

# Town of Marlinton Comprehensive Plan

"Marlinton is a safe community that fosters healthy families, vibrant businesses and numerous cultural and recreational attractions for residents and visitors, while preserving the unique traditions and natural beauty that make the Town special."







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#### **Acknowledgements**

The comprehensive plan process is a communitywide endeavor that involves many people, organizations, and groups. While there is no one person or group that is responsible for the development of the comprehensive plan, there are some groups and individuals that took the lead in the development of the Town of Marlinton Comprehensive Plan.

The planning commission is tasked, by state code, with preparing a local government comprehensive plan. The planning commission is made up of volunteer citizens appointed by the governing body to serve in a largely advisory role. The Marlinton Planning Commission has met numerous times over the past couple of years to gather information, analyze data, obtain input, and develop the compre-



hensive plan for the town. The planning commission has held an open house, solicited stakeholder surveys, invited local leaders to meetings, and made sure to discuss the comprehensive plan during open meetings for anyone to attend.

Town council is also an important part of the comprehensive plan process. They are the ones that decide whether to adopt the comprehensive plan and are the main body that is responsible for ensuring that the comprehensive plan is being implemented once it has been adopted.

Town staff has been vital in helping develop the comprehensive plan. They have provided information, made sure the building is open for meetings, and will help town council to implement various parts of the comprehensive plan as well.

The town requested the assistance of the Land Use and Sustainable Development Law Clinic at the WVU College of Law. The Land Use Clinic has been assisting communities with comprehensive plans, land use ordinances, and other legal and planning related services throughout the state. The primary purpose of the land use clinic is to assist the Town with any planning and legal questions that relate to the comprehensive plan.

Finally, the citizens have been instrumental in helping develop the comprehensive

plan. Throughout the process citizen involvement has been exceptional. The open house was well attended with great input, people have been attending the regular planning commission meetings and have been willing to go out of their way to provide comments and suggestions.

#### Plan Template

The Town of Marlinton Planning Commission wanted to develop a comprehensive plan that highlighted the best things about the town. One of the themes that kept surfacing during the initial discussions of the comprehensive plan was that Marlinton and the surrounding area is beautiful during all the different seasons of the year. It was discussed that the comprehensive plan has four chapters, each chapter could have a theme that coincides with the various seasons. One chapter for winter, spring, summer, and fall.

The comprehensive plan should not only serve as a blueprint for the community, but the plan can also serve as a marketing tool. The planning commission wanted to highlight the fact that Marlinton is a community for all seasons, not just a certain time of year.





**Chapter 1: Introduction** 



# Introduction

The Town of Marlinton is the county seat as well as the cultural, commercial, and educational hub of Pocahontas County. Marlinton also serves as a gateway to the surrounding forests and mountains. Steeped in history, Marlinton is the oldest European settlement west of the Allegheny Mountains. While Marlinton has its share of challenges, the Town and its citizens are now looking forward to a prosperous and bright future.

One of the best ways to achieve community goals and objectives is through the development of a comprehensive plan. In 2016, the Town of Marlinton formally established a relationship with the Land Use and Sustainable Development Law Clinic, WVU College of Law to assist in the creation of a comprehensive plan. Once adopted, the comprehensive plan can be implemented to achieve the overall vision of the community.



# \*

#### What is a comprehensive plan?

A comprehensive plan is defined as "a plan for physical development, including land use, adopted by the governing body, setting forth guidelines, goals and objectives for all activities that affect growth and development in the governing body's jurisdiction." (W. Va. Code 8A-1-2(c)).



The primary purpose of the comprehensive plan is to provide guidance to the community over the next 10-15 years. The plan is a good resource to understand where a community has been, where it is now, and where it wants to go. The West Virginia State Code also states that "a comprehensive plan must promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants, as well as efficiency and economy in the process of development." (W. Va Code § 8A-3-1(c)).

Through the comprehensive plan process, the community can identify issues or needs and then provide recommendations and an action plan to address those issues or needs.



Another important aspect of the comprehensive plan process is that the community will prioritize the action steps so that scarce resources can be dedicated to the most pressing issues, as identified by the community.



#### Legal Requirements

Chapter 8A of the West Virginia Code outlines the requirements for all comprehensive plans in West Virginia.



The primary prerequisite for creating a comprehensive plan is the establishment of a planning commission. Provisions in the West Virginia Code outline term limits, composition, size, and powers and duties of the planning commission. The planning commission is the body tasked with preparing the comprehensive plan for the community and the governing body is responsible for adopting the comprehensive plan.

A comprehensive plan is required if a governing body wants to enforce a local land use controls. Additionally, the comprehensive plan needs to be consistent with the zoning and subdivision regulations.

Once a comprehensive plan draft has been completed and adopted by the governing body, the plan will need to be filed at the Pocahontas County Clerk's Office. The comprehensive plan, once adopted, should not be set on a shelf, but rather the plan should be thought of as a "living document" that is utilized and reviewed often by the community for decision making purposes. While the adopted comprehensive plan is the "road map" to the future, oftentimes situations necessitate re-evaluating and amending the comprehensive plan. The West Virginia Code requires that each comprehensive plan be "reviewed and updated" every 10 years. While the 10 year review and update is a minimum requirement, a more frequent review and update might be more appropriate.

Lastly, there are requirements for engaging the public and other governmental units during the comprehensive plan process. A community that is preparing the comprehensive plan is required to request input from other affected governing bodies and units of government. While the West Virginia Code does not explicitly say what those units of government are, if the plan is a municipal comprehensive plan it would probably mean the county with which the municipality is located and possibly any municipality within the same county.

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Public participation is also required throughout the comprehensive plan process. W. Va Code §8A-3-6 requires the planning commission to "adopt procedures for public participation throughout the process of studying and preparing or amending the comprehensive plan." In order to meet this requirement, the Marlinton Planning Commission adopted public input procedures at the beginning of the comprehensive plan process. The public input procedures outline the minimum amount of public input that the planning commission is going to solicit during the comprehensive plan process. The adopted procedures for public input are not meant to limit, in any way, additional forms of public input during the comprehensive plan process.

# \*

#### **The Planning Process**

The comprehensive plan process for the Town of Marlinton began in the Fall of 2016. The Town requested the Land Use Law Clinic at the WVU College of Law to assist with the completion of a comprehensive plan. The town first had to establish a planning commission. Once the planning commission was established, initial meetings were held to explain what a comprehensive plan was, an approximated timeline for completion, and the establishment of procedures for public input.

The planning commission, very early on in the comprehensive plan process, completed a SWOT Exercise (strengths, weakness, opportunity, and threats). The SWOT Exercise is a good way to identify some of the challenges and assets of the community and to identify issues that may later become focal points of the comprehensive plan. A copy of the planning commission's SWOT Exercise is included in the appendix of this comprehensive plan.

