Promote the development of recreational land uses that take advantage of the river, trails, and the area's natural resources.

Community Design and Design Standards

- Protect historic resources by encouraging proper restoration design standards and promoting infill construction that is compatible in design.
- Promote good design standards for new construction or redevelopment of non-historic buildings.
- Encourage property owners to maintain responsibility for the proper maintenance and upkeep of their buildings and lots.
- Focus on the cleanliness and appearance of public spaces.



Economic Development

- Promote the development and retention of business and industry that is environmentally safe.
- Work with existing businesses to retain them.
- Focus on developing small businesses that serve the local and tourism markets.

Housing

- Encourage the development of a variety of housing types.
- Strengthen existing neighborhoods.

Infrastructure/Public Services

- Focus on improving the quality of basic city services before all else



Chapter Four: Needs Assessment

Transportation

State Routes 219 and 63 run through Ronceverte and provide adequate **transit** and road connections to other communities and major highways in the region, namely Monroe County to the south via Route 219 and Interstate 64 East and West through Lewisburg.

There are a number of city **streets** that are in great need of ditching, paving and maintenance causing concern from motorists about driving on streets in bad conditions. In addition, the majority of **sidewalks** are in some state of disrepair creating hazardous walking conditions and prohibiting the movement of residents throughout the community.



Regarding specific troublesome areas, the community has expressed concern about the following:

- The high volume of truck traffic on Rocky Hill Road feeding into Chesapeake Street. This results in a dangerous intersection at Chesapeake Street and Pocahontas Road.
- Lack of an at-grade crossing over the railroad tracks to connect the downtown and the park and river amenities in the community.

Ronceverte's **railroad** serves the community on a twice weekly basis. The Amtrak Cardinal does not stop in town, which is something that people have commented would be a nice amenity. The mill is served on a regular basis by freight train service which appears to meet their needs.

There is no **airport** serving the community directly, however, there is one located close by north of Lewisburg. The Greenbrier Valley Airport is served by Silver Airways, a small regional carrier for United Airlines. There are two flights daily connecting to Atlanta and Washington-Dulles International. For expanded options, residents can utilize the Roanoke, Virginia and Charleston, West Virginia airports.

Although Ronceverte sits on the banks of the Greenbrier River, the community does not have access to a **river port**, as the river is not a navigable waterway. This has not been an issue as industry is adequately served by transit and rail options.

Infrastructure

Several years ago the city took its water treatment facility off line and began buying its water from the Lewisburg system. The city continues to own its distribution lines and pays Lewisburg for the water. At that time improvements were made to the system including a new storage

tank, installation of new meters, and installation of a secondary line which was routed to the Teaberry Road area as a backup to the main line.

Unfortunately, the water distribution system, including pipes and valves, is old and it is experiencing many line breaks. There are incomplete maps on file for the distribution lines making it difficult to identify where leaks and breaks are occurring. It would be ideal to professionally map the water distribution system, but this would cost an excessive amount of money and the city may not be able to justify an investment of this size.

The existing sewer system is capable of treating 1.2 million gallons per day and currently has issues related to storm water runoff, periodic capacity concerns, and occasional smells. The current plant lies within the floodplain and is therefore vulnerable to potential flooding.

Broadband

Ronceverte is served by both Frontier Communications and Shentel Communications. Frontier only offers DSL service. Typical DSL lines can provide download speeds of up to 25 Mbps; however, Frontier only offers speeds of up to 12 Mbps. A drawback to DSL is that it typically offers slower upload than download speeds. With internet use increasingly shifting to applications that require faster upload speeds (such as sharing various media files), this may become problematic, especially for business customers. Businesses typically value higher upload speeds because they can quickly transfer files for ease of collaboration, video conferencing, etc.

Shentel has recently entered the market as the new cable TV provider, and has completed a build out to bring high speed fiber optic technology to residences and businesses in Ronceverte. Fiber networks have better reliability and provide the consumer with much greater speeds for uploads and downloads. Residents will be able to avail themselves of up to 100 Mbps of service. Businesses will have the ability to customize their service including access to more than 100 Mbps.

Residential pricing for Shentel and Frontier are comparable and are in the \$40-\$50 per month range. However, business pricing is dependent on the type of service and price quotes are not readily available.

Economic Development

Ronceverte's downtown area is divided among various land uses. There are approximately 36 active businesses located in the Central Business District (CBD). Generally, they can be categorized as follows:

- | | |
|----------------------------------------------------------|-----------|
| • Services (including personal, business, medical, etc.) | 13 or 39% |
| • Retail | 13 or 39% |
| • Eating and Drinking Establishments | 4 or 12% |
| • Manufacturing | 4 or 12% |
| • Public Services | 3 or 9% |

An important aspect of any downtown market position is the presence of business clusters and anchors. If they can be identified, clusters should be marketed as a strength in the downtown business mix. Clusters can be defined as *competitive* or *complimentary*. Competitive clusters include competing businesses that are able to attract more customers because they are near each other.

Examples include restaurants, shoe stores, and car dealerships. Customers are looking for choices and to compare like-products in one convenient location. Complementary clusters include businesses that when combined together form a complete product line. An example would be a home furnishings cluster that includes furniture stores, interior design, paint and wallpaper stores, etc. Another example would include a bridal business cluster including a bridal dress shop, florist, caterer, printer, etc. There are four complementary clusters that can be identified within Ronceverte:



Home Furnishings/Products

- *Martin Jones Furniture*
- *Martin Jones Hardware*
- *Antiques and Treasures*
- *Thrift Store*

Business Services

- *Morgan and Morgan Insurance*
- *First National Bank*
- *US Post Office*

Personal Services

- *Beauty Salons (3)*
- *Funeral Home*
- *WIC*
- *Vocational Residential Care*

Manufacturing

- *Mullican Lumber*
- *Greenbrier Architectural Woodwork*
- *Greenbrier Technical Services*
- *Gateway Industries*
- *Various wholesale and storage facilities*

There is an additional cluster of businesses that serve the **wedding sector**:

- *Florists*
- *Salons*
- *Bridal Gown Store*
- *Caterer (Edgerton Café)*
- *Video Production*
- *Jewelry*

In addition to the above clusters, there are several “anchor” facilities and retailers that attract people into the downtown area. Ronceverte should focus on developing opportunities to entice people who visit anchors to spend additional time downtown visiting additional businesses.

These anchors include:

- City Hall
- Public Library
- Post Office
- Rudy’s
- Wedding Store
- Edgerton Cafe

When providing recommendations for additional business development in Ronceverte, this plan will use these clusters and anchors as starting points for additional or complementary expansion of the business base.

Ronceverte’s physical environment presents both opportunities and challenges for future development. The following is a summary of key characteristics that will shape community economic development in Ronceverte in the future.