After the SWOT Exercise, the planning commission developed a vision statement for the community. The vision statement is the overarching, forward-thinking statement upon which the goals, objectives, and action steps of the comprehensive plan are developed. All goals and objectives in the comprehensive plan should be consistent with the vision statement. The planning commission developed the following vision statement for the Town of Marlinton:

"Marlinton is a safe community that fosters healthy families, vibrant businesses and numerous cultural and recreational attractions for residents and visitors, while preserving the unique traditions and natural beauty that make the Town special."



Based on the vision statement, a draft list of issues were identified by the planning commission. Soon thereafter the planning commission decided to hold an open house to introduce the public to the comprehensive plan process, get general comments, and to see if the planning commission's initial list of goals and objectives were consistent with the general public's goals for Marlinton. The open house was



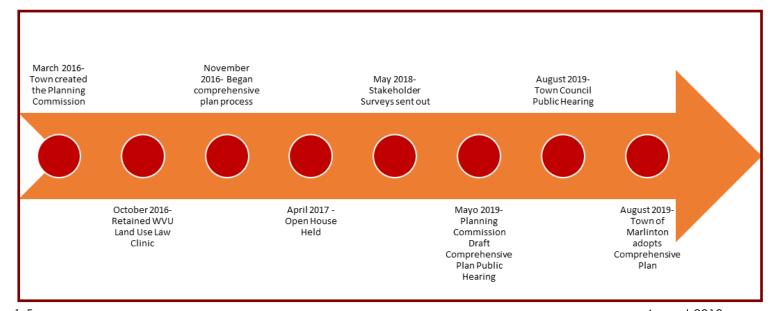
held on April 6<sup>th</sup>, 2017 at the Pocahontas County Wellness Center and was well attended. The public had an opportunity to identify assets and challenges in Marlinton on a map, comment on the vision statement, and list what they believed the town should do with their tax dollars to better the community.

The open house was important not only to have a conversation with the public about the comprehensive plan process, but also to ensure that the work that the planning commission had completed up to that point was consistent with the general public's concerns.

The planning commission, based on the open house results, then held a series of regular meetings, also open to the public, in which they addressed one or two issues each meeting.

Also during this time, the planning commission developed a list of community stakeholders,

#### Town of Marlinton- Comprehensive Plan Timeline



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including, civic organizations and agencies, local business owners and other groups/ individuals. Each identified stakeholder received an individualized stakeholder survey with 5-7 questions that were relevant to their relationship with the town. The stakeholder surveys are another way of obtain public input regarding the future growth and development of the community.



#### How is the Plan Organized?

The Town of Marlinton comprehensive plan is organized into four distinct chapters, each with its own purpose and utility. The first chapter is the Introduction. The introductory chapter outlines what a comprehensive plan is, the purpose of creating a comprehensive plan, the plan's organization, legal framework, listing of public input opportunities, and tables that outline how the comprehensive plan is compliant with state law.

Chapter 2 is focused on "where are we now," and provides a snapshot of the community, utilizing relevant demographic, social, and cultural information that gives the community an overall sense of where it is now. Utilizing the information from Chapter 2, the community can better identify the issues that make up the Chapter 3- Needs Assessment. Chapter 3 focuses on identifying the issues that have come up during the comprehensive plan process. The issues or needs identified in Chapter 3 are then addressed in Chapter 4, the Action Plan, as a series of goals, objectives and action steps.

Chapter 4, Action Plan, is set up to focus on goals, objectives, and action steps. The goals are more general, and for each goal there might be several objectives. Under each objective there might be several action steps. Six goals have been identified in the Marlinton Comprehensive Plan and are shown on page 7.

At the end of Chapter 4, an implementation matrix lists all the action steps (recommend steps for action), their relative priority, an approximate timeline, and potential partners for

implementing action steps, costs, and possible funding sources. This "implementation matrix" is meant to be part of the comprehensive plan. At the same time, the implementation matrix can be utilized as a standalone document that will guide the community during implementation, once the comprehensive plan has been adopted.





# **Town of Marlinton Goals**



Safe Community– Create a safer community.



Healthy Families – Foster and support programs and services that promote healthy families.



Vibrant Business— Create an environment that attracts new businesses and strengthens existing businesses.



Cultural and Recreational Attractions—Showcase and build upon the numerous cultural and recreational attractions



Cultural Traditions – Preserve our unique historic and cultural traditions



Required Objective and Component Tables

The



Natural Beauty– Preserve and protect our natural beauty

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following are the required components and objectives tables. These serve as a guideline and to help ensure that all legal components and objectives have been meet and satisfied.

#### Required Objectives for a Comprehensive Plan

W. VA. Code §8A-3-4(b)(1)-(7)

Code Provision	Chapter					
Statement of goals and objectives	Chapter 3					
Timeline on how to meet short and long- term goals and objectives	Implementation Matrix					
Action plan with implementation strategies	Chapter 4					
Recommendations of a financial program for necessary public funding	Implementation Matrix					
Statement of recommendations concerning future land use and development policies	Chapter 4					
A program to encourage regional planning, coordination, and cooperation	Chapters 3 & 4					
Maps, plats, and/or charts- that present basic information on the land, including present and future uses	All Chapters					



Required Components for a Comprehensive Plan		
W. VA. Code §8A-3-4(c)(1)-(13)		
Code Provision	Page #	
Land Use		
Different land uses (including, for example, residential, agricultural, historic, etc.)	3-34, 3-36	
Population density and building intensity standards	2-4	
Growth and/or decline management	2-4, 3-20, 4-9, 4-13	
Projected population growth or decline	2-3, 2-4	
Constraints on development (including identifying flood-prone and subsidence areas)	2-3, 3-11, 3-12, 3-34, 4-7	
Housing		
Analyze projected housing needs and different types of housing needed (including affordable housing and accessible housing for persons with disabilities)	2-12, 3-8, 4-10	
dentify the number of projected housing units and land needed	2-13	
Address substandard housing	3-6, 3-7	
Rehabilitate and improve existing housing	4-5	
Adaptive reuse of buildings into housing	4-10	
Transportation	<u>'</u>	
Vehicular, transit, air, port, railroad, river, and any other mode	2-6 through 2-8	
Movement of traffic and parking	3-9, 3-11, 3-14	
Pedestrian and bicycle systems	3-9, 3-14, 3-36, 4-5, 4-6	
Intermodal transportation	2-5	
Economic development		
Analyze opportunities, strengths and weaknesses	3-20	
dentify and designate economic development sites and/or sectors	3-22	
dentify types of economic development sought	3-21, 3-26, 3-27	
Miscellaneous Components		
nfrastructure (1997)	3-9 through 3-11, 3-23, 4-6	
Public Services	3-5, 3-16 through 3-18	
Rural	3-21, 3-23	
Recreation	4-14 through 4-17	
Community Design	3-26, 3-29. 4-15	
Preferred development areas	3-36	
Renewal and/or redevelopment	3-11,4-7	
Financing	Implementation Matrix	
Historic preservation	4-16, 4-17	

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**Chapter 2: Community Profile** 

#### **\***Introduction

In order to achieve Marlinton's vision for the future, the community must take stock on where it is and where it has been. One of the best ways to do that is to analyze contemporary data related to history, housing, population, land use, economic development, transportation, governance, education and other components of community life.

#### **₩**History

The Town of Marlinton is the county seat of Pocahontas County, one of the geographically largest, yet most sparsely populated, counties in West Virginia. The Marlinton area has been settled since the 1700s. In fact, the first permanent English settlement west of the Allegheny Mountains, Jacob Marlin and Stephen Sewell, crossed the mountains in 1749 and settled in what is now Marlinton.

Around the time of the French and Indian War, Fort Greenbrier was established, in present day Marlinton, by the English government. The area was also along the famed Seneca Trail, which ran from New York down through Georgia.

The area remained relatively undeveloped until the timber and railroad industries started developing in the late 1800s. The C & O Railroad constructed rail lines around Marlinton and the area saw a significant increase in development. The town was incorporated on April 2, 1900. By 1906, the town had two banks, multiple lumber plants, a tannery, two newspapers, a hotel, and several retail shops (Source: WVExp.com). The town's population went from 171 in 1900 to 1,045 in 1910. The town flourished through the early part of the 20th Century as timber and the rail road brought jobs, money, and ancillary services. However in the latter part of the 1900s there was a decline in the timber and rail industry, which in turn hurt other businesses in Marlinton. The tannery closed in 1970, and the railroad not long after in 1978. In 1981, most of the C & O Greenbrier Division rail line was

In 1981, most of the C & O Greenbrier Division rail line was converted into the "Greenbrier River Trail," which spans 78 miles and goes through Marlinton.



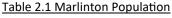
Marlinton has continued as a hub for commerce, education, and other services over the last several decades. Marlinton and the surrounding areas have also captured more business through tourism, and service sector enterprises such as restaurants, lodging, groceries, banks, and other retail centers.

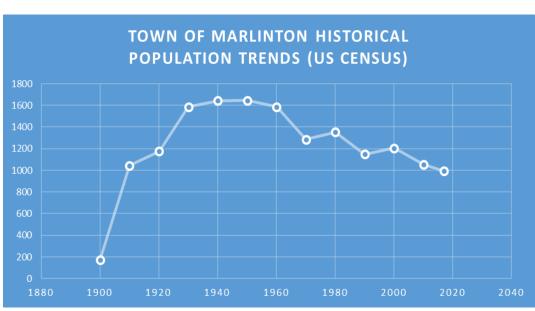
Situated at the confluence of Knapp Creek and the Greenbrier River, much of the town is in the Special Flood Hazard Area (AKA 100 Year Floodplain). As such, the town has been subject to several flood events through the years. More recently, the 1985 and 1996 floods had a significant impact in town. Many businesses moved out of town after the 1996 flood, some relocating to other parts of town. For example, the hospital was on Main Street, however it moved locations after the 1996.

#### **\***Population

The population of Marlinton continually increased until 1950, where it topped out at 1,645. Ever since then the population of the Town has fluctuated with a general

decreasing trend. However, there





were slight increases in population between 1970 and 1980 and then again between 1990 and 2000.

The West Virginia College of Business and Economics, Bureau of Business and Economic Research, publishes "Population Trends in West Virginia through 2030." There are population forecasts for each county in West Virginia. The population forecast for Pocahontas County reflects a pattern of population decline through the year 2030. In 2010, the population of Pocahontas County was 8,719. The "Population Trends" publication suggests that by 2030, the population in the county will be 7,170,

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which is a decrease in about 18%.

Going by historical population trends in Marlinton and considering the county is forecasted to continue to lose population, it is likely that Marlinton will continue to slowly lose population in the next several years. However, one of the main reasons for completing a comprehensive plan is to identify recommendations that address population decline and might encourage population growth in the future. The population density, according to the 2010 Census in Marlinton was 432 inhabitants per square mile. There housing density unit in 2010 was 269.7 housing units per square mile.

#### **₩Median Age**

According to the 2016 Population Census Estimates, the median age of a resident in Marlinton is 48.3 years, which is identical to the median age in Pocahontas County. Both the county and the town have a much older median age than the state, which is 41.9 years, and over 10 years older than the United States, which has a median age of 37.7 years. Some nearby communities also exhibit a higher than average median age, including the City of Lewisburg (47.0) and the City of Richwood (50.6). Meanwhile, the City of Elkins shows a lower than average median age (36.7), most likely due to the presence of Davis and Elkins College.

#### \* Age Distribution (Cohorts)

Age cohorts, much like the median age, can show "how old" or "how young" the community is at a given time. The age distribution data can be important in planning and prioritizing recommendations in the comprehensive plan. If there is a significant portion of the population that is nearing retirement age, then recommendations that address the concerns of senior citizens might be more important than a community where there is a significant portion of the population that is in their 20s and 30s and likely to be raising children.

As shown on the age distribution table (above), the town, county, and state exhibit similar, although not identical, age distributions. One of the more noticeable differences is that Marlinton has a higher proportion of under 5 year olds at 6.8% of the entire population, compared to 4.7% and 5.5% at the county and state, respectively. At the other end of the age distribution, Marlinton has a higher proportion of citizens over 75 years old (10.8%) compared to Pocahontas County (8.9%) and West Virginia (7.4%). The town of Marlinton also has a lower proportion of 20-24 years olds compared to the county and the state.

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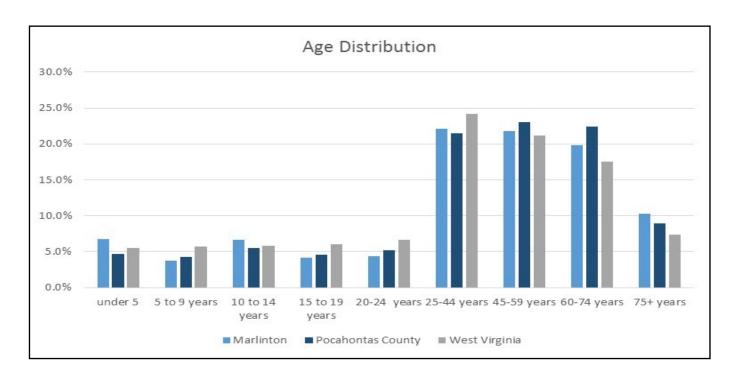


Table 2.2 Age Distribution of Selected Jurisdictions

#### **₩Race/Ethnicity**

According to the 2016 Census Population Estimates, 90.6% of Marlinton citizens identify as "White," while 3.9% identify as "Black or African American," and 0.7% identify as "Hispanic or Latino (of any race). In Pocahontas County, 96.6% identify as "White," while only 1.2% identify as "Black or African American" and 0.9% identify as "Hispanic or Latino of Any Race." In West Virginia 93.5% of the population identifies as "White," 3.4% identify as "Black or African American," and 1.4% identify as "Hispanic or Latino (of any race). Marlinton has the lowest proportion of Whites and Hispanic or Latino, and a larger proportion of Blacks or African Americans, compared to both the county and the state. None of the jurisdictions exhibit high levels of racial diversity, especially compared to jurisdictions outside of West Virginia.