- Greenbrier River and Floodplain: The town’s location on the river is both an opportunity and a threat. Tourism and recreational development are certainly future options that might guide revitalization efforts. Recent major floods, however, on the order of 100 and 500 year floods from the Greenbrier River affect the community’s ability to build and expand both its residential and commercial areas.
- Railroad Line: The line crossing through town creates a barrier to river access and divides the town.
- Building Stock: Ronceverte’s building stock is quite old. Age is not necessarily the problem, because with proper maintenance and rehabilitation the business district can be quite attractive; however, quite a few properties are dilapidated. On the other hand, several property owners have done a good job in renovating their structures and they are quite an asset to the downtown. Ronceverte’s designation as a historic district provides a financial incentive in the form of tax credits for rehabilitation of structures within the district.
- Traffic and Parking: There appears to be adequate parking for the number and type of businesses located downtown.

Ronceverte’s challenge is to create a niche that is unique and can be easily distinguished, yet complementary to the nearby commercial districts of Lewisburg, Fairlea, White Sulphur Springs and Alderson. The following provides a brief summary of each commercial area:

- ***Fairlea*** represents the greatest competition for Ronceverte. Located just over one mile away, this commercial district contains many stores and services that residents of Ronceverte can easily access. There are two public schools, including one of the county’s consolidated high schools that serves Ronceverte, two daycare facilities, and an extensive array of general merchandise, grocery, convenience, fast food and traditional

restaurants. In addition there are numerous business services, many doctors and medical related facilities.

- **Lewisburg** is the county seat, and as such, is home to many law firms and county-based services. Lewisburg is also known as a regional arts center and is a unique destination for high-end arts, crafts, galleries, theaters and specialty foods. A new farmers market and organic restaurant just opened at the gateway into the historic district. On its outskirts there are big box stores, hotels, and typical strip retail centers. Because of its historic district and unique attractions, Lewisburg is known throughout the state and region as a heritage tourism destination. Lewisburg is also home to the West Virginia School of Osteopathic Medicine with 822 students and 267 full time employees. The community also houses two private schools and four daycare centers.
- **White Sulphur Springs**, home to The Greenbrier Resort, has historically struggled to attract retail. The businesses there have typically served those employed at the Resort. With the construction of the Sporting Club residential complex there is a new demand for services related to the construction industry, *i.e.* interior designers, contractors, mortgage brokers, insurance companies, etc. In addition, there will now be a year-round demand for specialized retail that is starting to come to fruition. White Sulphur Springs is home to one public school.
- **Alderson** is a community that is more residential in nature. There are few retailers left in the historic area. The federal women's prison is the main source of jobs and there are a few services to support visitors to the prison. There is one public school in the community.

Ronceverte's economic development program is guided by two organizations: The Ronceverte Development Authority and the Main Street program. Both organizations are very active and maintain their own set of goals and objectives that are incorporated in the following section.

Housing

Census data and observations confirm the following general characteristics related to Ronceverte's housing:

- Over half of the city's housing stock is very old. This is evident in the neighborhoods that are located north of Edgar Avenue, south of Edgar Avenue along Monroe Avenue and adjacent to Teaberry Road.
- While many of these older homes have been well kept, there are a significant number that are dilapidated and threaten the fabric of the neighborhoods. Many have been converted to rental units.
- The housing along Monroe Avenue is located in the floodplain and has been threatened over the years by various floods. Accordingly any new housing development must adhere to the Federal Emergency Management Agency's guidelines.
- Within these neighborhoods there are many vacant lots that are currently used as extended yards. Some could be used as locations for new infill construction if of an appropriate size.



- The growth in the number of housing units has outpaced the county. This is due primarily to the fact that the city's boundaries have expanded through annexation over the past decade, incorporating many additional residences into the city.
- This is also the same reason for the growth in the number of mobile homes as the city has a ban on mobile homes unless they are grandfathered.
- Ronceverte's residential zoning ordinance does accommodate multi-family residential development, however there are very few units of this nature.
- While there are some new apartments that have been developed in the downtown area, the CBD zoning ordinance does not allow residential development, which would be a benefit to the commercial core by allowing mixed use development and more attractive investment returns.
- There is a trend toward converting owner occupied housing into rental units to accommodate the growing number of students at the West Virginia Osteopathic School in Lewisburg.

Quality of Life

There are three areas in which the community expressed a desire to improve quality of life issues: Historic Preservation, Recreation and Public Services.

Regarding **historic preservation**, a large portion of Ronceverte is listed on the National Register of Historic Places. The district includes both the downtown area, as well as portions of the residential neighborhoods. The historic fabric of the community is what makes Ronceverte unique from other cities and towns. A Historic Landmarks Commission (HLC) has been established to oversee the protection and development of the community's resources.



Structures within the district are eligible for grants from the State Historic Preservation Office, as well as federal and state tax credits for restoration of the buildings. While the HLC and the Main Street program encourage the proper use of historic preservation design guidelines, there is no mandatory design review resulting in some inappropriate renovations which threaten the integrity of the district.

Adding to the quality of life in Ronceverte is the presence of several **recreational resources** that provide both public recreation facilities for families, and outdoor recreation options that can also be economic engines for the local economy. The most prominent and heavily used recreation facilities include:



- Lions Club Recreation Center which houses the city's youth basketball league, roller derby shows and party rentals. The roller derby recently lost its use of the facility.

- Clifford Armory-Ronceverte Community Recreation Center, which is owned by the city, houses one basketball court, classrooms, offices for several community service organizations, and rental space for businesses.



- Island Park houses ball fields, a skate park, picnic areas and shelters, a playground, basketball courts, horseshoe pits, an amphitheater, riverfront access, restroom facilities, walking paths, and the former city pool. The closing of the pool was a setback to the community and plans are underway to build a new one. The old pool has been converted to a community garden. Ronceverte police have reported some limited public safety issues related to vandalism. The park is bisected by the access road to Mullican Lumber creating some road maintenance and traffic safety issues for park patrons particularly during times of heavy use, such as the River Festival and during spring baseball and softball and fall football seasons.

The L&R Trail and the Greenbrier River represent two of the most important natural recreation assets Ronceverte has to offer its citizens and visitors. The L&R Trail will eventually connect Lewisburg and Ronceverte with a 5-6 mile hiking and biking trail. Lewisburg has completed its first phase and Ronceverte has established a trailhead at the intersection of Frankford Road and Edgar Avenue. The trail has been completed to an area just north of Summers Avenue and is projected to follow the original trail to Fairlea and parallel Route 219 north to Lewisburg where it will eventually link with Lewisburg's portion of the trail.

The Greenbrier River represents an underdeveloped recreation resource for the community. Much of the community's river frontage is occupied by commercial and light industrial uses, Island Park and Mullican Lumber Company but future planning should take into consideration ways to connect the L&R trail, the river, and the park to the community in a more cohesive and comprehensive way.