# **☆** Governance

#### **Police**

In 2018, the town of Marlinton hired a police officer to enforce town laws. Prior to that, the town had an agreement with Pocahontas County to provide law enforcement services through the Sheriff's Department. The Sheriff's Department covers 942 square miles. In 2017,

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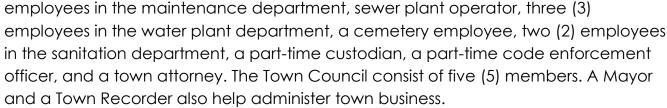
the department handled 1,734 calls, which did not include 911 calls handled by the West Virginia State Police. The Sheriff's department also handled 102 motor vehicle accidents in Pocahontas County and the Town of Marlinton in 2017.

#### Fire/EMS

The Marlinton Fire Department and EMS are combined. The Marlinton Fire Department is the oldest continuously operating volunteer fire department in West Virginia.

#### **General Government**

The town government has a police officer, municipal judge, receptionist, financial director, four (4)



The town has the following active committees and boards; the planning commission, the housing authority, the beautification committee, the personnel committee, and the building maintenance board. These boards and committees help guide the community and provide additional insight into their respective areas of interest and expertise.

From the West Virginia State Auditor- Local Government Services Division website, during FY 2018-2019 the Town of Marlinton has an operating budget of \$1.25 million dollars. A few of the larger expenditures included the garbage department (\$276,418), streets and highways (\$137,027), and city hall (\$84,006). A few of the larger revenue streams for the Town of Marlinton include property taxes (\$148,188), refuse collection (\$169,681), and business and occupation tax (\$90,000).



#### **\***Transportation

One of Marlinton's most endearing qualities is its location, nestled deep within the Appalachian Mountains. While its location is an advantage in some respects, the relative isolation of Marlinton can also present some challenges. The closest interstate is Interstate 64, which is oriented east-west from Chesapeake, VA to



Wentzville, Missouri (near St. Louis). The closest way to access Interstate 64 is near Lewisburg, WV, which is about a one hour drive from Marlinton.

The town sits at the intersection of State Route 39 and US Route 219. Route 39 is an east-west state highway that goes over 100 miles through Fayette, Nicholas, and Pocahontas

Counties. Nearby communities along Route 39 include Richwood, Summersville, and Warm Springs, VA. US Route 219 goes from New York down through Virginia, and travels the entire length of West Virginia, from Silver Lake in Preston County down to the Virginia State line in Peterstown, a distance of approximately 200 miles. US Route 219 connects Marlinton to Lewisburg, Snowshoe Mountain Resort, and Elkins. Several other local roads provide vehicular access throughout town and to points throughout Pocahontas County.

Air transportation is also limited for Marlinton residents. The Greenbrier Valley Airport is less than 1 hour away from Marlinton. The Greenbrier Valley Airport is open to the public and has a 7,003 feet by 150 feet asphalt (grooved) runway. There are 19 aircraft based on the field and there are 49 aircraft operations per day. In early 2018, SkyWest Airlines (United Airlines) began running scheduled flights from the Greenbrier Valley Airport to Chicago O'Hare International Airport and Washington-Dulles International Airport.

For international flights, it is approximately 4 hours' drive to either Pittsburgh International Airport or Dulles International Airport (in Virginia). Marlinton residents also utilize Roanoke Regional Airport and Charleston's Yeager Airport for air travel.

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No active rail lines exist in Marlinton. The Railroad Depot Inc. has rebuilt the old C &O Railroad Depot in town and houses an Artisan Co-op. One of the longest Rail-to-Trails in West Virginia is the Greenbrier River Trail, which was an old abandoned rail line that goes right through Marlinton.

The Cass Scenic Railroad State Park is located north of Marlinton and is one of the more popular excursion trains in the region. Amtrak's Cardinal line has a stop in White Sulphur Springs, which is less than 1 hours' drive from Marlinton. The Cardinal route goes from Union Station in Washington, DC through several cities in route to Chicago's Union Station. In 2016, there were 112,000 passengers that traveled on the Cardinal Route.



Currently, there is no public transit or taxi options for residents of Pocahontas County. There are specialized transportation services through the Pocahontas County Senior Citizens, Inc. which provides transportation service for nutrition, medical, shopping, and limited non-medical needs. The Veterans Administration runs a shuttle service for veterans in Pocahontas County that takes them to doctor's appointment and other essential life events.

There is no intermodal transportation available in Marlinton as the river is not

navigable and there are no active rail lines in town. All commercial transportation is by way of automobile/trucks.

#### **X** Jobs and Industry

Marlinton is the county seat and the hub for commerce in Pocahontas County. There are several governmental jobs at

# Largest Employers in Marlinton & Pocahontas County

Snowshoe Mountain, Inc.
Pocahontas Memorial Hospital
Inter-State Hardwoods Company, Inc.
WV Division of Natural Resources
Pocahontas County Board of Education
WV Department of Corrections
Eldercare Resources Corporation
Beckwith Lumber Company
Burns Motor Freight, Inc

	Marlinton, Town of		Pocahontas Co.		West Vir- ginia	United States
	Number	Percent	Number	Percent	Percent	
Total Civilian Employed Population	401	Х	3,633	Х	Х	Х
Agriculture	2	~0.0%	184	5.1%	0.8%	1.3%
Mining	0	0.0%	55	1.5%	4.1%	0.6%
Utilities	11	2.7%	109	3.0%	1.5%	0.8%
Construction	23	5.7%	288	7.9%	6.2%	6.3%
Manufacturing	17	4.2%	304	8.4%	8.0%	10.4%
Wholesale Trade	11	2.7%	23	0.1%	2.2%	2.7%
Retail Trade	35	8.7%	196	5.4%	12.4%	11.5%
Transportation	10	2.5%	170	4.7%	3.8%	4.2%
Information	4	0.1%	97	2.7%	1.6%	2.1%
Finance	19	4.7%	91	2.5%	2.9%	4.7%
Real Estate	3	~0.1%	59	~0.1%	1.2%	1.9%
Professional & Tech. Services	6	1.5%	147	4.1%	4.4%	6.8%
Management	0	0.0%	0	0.0%	~0.0%	~0.0%
Admin. & Waste Services	7	1.7%	61	1.7%	3.5%	4.3%
Education	31	7.7%	340	9.4%	9.7%	9.3%
Health Care	72	18.0%	460	12.7%	17.3%	13.9%
Arts & Recreation	37	9.2%	237	6.5%	1.8%	2.2%
Accommodation / Food Services	48	12.0%	321	8.8%	7.4%	7.5%
Other Services	14	3.5%	179	5.0%	4.3%	4.9%
Government (Total)	51	12.7%	312	8.6%	6.8%	4.7%

<sup>\*</sup> Source: United States Census Bureau. This table represents the most current statistics available.

the local, state, and federal levels in Marlinton. There are also several professionals including lawyers, doctors, and a dentist that have offices in Marlinton.

There is a much higher proportion of people employed in "Agriculture" in Pocahontas County than Marlinton, which should not be a surprise. Twice the proportion of workers in Pocahontas County are employed in the Manufacturing industry as they are in Marlinton. The town of Marlinton has a significantly higher proportion of people

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employed in the healthcare field than either the county or the United States. Marlinton, likely because it is the county seat, has a much greater proportion of government employees (under "Public Administration" in Census Data). The town has almost three times the proportion of workers employed in "government" as the United States.

#### **\***Employment and Income

According to the 2016 Census Estimates, the median household income in the Town of Marlinton was \$26,000, compared to \$36,026 in Pocahontas County, \$42,644 in West Virginia, and \$55,322 in the United States. The City of Lewisburg had a median household income of \$49,712 and the City of Richwood's median household income

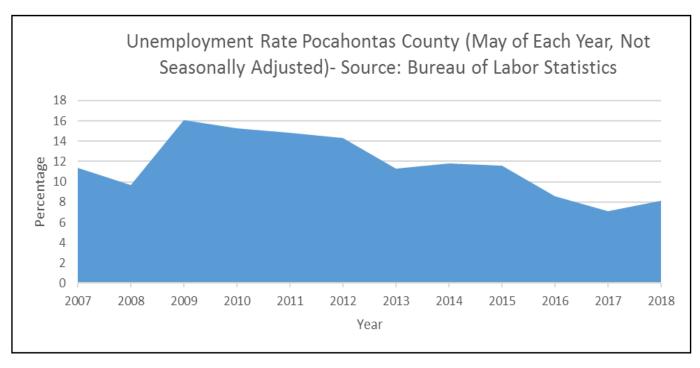


Table 2.4 Unemployment Rate, Pocahontas County

was \$27,903. The Town of Marlinton has a significantly lower median household income compared to the county (28% lower), state (39% lower), and country (53% lower).

Another indicator of general community health is commute time. When there is a high commute time people have less time for other activities such as community events, physical fitness, and leisure activities. Low commute times also mean that people live where they work, which can strengthen community bonds. The mean travel time to work in the Town of Marlinton is 22.1 minutes. The mean travel time to work in

Pocahontas County is 28.5 minutes, while the mean travel time in West Virginia is 25.6 minutes. Marlinton's lower travel time to work, compared to both the county and the state as a whole, should be seen as a positive in that people are, in general, spending less time traveling to and from work.

The unemployment rate is the percentage of people seeking employment that are not employed at a given time. People that are not seeking employment and that are not employed are not in the labor force and are not counted in the unemployment rate.

The Bureau of Labor Statistics provides unemployment rates throughout the country. Table X shows the historical unemployment rate in Pocahontas County from 2007 through 2018. These unemployment rates for Pocahontas County are not seasonally adjusted and come from the month of May of each year. Pocahontas County has, over the past 10 years, had one of the highest unemployment rates in West Virginia.

In 2009, the county's unemployment rate was over 16 percent. The trend in Pocahontas County, since 2009, has been a decreasing unemployment rate which is one indicator that the economy is growing.



#### \* Education/Library System

The Pocahontas County Board of

Education maintains 5 schools in the county: 2 elementary schools, one middle school, one combined elementary-middle school, and one high school. The Board of Education employs approximately 80 service employees and 100 professional employees, which include 5 principals, one assistant principal,

# Pocahontas Library Services Programs for children and adults Meeting room space Materials to check out (books, DVDs, magazines, nature equipment, e-books and audiobooks) Local history information Display space Wi-Fi and computers with broadband internet service On-line databases Copy, print, scan, fax services Visitor information

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2 directors, one coordinator of food service, one treasurer, and a superintendent. In 2017, there were approximately 1,030 students enrolled, a decrease of approximately 40-50 students in the past five years.

The West Virginia Department of Education publishes the results from the West Virginia Summative Assessment (WVGSA). The assessment analyzes proficiency in math, reading, and science. In 2016-2017, 43% of Pocahontas County School students were proficient in math, 45% were proficient in reading; and 39% were proficient in science.

For all of West Virginia, only 34% of students were proficient in math, 46% were proficient in reading, and 38% were proficient in science. The state's proficiency level was 9% lower than the county in math, 2% higher in reading proficiency, and 1% lower in science proficiency. Marlinton Elementary School had the following proficiency levels:



Math 39%, Reading 44%, and Science 45%, which are all higher or very close to state proficiency levels.

The Town of Marlinton is also home to the Pocahontas Free Library. There are also public libraries in Green Bank, Linwood, Durbin, and Hillsboro. There are 10 county-wide library employees, 6 full time and 4 part time. The library is funded in part by the Pocahontas County Commission, the Town of Marlinton, the WV Library Commission, the Pocahontas County Board of Education, and many other businesses and individuals.

The Marlinton branch of the Pocahontas Free Library is also utilized by the elementary school, and so the library serves multiple purposes in Marlinton and should be considered an important asset in the community.

#### **\***Housing

Housing is an essential component for any community. Understanding the quantity and overall quality of the housing stock in Marlinton is important to understand when considering recommendations for the future growth and development. Several

indicators can help the community better understand and evaluate the current housing stock in Marlinton.

As of 2016, there were 635 housing units in the Town of Marlinton. 29.4% of all housing units in Marlinton were considered vacant (187 units), leaving 70.6% inhabited. The age of the housing stock is a good indicator of the condition of housing in a community. Generally, the older the housing stock, the more issues there are with deterioration and dilapidation.

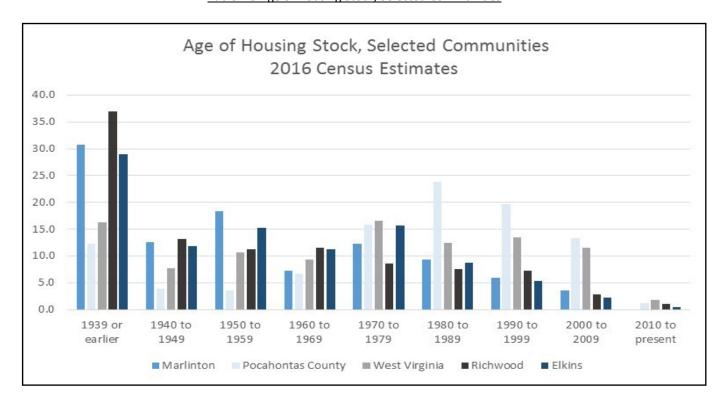


Table 2.5 Age of Housing Stock, Selected Communities

The Town of Marlinton has a relatively older housing stock. Very few housing units

have been built since 2010.

Marlinton's housing stock was compared to Elkins, Richwood, Pocahontas County, and the State of West Virginia. Marlinton's housing stock is similar to the other municipalities, although Richwood has a much higher proportion of houses built before 1940. Pocahontas County has the highest proportion of any jurisdiction surveyed of housing built after 1990. The County also has the highest proportion of housing



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built in the 1980s, 1990s, and 2000s. Meanwhile Marlinton has the highest proportion of housing built in the 1950s at 18.4% of the town's entire housing stock.