Of the several areas of public services that might be considered, **public safety** is the only one in which residents expressed a need to improve. While crime is not a major issue, there are some concerns related to:

- Vandalism at Island Park
- The infiltration of drugs, particularly prescription medication and heroin
- Traffic safety at key intersections in the community

The community is well served by medical facilities, a new elementary school, a relatively new consolidated middle school, and a renovated consolidated high school. Fire services are provided by the volunteer fire department which has shown that it can adequately protect the community.

Chapter Five: Goals

Transportation Goal: Provide a safe and attractive transportation network that accommodates automobile and pedestrian movement.

Objective 1: Develop a multi-year maintenance plan for city streets.

1.1 Maintenance

The city's street system is in need of significant repairs and maintenance activity. It is not possible to accomplish all of the work in one, or even two years. A program should be developed that identifies and prioritizes the streets that are in the greatest need of attention. Once all street conditions have been addressed, the city should develop a rolling program for future maintenance and upkeep of streets and right-of-ways. There is significant research that shows that a good preventative program will save the community money in repairs over time.

On a cautionary note, the city should coordinate these repairs with its work on the water and sewer system to ensure that any water or sewer line work beneath the roads is done prior to the street maintenance.

As the city is planning these repairs, it should also consider implementing a pavement management system, which is a tool for making decisions related to the maintenance and repair of pavement. For a city the size of Ronceverte, a simple system should be developed that undertakes the following tasks:

- Inventory pavement conditions, identifying good, fair and poor pavements
- Assign importance ratings for road segments, based on traffic volumes, function of road, and community demand
- Schedule maintenance of good roads to keep them in good condition
- Schedule repair of poor and fair pavements as funding allows

While the city has instituted a 100% levy to help pay for various infrastructure costs, these funds are not currently adequate to address the needs for repair and maintenance. It may be necessary to explore additional funding mechanisms in order to implement these recommendations.

1.2 Traffic Concerns

In order to address concerns that citizens voiced regarding truck traffic and unsafe conditions on Rocky Hill Road, the city should work with the West Virginia Department of Highways to reroute all truck traffic to US Route 219 and put traffic calming measures in place, such as reducing the speed limit and implementing signage. In a related matter, as traffic proceeds into town from Rocky Hill Rd. onto Chesapeake Street, it encounters a very difficult intersection at Chesapeake Street and Pocahontas Avenue. The city should address this issue by working with appropriate entities to redesign that intersection to make it safer.

Refer to the attached Transportation Network Map in the plan Appendix

- Action Step 1: Inventory streets and current conditions.
- Action Step 2: Develop a multi-year plan listing priorities for repair and maintenance based on streets with heaviest traffic counts and condition of greatest need.
- Action Step 3: Implement plan annually.
- Action Step 4: Establish a funding mechanism for street paving.
- Action Step 5: Implement traffic calming measures on Rocky Hill Road and Chesapeake Street.
- Action Step 6: Redesign intersection at Chesapeake Street and Pocahontas Road.

Objective 2: Provide for a safe, pedestrian-friendly environment that encourages walking, biking, and connectivity within the community.

2.1 Sidewalks

Many who responded to the community survey and attended the open house indicated the concern of the city's sidewalks. It is recommended that a specific program of regular sidewalk repair and maintenance be developed with the goals to:

- Improve pedestrian safety.
- Improve connections to community centers, public facilities, institutional facilities, and commercial areas.



The city should develop a map of all sidewalks and, based on certain criteria, develop a ranking system and multi-year schedule of repair, maintenance and new construction. Ranking criteria that should be considered includes:

- Connectivity of sidewalks to schools, downtown, parks, and other destination points.
- Traffic volume.
- Connections with other sidewalks.
- Availability of right of way to improve or construct new.
- Topography of the street.

In order to leverage the city's investment, an incentive program should be developed that matches private funds with city funds for repairs and new construction. The city should develop standard sidewalk specifications and in order to qualify for these funds private property owners who want to participate should be required to undertake construction according to these specifications.

2.2 Chestnut Street/Workman Bridge Rehabilitation



A very important project related to community connectivity is the rehabilitation of the Chestnut Street/Workman Bridge for pedestrian and bicycle use. This will connect the two sides of town, residential and commercial, that were cut off from one another when the Route 219 bridge was constructed on the west side of town. An immediate step in this process is to secure funding for a structural analysis and for conceptual construction plans.

- Action Step 1: Develop a database of responsible parties/owners associated with all sidewalks and prioritize those of greatest need.
- Action Step 2: Develop sidewalk construction or repair specifications.
- Action Step 3: Develop a partnership program with property owners to undertake replacement or repair of sidewalks.
- Action Step 4: Implement a notification system to encourage owner participation in a sidewalk improvement program.
- Action Step 5: Redevelop the Chestnut Street/Workman Bridge as a pedestrian connection between the neighborhoods, downtown and Island Park.

Objective 3: Beautify the city's streetscape.

Much work has been done, and continues to be done, on the downtown streetscape. A streetscape plan is being executed for the major downtown arteries that will include sidewalk and curb replacement as well as improvements to lighting. Through efforts of the Main Street program, flowers, plantings, additional lighting, benches, and trees will be added. This will also include improvements to the gateways at Route 219 (Frankford Road) entering the city from Fairlea and from across the river on the south side. A long term goal of the gateway improvements should be to upgrade the area on the east side of Frankford as one enters into the city. As possible, dilapidated structures should be removed, pedestrian areas should be designated, and if feasible landscaping implemented.



Signage directing traffic to the business district, as well as announcing the entries into town at the gateways will also need to be added. This will require the elimination of some of the existing signage at those gateways.

The historic stone walls along Main Street (Route 219) through the city are not only an important attribute to the community's aesthetics, but are also critical to the system of sidewalks on this road. However, they are deteriorating rapidly and it is critical that these be repaired.

- Action Step 1: Implement or complete streetscape design plans for Edgar, Cedar, Maple and Frankford Streets, including replacement of street lights on Edgar from the post Office to Frankford Road.
- Action Step 2: Implement business signage at city entrances and intersections.
- Action Step 3: Develop or improve landscaped gateways to the city.
- Action Step 4: Upgrade east side of Frankford Road at the entrance to the city.
- Action Step 5: Repair and maintain historic walls along Main Street and Route 219.

Infrastructure Goal: Develop and maintain adequate infrastructure facilities and services to accommodate residents and businesses.

Objective 1: Improve the quality of the city's water distribution system.

The city, which secures its water from the town of Lewisburg, loses a substantial amount of money every year from the leaks in its water lines. It is imperative that the condition of the system be addressed in order to address the costly losses that are occurring.

As the needs assessment described, the city's water lines are aged and in need of substantial repair. Repairs are difficult to make due to a lack of current mapping for the location of the water lines. In recent years a rough hand drawn map of the distribution system, including lines and valves, was created by the Public Works Department which was digitized. The city should designate the most current digitized copy of the hand drawn map as a master working map, and every time there is a repair to a line, mark the location on the master map. Every 3-5 years, the hand drawn amendments to the map should be digitized to update it.

Fire hydrants, which are tied into the system, should also be inventoried and their condition and effectiveness assessed, as some are in need of repair. Finally, the city has an opportunity to ensure a back-up distribution line should anything ever happen to the main line that brings water from Lewisburg. This secondary line is located at Walnut Hill, but is currently in disrepair. If repaired, this line will ensure that the community will not have its water source cut off should the main line break.

- Action Step 1: Update mapping of water lines as suggested in the needs assessment.
- Action Step 2: Develop a schedule of valve and water line replacements based on a determination of priority areas that are experiencing the greatest need.
- Action Step 3: Develop an inventory of fire hydrants and use it to identify those that need to be replaced.
- Action Step 4: Repair the break in the secondary water distribution line coming into the city that connects into the system at Walnut Hill.
- Action Step 5: Paint the main and Brier Hill water tanks to avoid damage from rust and corrosion.

Objective 2: Increase the capacity of the current sewer system.

The city is in the process of designing and constructing a new state of the art Vertical Loop Reactor (VLR) treatment facility which will essentially double the system's capacity. The new facility will be capable of processing an average of 2 million gallons per day with a peak load of 8 million gallons. This upgrade will address issues related to storm water runoff, periodic capacity concerns, and occasional smells. It will be built in such a manner as to be out of the path of any potential flooding. This facility will serve Greenbrier PSD #1 and will provide sewage treatment for all of Lewisburg, as well. It is anticipated that Lewisburg's flow will account for 75-80% of the volume with Ronceverte's flow accounting for the balance.

The city is also working with its engineer to evaluate the entire distribution system in order to determine any repairs, maintenance or replacement issues that are required including a repair of the line under the railroad grade to increase its size, as needed.

As part of the Ronceverte Main Street's Eco-Community Plan, a number of recommendations were made regarding the implementation of strategies to reduce potable water consumption and improve storm water management including establishing:

- Rain gardens in the Island Park area to catch run-off from the parking lot and walking trails.
- Using pervious surfaces throughout the community to promote water infiltration into the ground.
- Promoting the use of rain barrels connected to downspouts to collect and store rainwater for landscaping and non-potable water uses.
- Construction of bioswales in the Island Park area to filter contaminants from storm water runoff.
- Implementing tree trenches at appropriate community locations to provide storage and infiltration of storm water runoff.

- Action Step 1: Complete a design and regulatory review of new treatment plant.
- Action Step 2: Complete construction plans and solicit bids.
- Action Step 3: Complete a comprehensive review of the distribution system and replace any lines in disrepair.
- Action Step 4: Increase the size of the line under the railroad line from 12 inches to 24 inches.
- Action Step 5: Reduce potable water consumption and improve storm water management.

Objective 3: Monitor the availability and speed of broadband.

The city's new franchise agreement with Shentel to provide cable and internet services will be beneficial in improving the availability and access to high speed internet. It will be important to monitor the "take rate" for high speed internet to ensure that citizens and businesses are aware

of these services, and that they remain affordable. Additionally, the community may consider establishing wireless services to create hotspots where people can easily access the internet from various points within the city. These Wi-Fi spots are becoming more prevalent in communities and should be pursued.

Some communities across the country have developed their own municipal broadband systems using resources and assets that they already own, such as the electrical system or cable lines. In doing so, they have been able to provide affordable high speed internet to residents and businesses and at the same time create a revenue stream that is profitable. This is not to be done lightly and an extensive analysis of the costs and benefits needs to be done prior to launching such an initiative. Benefits can include expanded economic development opportunities, improvements to education and distance learning, and possible improvements to healthcare through the use of telemedicine. Risks to consider include marketplace, operational and ultimately financial risks that endanger the system from meeting its financial obligations.

- Action Step 1: Explore establishing wireless hotspots in the community.
- Action Step 2: Monitor the percentage of households and businesses accessing high speed internet services and if necessary, develop a public education program to encourage its use.
- Action Step 3: Explore the interest and feasibility of establishing a municipal broadband system.

Economic Development Goal: Grow the local economy.

Objective 1: Recruit and retain jobs.

The most fundamental step toward economic stability is to retain the existing businesses in the community. The city, through the Main Street program, should formalize a program to visit every business at least once annually to discuss any issues or concerns. This should be done in partnership with the Greenbrier Valley Economic Development Corporation and if there are state or county resources that can be secured to assist business owners, these should be shared immediately. Finally, the Main Street Promotions Committee should establish business networking functions in order for local businesses to gain valuable networking experiences to share ideas and gain knowledge from each other.



A business attraction program takes a commitment of time and resources and must be sustained in its efforts. It needs to be targeted and focused on sectors that can meet the needs of the current and anticipated market demand. Based on the economic data and the city's market

conditions, it is recommended that the following business sectors be pursued as recruitment targets or expansion opportunities for existing businesses.

Professional Offices

- *lawyers*
- *financial services*
- *business support services*

Goods and Services for the Elderly

- *home based nursing services*
- *personal services*
- *housing*

Services for the Second Home Industry

- *design services, designer products and custom crafts*
- *architectural woodworking*

Destination Food/Entertainment

- *combination of specialty food and music-moderately priced*
- *Farmers Market*

Expansion of the Existing Manufacturing Base

Recreation Related Retail and Lodging

- *outfitters; hostels; B&Bs*

Specialty Retail and Services

- *businesses that complement the wedding industry, i.e., photographers, caterers, wedding/event planners*
- *antiques, auctions, high end “flea markets”*

Recruitment strategies should be varied and should focus on a number of opportunities. Some of these are summarized in the following table.

<i>Strategy</i>	<i>Methodology</i>	<i>Resources</i>
Solicit expansion by businesses within the district	Personal visits with store owners explaining the opportunity	<ul style="list-style-type: none"> ▪ Staff time ▪ Market information to support the case ▪ Available space
Target businesses within the 15 mile trade area for expansion	<ul style="list-style-type: none"> ▪ Determine types of businesses that are desirable ▪ Visit similar stores within the area and develop a prospect list of those that are of high quality ▪ Send marketing materials with cover letter requesting an appointment ▪ Follow up with phone call within one week to arrange appointment 	<ul style="list-style-type: none"> ▪ Printed marketing materials ▪ Postage ▪ Staff time ▪ Travel funds ▪ Available space
Provide information to tourists on potential business opportunities	<ul style="list-style-type: none"> ▪ Set up a booth at tourism functions ▪ Provide recruitment materials ▪ Have a knowledgeable person man the table ▪ Develop a process for follow up with leads ▪ Tag all materials with a contact for business development opportunities 	<ul style="list-style-type: none"> ▪ Printed materials ▪ Staff time