The total number of occupied housing units in Marlinton, according to the 2016 US Census Estimates, was 448 units. Of those units, 238 or 53.1% were owner-occupied, leaving 46.9% renter-occupied. Meanwhile in the state, 72.5% of occupied housing units were owner-occupied, leaving 27.5% as renter-occupied. The average household size for owner-occupied units in Marlinton was 2.30 persons, while the average household size for renter-occupied units was 2.23 persons.

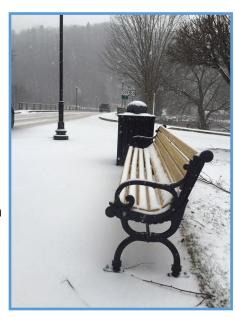
Of the owner-occupied units in Marlinton, 47.1% of the housing units had a mortgage, while 52.9% of owner-occupied units were without a mortgage. These numbers are very similar to the state, in which 47.6% of owner-occupied housing had a mortgage, while 52.4% housing units were without a mortgage.

Given how few housing units have been built recently and the high vacancy rate of housing units in Marlinton it is not likely that new housing or land is going to be needed in the next 10-15 years. However, there has already been an uptick in the number of people locating to the Marlinton area for the pipeline. As more people relocate to Marlinton, there is a possibility that new housing will be needed to accommodate the influx of temporary workers.

#### **X** Tourism/Recreation

The town of Marlinton sits at the heart of Pocahontas County and is surrounded by some of the most iconic and beautiful places in West Virginia.

The town is home to many historically significant sites, including the Marlinton Depot, the Pocahontas County Historical Museum, and the Pocahontas County Opera House. Additionally, the Greenbrier River Trail runs right through town, offering easy access to a 78 mile trail. The town also sits along the Greenbrier River, which is both an asset and a threat. From a tourism and recreation standpoint, the river can be used for kayaking and as a fishery. The Greenbrier River, near Marlinton, has recently



been added to the state's stocking list for trout. The Greenbrier River along with Knapp Creek give Marlinton residents and tourists multiple options for catching trout in and around Marlinton.

The Pocahontas County CVB has an excellent website that can direct people to recreation and tourism amenities in the county. Snowshoe Mountain Resort is a world class skiing and snowboarding facility that draws people from all over the East Coast. The resort boasts 60 trails, 14 lifts, snow tubing and many "warmer weather" activities including mountain biking, and golf. Snowshoe Mountain Resort is only 30 minutes from Marlinton.

The area also contains a handful of state parks, including the Greenbrier River Trail State Park, Beartown State Park, Cass Scenic Railroad State Park, Droop Mountain Battlefield State Park (the oldest state park in West Virginia), and West Virginia's largest state park, Watoga State Park.

Other tourist sites within a close distance to the Town of Marlinton include the oldest state forest Seneca State Forest, Calvin Price State Forest, the Highland Scenic Highway, Pearl S. Buck Birthplace, the Cranberry Wilderness, the Durbin and Greenbrier Valley Railroad, and the Green Bank Observatory.

The Pocahontas County Country Club is a 9-hole golf course located just outside of town that is privately owned but opened to the public.

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**Chapter 3: Community Concerns** 

#### **\***Introduction

The Chapter 1 "Introduction" and Chapter 2 "Where are we now" provide a foundation for the Marlinton comprehensive plan. Chapter 1 explains why it is important for the town to create a comprehensive plan, while Chapter 2 provides a "snapshot" of the community. Chapters 3 and 4 provide a detailed analysis of community concerns and recommendations to address those concerns. The Town of Marlinton planning commission's first step in identifying community concerns, through Chapter 3, was to complete a SWOT Exercise.

"SWOT" stands for Strengths, Weaknesses, Opportunities, and Threats. The completed SWOT Exercise for Marlinton can be found in the appendix of the comprehensive plan. Based on the completed SWOT exercise, the planning commission was able to develop a vision statement. A vision statement is intended to guide the community as it tries to achieve its goals and objectives. The Town of Marlinton's Vision Statement is as follows:

"Marlinton is a safe community that fosters healthy families, vibrant businesses and numerous cultural and recreational attractions for residents and visitors, while preserving the unique traditions and natural beauty that make the Town special."

The planning commission decided to take a unique, yet logical, step of parsing the vision statement to help identify community concerns. The planning commission came up with six community concerns. The community concerns are as follows:



Safe Community- Create a safer community.



Healthy Families – Foster and support programs and services that promote healthy families.



Vibrant Business- Create an environment that attracts new businesses and strengthens existing businesses.



Cultural and Recreational Attractions - Showcase and build upon the numerous cultural and recreational attractions



Cultural Traditions—Preserve our unique historic and cultural traditions



# Natural Beauty- Preserve and protect our natural beauty

These community concerns will be the focal point of Chapter 3. The Chapter 4 Action Plan will address these community concerns by recommending goals, objectives, and action steps.

A major part of ensuring that the planning commission has identified the most relevant concerns in the community is to solicit public input. The Marlinton planning commission conducted their business during open meetings by providing a notice and agenda prior to the meeting, creating an accurate record of the meeting with the development of meeting minutes, and inviting the public to attend and participate in the meetings. The planning commission also invited citizens who had a particular interest or expertise in a certain topic to attend particular meetings. Inviting

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with a better understanding of the issues and concerns.

The planning commission also hosted an open house early (April 2017) in the comprehensive plan process. The open house served several purposes. The primary purpose was to introduce the public to the comprehensive plan process and to answer questions about the process or about the findings of the planning commission. A



secondary purpose of the open house was to verify that the concerns identified by planning were consistent with the desires of the community.

The open house was well attended and the planning commission received valuable input from the participants. Citizens that attended the open house agreed with the identified community concerns. Based on input from the open house, the planning commission focused the next several meetings on analyzing and further understanding each community concern. The planning commission typically chose one or two of the community concerns for each meeting and discussed, in detail, the concerns and then developed ideas and concepts that address each community concern.

Another overarching focal point with the comprehensive plan is to identify when regional approaches and working with other local governments would be advantageous. Other local jurisdictions include Pocahontas County, Hillsboro, Durbin, and some of the unincorporated places in Pocahontas County such as Arbovale, Bartow, Cass, Frank, Green Bank, and Huntersville. The Town of Marlinton should also work with communities such as Elkins, White Sulphur Springs, Lewisburg and other communities on projects where a regional approach is more appropriate than each community working individually.

Examples of where regional cooperation might be appropriate include addressing broadband, and the sharing of code enforcement officers.

#### Community Concern #1



# Safe Community— Create a safer community.

The following are a list of concerns identified by the community related to community safety.

# **\***Law Enforcement

Local law enforcement forms the backbone of the community policing and safety in Marlinton. One concern that was mentioned at the open house is the need to have a better police presence in town. The planning commission also noted, early in the comprehensive plan process, that not having their own police force in town was a concern. However as of the summer of 2018, the town has hired a part time police officer.



In the past, the town has had a formal agreement with the state police (cost the town \$56,000 per year) to patrol and provide law enforcement services in town. The town needs to continue to work with other law enforcement agencies that can help provide supplemental services when needed.

There was a neighborhood watch program in Marlinton several years ago but interest waned and the program disbanded. Therefore if there is enough volunteer interest in the long term stability of a neighborhood watch program then the town should consider supporting the initiative.

Another concern involves a lack of surveillance at public spaces, including parks. The town could install live camera feeds to the parks for better surveillance. The town would likely need grant funding for this project. Facilities already exist to monitor additional cameras. However a dedicated phone line is needed.

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#### **Lighting**

Lack of or insufficient lighting was identified as a concern during the comprehensive plan process. Some areas of town need proper street lighting to deter crime and make the area safer for citizens. Sufficient lighting energy efficiency should be a priority. The town should study the lighting to see if there are areas of town that are lacking adequate lighting. The town should then inventory those areas and develop a timeline and funding scheme to correct and enhance the lighting in town.

#### **Housing/Dilapidated Buildings**

The town has identified a number of vacant and dilapidated structures in Marlinton. These structures are a safety hazard as they are prone to partial or complete collapse. Dilapidated structures also lower property values, and can stymie reinvestment into the community. The town of Marlinton is committed to addressing abandoned and dilapidated structures to improve the health, safety, and welfare of the community.

The town has adopted the 2015 International Property Maintenance Code (IPMC) and has a code enforcement officer with a provisional



license. Through the IPMC, the town is trying to address rubbish, inoperable vehicles, and abandoned and dilapidated structures.

Marlinton should enforce the IPMC throughout the entire town and deal with all citizens and business owners evenhandedly. The town already has an inventory which gives town officials an idea of the scope of the issue. Town personnel should ensure that the inventory is periodically reviewed and updated.

Several other concepts can be utilized by the town to address abandoned and dilapidated structures. The town could partner with another jurisdiction to share a certified code enforcement officer, if agreeable to all parties involved. The town's current code enforcement officer could spend some of their time in Marlinton and some of their time in neighboring jurisdictions. Each jurisdiction could pay the

individual a pro rata share of their wages/benefits. There would need to be a formal agreement between the different jurisdictions and the code enforcement personnel.

Other concepts to address abandoned and dilapidated structures include utilizing a statutory lien to collect on costs incurred for fire debris removal. Utilizing this statutory provision would allow the town of Marlinton to clean up a property that has been declared a total loss from a structure fire. If the property owner is unwilling to clean up the debris, the town can place a lien to hold a portion of the insurance money. If the town cleans up the property, they are entitled to a certain amount of the insurance funds. One of the concerns with this statute is that a significant amount of structures do not have insurance, making it impossible to utilize this statutory scheme. Vacant properties, even if not dilapidated, are likely to become dilapidated if no one cares for them. The town is enabled to enact an ordinance that will allow the town to assess a fee on any property that meets the statutory definition of "vacant property or structure." This fee is usually an annual fee that increases each year on the registry. If a property owner does not want to pay the fee, they must work on the property to ensure it no longer meets the definition of being vacant. There should be a provision by which a property owner who is, in good faith, trying to sell the property, would not be required to register the property as "vacant" under such an ordinance.

The town should investigate how to shorten the time for the asbestos removal procedure on dilapidated structures. Are there any communities that are hiring a 3rd party asbestos removal company that could come in and do several remediation

projects at once? There would likely need to be a significant amount of logistical and preparatory work completed beforehand to prepare for an asbestos abatement company to come address several properties at once. An up to date inventory of abandoned and dilapidated structures would be very helpful.



As of the winter of 2018, Marlinton's new municipal judge will be responsible for hearing issues that were previously heard by the County's Magistrate Office. The municipal judge will hear misdemeanor violations such as property maintenance issues and traffic violations. Having a municipal judge should help expedite property maintenance issues.

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While the town is addressing abandoned and dilapidated housing, officials should, at the same time, try to understand and analyze the future housing needs of the community and plan accordingly. Consideration should be given to the future use of a property that is slated for demolition. Without zoning, municipal tools to direct certain development in certain areas are limited. However, informal conversations with property owners might yield desirable results.

One particular need is for more retiree housing and assisted living facilities. As the population continues to grow older and "aging in place" is desirable, more of these housing styles will be sought. The town can encourage housing that is or can be made accessible for persons with disabilities. The community should also welcome assisted living facilities that can provide a market niche, while also providing for more local jobs.

### **Sidewalks**

The town should identify where the sidewalks need to be developed or improved in town. One way to address sidewalks in a systematic manner is to prioritize sidewalk projects through the development of a sidewalk plan (or a

Capital Improvement Plan).

Property owners need to understand that they are required to maintain the sidewalks that are contiguous to their property. Routine maintenance includes shoveling snow and removing grass clippings and other debris from the sidewalks. Periodic reminders about who is responsible for sidewalk maintenance should be provided on the town's website, social media account, or with water bills.

In the past, the town has used a 3rd party company to grind tripping hazards down along the sidewalk. The town inventoried the sidewalks and found approximately 85 potential tripping hazards in town. It would cost the town



approximately \$5,500 to complete the remediation of the existing sidewalk tripping hazards.

The town should review past plans such as the West Virginia Community Design Team "Jump into Marlinton" document that has several design recommendations and work with the School of Design and Community Development and the WVU Extension

Service to better understand livable public space including streetscape design to upgrade sidewalks and crosswalks. Other suggestions include bike parking racks and pedestrian/bicycle-scale signage throughout town.

### **Roads/Transportation**

Marlinton sits at the intersection of Routes 39 and 219. Part of the town is situated in a grid system. One of the main concerns is road conditions. Many areas exist where the road conditions are not ideal. Part of the issue is ownership of the roads in town. The state had an Orphan Road Program in the late 1990s. The orphan road program was established for the state, under the West Virginia Division of Highways, to acquire and maintain



roads and bridges that met a certain set of criteria. Because of this program, the state owns almost all of the roads in Marlinton. The town has been competing with the rest of Region 8 (which includes Tucker, Randolph, Pendleton, and Pocahontas Counties) for transportation funding and maintenance of the state roads.

There is a physical disconnect between the downtown and where most people live and the commercial development that is situated across the river along Route 219. Because of this disconnect, there are blueprints for a pedestrian bridge from the Greenbrier River Trail, across the river, into Riverside. A pedestrian bridge could provide citizens with a safe route to travel rather than across the existing vehicular bridge and along Route 219, where there are currently no sidewalks.

In addition, updated signage and GPS directions are needed to direct tourists coming into Pocahontas County from the south to Snowshoe, through Marlinton. Many times out of state tourists use Route 92, which does not have gasoline or food options on the way up to Snowshoe. Increased signage before Route 92, directing travelers to amenities in Marlinton could improve the traffic through town, while also providing much needed amenities for tourists.