Strategy	Methodology	Resources
Advertise in regional publications about business development opportunities in downtown Ronceverte	<ul style="list-style-type: none"> Target select communities, i.e. Charleston, Roanoke, etc. Create a quality printed advertising campaign that defines the opportunities and promotes Ronceverte's strengths Respond to all leads with appropriate materials and site visit. 	<ul style="list-style-type: none"> Significant advertising revenues for design and placement Printed materials Travel funds Staff time
Establish a web page for business recruitment	<ul style="list-style-type: none"> Include market analysis Downtown strengths Financial incentives Redevelopment opportunities Types of businesses that are being sought Testimonials E-mail inquiries 	<ul style="list-style-type: none"> Web designer Staff time for follow up
Solicit business prospects through area alumni associations	<ul style="list-style-type: none"> Gather contact lists Develop communications 	<ul style="list-style-type: none"> Printed materials Postage Staff time for follow up
Networking functions with realtors, bankers, accountants, developers, media reps, economic development government agencies, and SBDC, to educate them on recruitment efforts	<ul style="list-style-type: none"> Organize informational meeting(s) with key professionals Prepare presentation on downtown's market niche, recruitment targets, provide materials and contact information Follow up with individuals to secure their assistance 	<ul style="list-style-type: none"> Funding to sponsor an event Power Point presentation Marketing materials
Solicit interest from micro-entrepreneurs that have received loan funds from the Greenbrier Economic Development Authority	<ul style="list-style-type: none"> Personal visits with owners explaining the opportunity 	<ul style="list-style-type: none"> Staff time Market information to support the case Available space
Implement a public relations campaign to inform the public of recruitment program	<ul style="list-style-type: none"> Host a media event Develop press packets with information on recruitment campaign Post campaign on all pertinent web sites. Monthly updates to media 	<ul style="list-style-type: none"> Power Point presentation Marketing materials

The Main Street program should also develop two additional tools for its business attraction program: 1) an inventory of all existing vacant structures including information on ownership, lease rates or sales prices and size; and 2) policies and procedures for its existing revolving loan program which can be used to incentivize and support the creation of new or expansion of existing businesses.

Main Street has identified a potential location for a small business incubator that will support the start-up of new businesses in the downtown area. Their plans include:

- Entering into a master lease on a downtown property in order to provide subsidized rents for new businesses;
- Developing a menu of technical assistance and business planning services that companies can access; and
- Furnishing the downtown Volunteer Center with equipment to deliver the services.

- Action Step 1: Retain existing businesses.
- Action Step 2: Develop a business attraction program based on the recommended targets and the relative position of Ronceverte in the local regional economy. Attraction should focus on personal and professional services, tourism and recreation related businesses specialty retail, and specialty construction and craft businesses.
- Action Step 3: Inventory existing vacant structures.
- Action Step 4: Develop policies and procedures for the Main Street revolving loan program.
- Action Step 5: Develop a small business incubator program.

Objective 2: Promote Ronceverte businesses to residents and visitors.

Working through the Main Street Promotions Committee, the city should implement a comprehensive public relations campaign to bring about a heightened awareness of Ronceverte's assets. This effort should be a three pronged approach that focuses on image, events and sales promotions. The image campaign should include:

- Social media
- Development of logos and branding
- Establishment of a community calendar
- Networking functions

Events should focus on year-round opportunities to draw people into the community capitalizing on seasonal holidays and other community happenings. Business promotions may or may not be tied to the special events calendar, but should always be done with the input of the local businesses in regards to coordinating their advertising dollars.

- Action Step 1: Develop and implement a positive image campaign.
- Action Step 2: Implement year-round special events to draw people downtown and to the Island.
- Action Step 3: Sponsor business promotions to increase sales.

Objective 3: Redevelop key building resources to promote Ronceverte as a regional tourism and arts destination.

There are a few crucial vacant buildings in the downtown area that if redeveloped could significantly change the complexion of the community. The CSX Depot is one of the most important contributing buildings to the historic district. The community has tried for many years to acquire this from CSX and adaptively redevelop it. Of major concern to CSX is the need to relocate its functions from the building. The city, working in conjunction with the Main Street program, should work diligently to secure a location along the railroad right-of-way to which CSX can relocate and then enter into negotiations to acquire or lease the Depot. The financing of the Depot restoration will be somewhat dependent on its reuse, but will likely require a combination of grants, loans, and private investment.



The second structure, the Lewisburg Wholesale Building, is now owned by the city and is in need of immediate stabilization. The city should seek funding to replace the roof and undertake a structural analysis of the building's additional rehabilitation needs and the ultimate viability of redeveloping it for housing, artists' studios, or other economic development purposes.

- Action Step 1: Identify a reuse opportunity for the CSX depot.
- Action Step 2: Redevelop the Lewisburg Wholesale Building as an arts facility with studios, classrooms, and lofts.

Objective 4: Reduce energy consumption by the town government, businesses, and residents.

Main Street's Eco-Community Plan provides a roadmap for ways that the city can begin instilling a conservation ethic into businesses and residents. Major components of the plan include implementation of eco-revitalization concepts for energy efficiency in major buildings both publicly and privately owned which, over time, will save money and energy resources. The plan also recommends implementation of a SPARK electrical car charging station and an ancillary solar collection station. These have been implemented already and as they grow in utilization, more can be added.

Additional green infrastructure strategies are outlined in Objective 2 of the Infrastructure Goal.

- Action Step 1: Create a town energy efficiency plan.
- Action Step 2: Invest in renewable energy projects.
- Action Step 3: Develop green infrastructure and water conservation strategies.

Housing Goal: Strengthen the supply of housing to meet the diverse needs of Ronceverte's residents.

Objective 1: Revitalize existing residential neighborhoods.

In order to maintain its small town character, Ronceverte should prioritize the stabilization of its existing residential neighborhoods. The older neighborhoods will benefit from a concerted effort and public/private partnership to improve the housing stock and redevelop lots that are available. This effort can include both a “carrot and stick” approach by incentivizing improvements, as well as implementing ordinances that discourage dilapidated buildings and vacant buildings. Development of ordinances will require an inventory of structures that meet the definitions of dilapidated or vacant. This inventory should also include an inventory of vacant buildable lots.



- Action Step 1: Establish a housing /property maintenance program to encourage owners to improve their property and redevelop vacant lots through the use of low interest loans and incentive programs.
- Action Step 2: Strengthen ordinances for dilapidated and vacant structures.
- Action Step 3: Inventory dilapidated and vacant structures and lots.
- Action Step 4: Work with Greenbrier County and other county municipalities to establish a housing organization to assist with funding and oversight of the city's housing objectives.

Objective 2: Promote the development of senior housing to provide for the growing number of seniors and retirees in the community.

Ronceverte's aging population will benefit from the addition of housing units to serve the elderly population. Two currently vacant buildings are prime candidates for redevelopment for this purpose. The former Greenbrier High School and Ronceverte Elementary school buildings are located within the historic district and thus will qualify for historic tax credits. When paired adwith Low Income Housing Tax Credits from the West Virginia Housing Development Fund, these properties become ideal candidates for such an adaptive re-use. The city will need to partner with a private developer or nonprofit housing provider as a sponsor for these projects.



- Action Step 1: Redevelop the former Greenbrier High School for senior housing.
- Action Step 2: Investigate the redevelopment of the former Ronceverte Elementary School for senior housing.

Quality of Life Goal: Provide Ronceverte’s residents and visitors with cultural and recreational amenities within a safe environment.

Objective 1: Expand recreational facilities and opportunities for residents and tourists.

1.1 Island Park

One of Ronceverte’s greatest assets is Island Park with its amenities and location on the banks of the Greenbrier River. One component of the park, the community swimming pool, is unfortunately closed and will not reopen as a result of costly repairs. However, there are several ways to improve the park that will enhance its value to the community including:

- Upgrades to the restrooms
- Paving of basketball courts
- Construction of an additional picnic shelter
- Constructing a new roof on the amphitheater
- Paving the road at the intersection with Mullican Lumber
- Developing additional programming for the amphitheater

1.2 Community Swimming Pool

Replacing the community pool is a high priority for many in the community. A feasibility study commissioned by the city in 2012 identified a new location at the former True Value Hardware site. This site offers nearly a one-acre footprint as needed, as well as close proximity to the proposed Chestnut Street/Workman Bridge pedestrian connector, high visibility from Island Park and adjoining neighborhoods and downtown businesses.



1.3 L & R Trail and Greenspace

Another recreation resource that should be developed is the extension of the L&R Trail which, when completed, will connect Ronceverte to Lewisburg. The proposed alignment of this trail is designated on the *Future Land Use Map*. This 5-6 mile trail is under construction in both communities with Lewisburg completing approximately three quarters of a mile. Ronceverte's two mile connection will run from Summers Street and parallel Frankford Road (Route 219) north to Fairlea.



Long term, the city should do more to take advantage of the river as a recreational resource. The *Parks and Recreational Map* designates the proposed alignment for future extension of the L&R Trail and related spurs, as well as additional trails in conservation development areas and southeast of the river. The latter of which provides an opportunity to connect upstream to Caldwell. Additional opportunities for river related green space exists with the redevelopment of the former water plant site into a community green space and possible boat launching facility.



While much of this will require long term planning, it should be maintained as a priority as it is this type of recreational development that will make Ronceverte unique and attractive for both residents and visitors.

- Action Step 1: Develop and implement a comprehensive plan for improvements to Island Park and increase programming at the amphitheater.
- Action Step 2: Construct a new community pool and recreation center at the former True Value site or alternative site, if necessary.
- Action Step 3: Upgrade and expand the L&R Trail from the new downtown trailhead two miles and north to Fairlea.
- Action Step 4: Eliminate the old water plant east of Mullican Lumber in order to create passive green space and study the feasibility of constructing a dog park, boat launching facility, and additional river related trails.
- Action Step 5: Develop additional community trails and L&R trail spurs.

Refer to the attached Parks and Recreation Map in the plan Appendix

Objective 2: Address safety concerns of residents.

2.1 Community Policing Equipment

The City recognizes that it needs to have a formal public safety plan in place for any type of emergency situation. The large crowds during the summer River Festival have also prompted the need for the development of a public safety plan to address emergency evacuations, crowd

control and other important safety issues. A task force of all relevant public safety officials should be convened to develop plans to address evacuation and crowd control for a variety of potential emergency situations.

As Island Park has become a center of more activity, the city's police department recognizes that there is a need for additional security measures to guard against vandalism including the addition of cameras which need to be added in various locations of the park to deter unwanted activity.

In support of additional police department's needs, the city will need to purchase additional in car cameras and lasers within the next 2-3 years. And as the police department begins replenishing its vehicle fleet, this will be done through a lease purchase program which will ultimately save the city thousands of dollars.

2.2 Flood Prevention

Finally, flooding from the Greenbrier River remains both a public safety threat and barrier to development. Over a decade ago, the U.S. Army Corps of Engineers performed an analysis of what is needed to reduce the threat of flooding. Their study focused on the creation of a new flood wall system which it tied to relocating the current truck access roadway to Mullican Lumber and placing it on the top portion of the flood wall. The City should aggressively pursue a continuance of this analysis and should make sure that no developments or actions take place that would impede the construction of the proposed flood wall in the future.

Proactively, the City should pursue redevelopment of the wetlands area known as "The Race" which is located near Locust, Spruce, and Pine Streets. This project will act as a means of flood prevention by ensuring that water can flow as required unimpeded without backing up and flooding adjoining neighborhoods. As currently envisioned, the design of the project will provide for pedestrian bridges over the wetlands which will connect downtown and neighborhoods to Island Park and the river.

- Action Step 1: Develop a public safety plan for the community at large that addresses a variety of emergency scenarios.
- Action Step 2: Install cameras at Island Park to deter vandalism.
- Action Step 3: Secure additional camera systems and tasers for police vehicles.
- Action Step 4: Lease purchase police vehicles on a rotating cycle.
- Action Step 5: Reduce the potential for flooding including redevelopment of the wetlands at "The Race".

Objective 3: Protect and promote Ronceverte's historic resources.

The *Existing Land Use Map* that is attached in the Appendix of this plan identifies the considerably large National Register of Historic Places district that overlays much of Ronceverte. Not only does this district need to be promoted, but it also needs to be protected

from inappropriate development and insensitive redevelopment. The protection of the city's historic resources is led by the Ronceverte Historic Landmark Commission (HLC) which has met the State Historic Preservation Office requirements of a Certified Local Government.

The HLC should continue to implement its signage program to provide historic building markers in the historic district which when complete will be supplemented with a written walking tour brochure.



These resources, along with other historic and natural community assets, should be promoted in partnership with the Greenbrier County Convention and Visitors Bureau through walking and driving tours, and should also include opportunities to promote local businesses along the way.

The HLC has many residents offering to donate items of historic significance that represent the historical development of the community. As such, the former City Hall building has been identified as a key building to redevelop as a heritage center. This location will serve as both a repository of community history and an education center, as well as a meeting location for the HLC.

In order to maintain the integrity of the historic district, the HLC needs to make a concerted effort to educate property owners about the advantages of appropriate design including the opportunity to take advantage of federal and state tax credits. Maintaining the district's historic integrity is crucial to Ronceverte's unique identity and marketability as a place to live, work and play. While implementation of mandatory design review is desirable, it will take much education and training of property owners before this should be attempted.

Finally, as structures that are outside the district meet the 50 year old threshold for district nomination, the HLC should look toward continual expansion of the district.

- Action Step 1: Establish a systematic signage program, including a printed guide, to promote Ronceverte's historic built environment.
- Action Step 2: Establish a historic heritage information center at the former City Hall building as a repository of the community's history and historic assets.
- Action Step 3: Study the feasibility of establishing design review in the historic district.
- Action Step 4: Continue the ongoing technical assistance program to encourage the use of proper design for historic building renovations including assistance with tax credits, and historic property nominations.
- Action Step 5: Expand the historic district as allowable.

Land Use Goal: Encourage land use decisions that reflect the community's vision and promote development in areas appropriate for growth.

Future land use and development opportunities are displayed in the attached *Future Land Use Map*. This map shows the location of various projects identified in this plan, as well as provides guidance on the type of land development patterns the City should promote. It is not a zoning map, nor does it restrict development. It merely functions as a guide to how the community should grow and develop over time which will be of importance when determining how and where infrastructure and other investments should take place. This map follows the guiding development principles as referenced earlier in the plan in that it ***identifies areas for infill construction (green hatched areas), then acquisition of lands that surround existing city developments, and finally acquisition of lands that expand the city's boundaries (blue hatched areas)***. The City's Planning Commission should promote an agenda that complements this sequencing of land development. When promoting infill construction, it will be important to require new construction that is compatible with the scale of surrounding development. Zoning ordinances should ensure that new developments reflect the same character as the existing neighborhoods.



The map also identifies a new category of ***Conservation/Rural Development*** which is applied to lands that are characterized by slopes of 15% or more and are less suitable for typical suburban residential development as designated on the accompanying *Slope/Geology Map*. These lands can be developed to a limited extent where there are pockets of land under 15% slope, but generally speaking, these lands are better suited as community greenspace and should be viewed as primarily rural in nature.

Objective 1: Strengthen the city's vacant building ordinance.

The prevalence of vacant buildings in Ronceverte has raised concern among residents and city leaders who believe that these vacant structures become dilapidated over time causing a deterioration of the neighborhoods in which they are located. Through Chapter 5C of the Municipal Code, the city attempts to bring buildings into compliance with



building codes that are unsafe, unhealthy and, or unsafe for human habitation. The code does not necessarily define properties that are “blighted” or “improperly maintained” and thus does not adequately address conditions reflected in many of the city’s vacant buildings. A recently acquired grant from the West Virginia Brownfields Assistance Center will help to:

- Identify and research potential BAD Building sites,
- Develop a BAD Buildings Inventory of sites through assessment and prioritization,
- Research property ownership,
- Identify next steps for the redevelopment of high value sites, and
- Create a BAD Buildings Redevelopment Plan.

In addition to acting on the recommendations of this program, the city should assess its code to strengthen efforts to require owners to maintain their property whether abandoned or not by adding definitions allowing for the clearance and removal of refuse, debris, overgrown vegetation, toxic spills or toxic seepage on private land. Several communities are moving toward implementation of ordinances that require property owners to register their vacant property and demonstrate how it will be occupied in the future. These types of ordinances may also require owners to pay a vacant property fee in order to compensate for city services that are required to monitor and police the structures. Some ordinances implement an escalation in the fee for every year that the property remains vacant or abandoned. The city may want to consider this action as well in the future.

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| <ul style="list-style-type: none"> ○ Action Step 1: Implement recommendations of the BAD program. ○ Action Step 2: Explore development of a vacant property registration and fee program. |
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Refer to the Future Land Use Map in the Appendix

Objective 2: Update land development ordinances and subdivision ordinances.

The Planning Commission should assess its zoning ordinance and all other ordinances to determine if amendments need to be made in order to ensure compatibility with the goals of the comprehensive plan. Specific attention should be paid to identification of any conflicts in the CBD zoning guidelines regarding mixed use first floor commercial development, and housing. The ordinance should support a mix of uses and generally speaking should preserve the ground floor for commercial activity and permit a mix of uses on above ground floors including housing.



Additionally, the zoning ordinance requires a minimum lot size of 10,000 square feet for development in the R-1 Residential District, and a minimum of 4,000 square foot in the R-2

district. The only residential development allowed in the CBD is that which meets the R-2 requirements. This will limit the availability of buildings for multi-family uses and will limit the mixed uses needed for downtown buildings that are necessary for financial sustainability.

As new housing is contemplated, the city's zoning ordinance should promote the use of land that is appropriate for development and most cost effective in terms of utility extensions. The recently annexed area to the south of the new elementary school, and east of Dawkins Drive, is the most desirable location for new housing development. New housing construction, especially in this area and in those areas designated as Suburban Residential and Conservation/Rural on the *Future Land Use Map*, should be developed in such a manner as to appropriately address slope and geology, maximize utility extensions, and preserve land as open space for the community.

The Planning Commission should also develop a subdivision ordinance pursuant to the requirements in Chapter 8A, Article 4 of the state code for Land Use Planning. In doing so, the city will establish standards for development related to lot size, streets, sidewalks, utilities, infrastructure, storm water management, public safety, and other matters.

Greenbrier County is well-known for its karst topography and as such development in some areas of Ronceverte is subject to these conditions. The *Slope/Geology Map* designates an area of karst within the boundaries of the potential land for city expansion. Subdivision ordinances for any housing development built on karst topography should include measures to ensure adequate sediment and erosion control during construction and any other proper due diligence to protect the integrity of the site and subsurface conditions.

- Action Step 1: Review the current zoning ordinance to evaluate zoning requirements for new residential development including allowing for mixed use in the CBD, and incentives for clustering new housing development to maximize infrastructure efficiencies.
- Action Step 2: Promote development in areas with appropriate slope, geology, and infrastructure.
- Action Step 3: Develop a subdivision ordinance pursuant to West Virginia Chapter 8A, Article 4 of the Land Use Planning Code.

Refer to the Slope/Geology Analysis Map in the Appendix

Chapter Six: Implementation Plan

This section contains an implementation matrix that will be useful in terms of organizing the city's actions related to the comprehensive plan. By priority timeline, it includes responsible parties for implementation, potential partners, opinion of probable costs, and potential funding sources.

Projects and actions have been ranked into high, medium and low priorities. High priority projects are those that will be accomplished/undertaken in the next 1-3 years. Medium priority projects should be undertaken within 3-6 years; and low priority are those that will be implemented within the next 10 years.

Goal: Transportation					
Objective	Actions	Priority	Responsible Party	Estimate of Costs	Funding Sources
Develop a multi-year plan for maintenance of streets	Inventory pavement conditions	High	City/Public Works	\$40/linear ft. Suggested annual amount: \$50,000	
	Develop a multi-year plan for repairs and maintenance	High	City/Public Works		
	Establish funding mechanism	High	City/Public Works		Special assessment
	Implement annually	Ongoing	City/Public Works	Unknown	
Provide for a safe pedestrian environment	Develop database of sidewalk owners and prioritize those in greatest need of repair	High	City/Public Works		
	Develop construction specifications	High			
	Develop partnership program with owners	High	City/Public Works	\$90/linear ft. Suggested annual amount: \$50,000	Partnership with property owners;
	Notify owners of program	ongoing			
	Repair Chestnut St./Workman Bridge	High			
Beautify the city's streetscape	Implement current streetscape plans	High	City	\$450,000	TEA-21
	Implement signage	Medium			
	Improve gateways	Medium	City	\$25,000 each	TEA-21; Community Partnership
	Repair historic walls	Low	City	Unknown	TEA-21

Goal: Infrastructure					
Objective	Actions	Priority	Responsible Party	Estimate of Costs	Funding Sources
Improve the quality of the water distribution system	Update mapping of water lines & periodic transfers to Autocad	High	City/Public works	\$2,500 per update	General Revenue
	Develop a schedule of valve & water line replacement	High	City/Public Works	\$500,000	DWTSRF (State Drinking Water Revolving Fund)
	Develop an inventory of fire hydrants and replace those in greatest need	Medium	City/Public Works	\$2,500-\$6,000 per each replacement	General Revenue
	Repair break in the secondary water distribution line	Medium	City/Public Works	\$75/linear foot	USDA
	Paint the main and Brier Hill water tanks	Medium	City/Public Works	\$125,000 each	DWTRF
Increase the sewer capacity	Complete design and regulatory review of new system	High	City/Sanitary Board	\$27 million total for design, repair and construction	IJDC Grants & Loans
	Complete construction plans and solicit bids	High	City/Sanitary Board		
	Complete review of system and replace any lines in disrepair	High	City/Sanitary Board		
	Increase size of line at railroad tracks	Medium	City/Sanitary Board		
	Reduce potable water consumption	Low	RDA/Main Street	Unknown	
Monitor availability and affordability of broadband	Establish wireless hotspots	Medium	Planning Commission	Unknown	Community Partnership Grants
	Monitor public use of internet	Medium	Planning Commission	Unknown	
	Explore feasibility of municipal system	Low	Planning Commission	Unknown	USDA Rural Broadband

Goal: Economic Development					
Objective	Actions	Priority	Responsible Party	Estimate of Costs	Funding Sources
Recruit & Retain Jobs	Retain existing businesses	High	Main Street; Greenbrier County Economic Development	\$0	
	Develop a business attraction program	High	Main Street	\$2,000	Main Street
	Inventory existing vacant downtown structures	High	Main Street, BAD program	\$10,000	WV Brownfields Program
	Develop policies/procedures for loan program	Medium	Main Street	\$0	
	Develop small business incubator	Low	Main Street	\$50,000	USDA Rural Development, RBEG or RBOG
Promote city businesses	Develop image campaign	High	Main Street	Unknown	Main Street, Greenbrier CVB
	Implement special events	ongoing	Main Street	Unknown	Local Sponsors
	Sponsor business promotions	Medium	Main Street	Unknown	Local businesses
Redevelop key buildings	Redevelop CSX depot	High	Main Street, RDA	Unknown	Historic tax credits, SHPO development grants, USDA
	Redevelop Lewisburg Wholesale building	Medium	Main Street, RDA	Unknown	EPA Brownfields, federal EDA, USDA
Reduce energy consumption	Create a town energy efficiency plan for government, and individual businesses, and residents	Medium	RDA, City	Unknown	USDA, Rural Energy for America Program, Natural Capital Investment Fund, Federal tax incentives
	Invest in renewable energy projects	Low	RDA, City	\$58,000	
	Develop green infrastructure & water conservation strategies	Low	RDA, City	Unknown	USDA, Rural Energy for America Program, DEP, EPA

Goal: Housing					
Objective	Actions	Priority	Responsible Party	Estimate of Costs	Funding Sources
Revitalize existing neighborhoods	Establish a housing maintenance program	High	City		USDA Housing Preservation Grants
	Strengthen dilapidated & vacant structures ordinance	High	City		
	Establish an active housing program & organization	Medium	City/County		
Promote development of senior housing	Redevelop the former Greenbrier High School	High	Private developer	\$4 million	WVHDF, LIHTC, historic tax credits
	Redevelop former Ronceverte Elementary School	Medium	Private developer	\$4 million	WVHDF, LIHTC, historic tax credits

Goal: Land Use					
Objective	Actions	Priority	Responsible Party	Estimate of Costs	Funding Sources
Strengthen the City's vacant building ordinance.	Implement recommendations of the BAD program.	High	City, Building Maintenance Board	\$10,000	Brownfields Center
	Explore development of a vacant property registry program	High	City, Building Maintenance Board	Unknown	
Update land development ordinances and subdivision ordinances.	Review current zoning ordinance to evaluate zoning requirements for new residential development including allowing for mixed use in the CBD, and incentives for clustering new housing.	High	City, Planning Commission	Unknown (legal or professional planning services)	WVU College of Law
	Promote development in appropriate areas	Ongoing	City, Planning Commission	Unknown	

Goal: Quality of Life					
Objective	Actions	Priority	Responsible Party	Estimate of Costs	Funding Sources
Expand recreational facilities	Implement comprehensive improvements to Island Park	High	City, Parks & Recreation	\$60,000-\$75,000	Land & Water Conservation Fund; Community Partnership Grants; local foundations
	Construct a new community pool	Medium	City, Parks & Recreation	\$1.5-\$3 million	
	Upgrade & expand the L&R Trail	Low	City, Parks & Recreation		
	Eliminate old water plant and create new recreation area & boat launch	Low	City, Parks & Recreation	Unknown	WV DNR
Address safety concerns	Develop a public safety plan for community events	High	City, County,	\$0	
	Install cameras at Island Park	High	City, Police Dept.		WV Governor's Highway Safety
	Secure additional cameras for police vehicles & lasers	High	City, Police Dept.	\$10,000	
	Lease purchase police cars on a rotating basis	Medium	City, Police Dept.		General Revenue
	Redevelopment of the wetlands at the Race	Medium	RDA	\$400,000	DEP, In Lieu Fee Mitigation
Protect & promote historic resources	Establish a signage program for historic buildings	High	City, HLC	\$30,000	Local foundation grants
	Establish a heritage information center	Medium	City, HLC	\$500,000	WV Arts Commission, Cultural Facilities Grant
	Determine the feasibility of implementing design review	Medium	City, HLC	\$0 or if feasible, \$10,000 for design review guidelines	WV SHPO, CLG grant
	Implement technical assistance to property owners on tax credits, historic nominations, and appropriate rehabilitation	Medium	City, HLC	\$0	
	Expand district as allowable	Low	City, HLC	\$5,000	WV SHPO, CLG grant

Chapter Seven: Conclusion

The Ronceverte Planning Commission has been tasked with the creation of the city's comprehensive plan to guide the future growth and development of the community. The limited human and financial resources available for implementation, means that the Planning Commission must rely on partner organizations and agencies to assist with implementation. However, the Planning Commission should play an important leadership role in coordinating the work that will be required in order to achieve success. Several important steps that can be taken by the Commission include:

- Making an effort to educate the community on the contents of the plan in order to seek continuing public support for implementation.
- Meeting with community partners to discuss their roles in assisting with implementation.
- Requesting that those charged with specific tasks report to the Planning Commission on a semi-annual basis on the status of their work.
- Reporting to the City Council on an annual basis on accomplishments and ongoing activities.

All of the above will ensure that the plan remains a living document and that the projects and programs outlined will be accomplished over time.