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### **Water/Wastewater Infrastructure**

One of the most essential functions for many municipalities in West Virginia is water treatment and wastewater treatment services. The distribution of treated safe water for consumption and the treatment of wastewater is a constant issue for many

communities that have aging infrastructure.
Failure of a water treatment plant can become a huge strain on the community very quickly.
The town of Marlinton faces challenges with both its water and wastewater systems.

### **Water Treatment**

The water treatment system is currently running at about 70-80% capacity. Capacity could be increased in the future with modifications to the plant.

An upgrade to the water treatment system is ongoing, including a rebuild of the water plant and water tank improvements. The funding package for this project includes \$1.5 million in Small Cities Block Grant, \$1 million grant from the Infrastructure and Jobs Development Council (IJDC), and a \$4 million "low-interest" loan from the IJDC. The next project for the water treatment system is the water distribution lines where there was an estimated 38% loss ratio, meaning that almost 40% of the water that leaves the treatment facility will leave the system before it can be used by customers. This loss is likely due to leaking of the old distribution lines.

Currently the Pocahontas Memorial Hospital has its own water system. However, initial discussions between the hospital and the town have taken place to decide whether it is possible for Marlinton to take over the water system.

The town is working with Region IV Planning and Development Council to create and maintain GIS mapping of all water, and stormwater lines in town. Not only can the lines be mapped, but attribute data can be assigned, including pipe material, diameter, age, etc. Marlinton already has the sewer lines mapped electronically.

### **Wastewater**

Wastewater treatment continues to be an important issue for the Town of Marlinton. The town council should develop a detailed budget that includes costs for all work needed to ensure that the town's wastewater treatment system is compliant with relevant state regulations. One specific issue concerns inflow and infiltration (I & I). Because of the age of some of the collection lines (over 100 years old) some water from the river is getting into the collection lines, meaning the treatment plant is treating more than what it should to be treating.

In 2018, the town started replacing some of the older sewer lines at 2nd/3rd Avenues, 9th Avenue, and 7th Avenue. The town should apply for grants to help speed up the process to complete the older sewer lines.

### **Stormwater Concerns**

The town currently has a downspout disconnection program in place by ordinance. The purpose of this ordinance is to decrease the amount of stormwater leaving a property and being channelized. The more stormwater that can be infiltrated onsite, the less water there will be in the stormwater drains and on the roads and parking lots.



The town is currently underway with the 3rd Avenue drainage project, which includes replacing 3 drop inlets and roughly 240 feet of piping.

The town also has eliminated several combined sewers throughout town. Combined sewers are when both stormwater and wastewater are collected in the same piping. During periods of high rainfall there is a chance of combined sewer overflows (CSOs), which means excess wastewater/stormwater might be discharged into a water body before it is treated.

### **Floodplain Management**

Marlinton has a long history of flooding. Nestled between Knapp Creek and the

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Greenbrier River, much of the downtown is within the Special Flood Hazard Area. Several properties are within the regulatory floodway, which has even greater limitations to development and redevelopment. Therefore any discussion of future land use and development in Marlinton should be tempered with a good understanding of historical



flooding and the National Flood Insurance Program, as well as programs that may help mitigate flood damage in the future.

If the town or private property owner is demolishing a vacant or dilapidated structure in the floodplain, ensure that what is being rebuilt is up to the NFIP requirements, or encourage the land to be left as open space so as to lessen the impacts of future flood events.

Ensure the town has all the necessary provisions in place to meet the NFIP minimum requirements for participating in the flood insurance program. The town's floodplain administrator should comply with state law requiring all local floodplain administrators receive continuing education credits through the state. The town should work with citizens so that everyone understands the permitting process under the floodplain ordinance.

Awareness and education are two important concepts that can help with floodplain management in Marlinton. Town officials can disseminate educational materials that they get from state and federal agencies. Preparedness training and understanding of emergency procedures should be completed at a time when there can be deliberate discussion and analysis of current procedures and protocol.

The town should publicize any opportunity for residents to learn about floodplain management. Town officials should also encourage participation during the flood map review process, which happens every few years.

Town officials should search and apply for grants through State and Federal agencies to mitigate future flood loss including, but not limited to Hazard Mitigation Grant Program (HMGP) funds, to elevate properties in the floodplain.

Citizens voiced concerns about the amount of aquatic grass and sedimentation that have permeated throughout the Greenbrier River, especially near town. There is a perceived increase in accretion and sediments along the benthic areas of the Greenbrier River including vegetation. Citizens are concerned that the increased vegetation in the Greenbrier River is exacerbating flood events in and around town. Town officials would like to work with the appropriate state and federal authorities to understand the magnitude of increased vegetation as it relates to flood events. If the vegetation and sedimentation in and around town are likely to increase the damage caused by flood events, then the town is interested in working with the appropriate state and federal agencies to remediate the those conditions.

### **Community Concern #2**



Healthy Families – Foster and support programs and services that promote healthy families.

### **Education/Buses**

The town is fortunate to have an elementary school in the middle of town as well as Marlinton Middle School within town limits. Schools often serve as the community "hub" with activities, plays, recreation, and other events held during and after school. The town citizens clearly see the schools as community assets and have indicated their desire to keep the schools in town.

Marlinton Elementary School is situated within the Special Flood Hazard Area, making it difficult to get funds for necessary renovations such as a new sprinkler system. The town could attempt to locate land within the town limits that is out of the floodplain for the development of a new elementary school.

Alternatively, the town could work with the Board of Education to pass a levy that is specific to addressing the sprinkler system



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of the existing elementary school in town. Concerned citizens could also fundraise for the new sprinkler system to show proactive citizen involvement.

Additionally, the school moving out of town would also be detrimental to the town as it is a major water customer.

Safe Routes to School (SRTS) is a national program that helps communities realize, through pedestrian and bicycle safety, through infrastructure and non-infrastructure projects. The idea

Safe Routes to School provides funds to West Virginia to substantially improve the ability of primary and middle school students (grades K-8) to walk and bicycle to school safely.

The purposes of the program are:

- To enable and encourage children, including those with disabilities, to walk and bicycle to school;
- To make walking and bicycling to school a safer and more appealing transportation choice, which will encourage a healthy, active lifestyle starting at an early age; and
- To facilitate the planning, development and implementation of Projects and Activities that will improve safety, and reduce traffic, fuel consumption, and air pollution in the vicinity (approximately two [2] miles) of primary and middle schools.

behind SRTS is that if a community provides the right education and safe alternatives to getting to school, more kids will utilize those methods instead of riding the bus or getting a ride from a parent/guardian.

The Town of Marlinton, along with Pocahontas County Schools, would need to collaborate to identify potential funding projects that meet the criteria of the state's SRTS program.

The elementary school is situated right in downtown and uses the public library during school time and the wellness center for physical education. The sharing of facilities is advantageous and should be seen as a model for other rural communities throughout West Virginia and Appalachia. Removing the elementary school from downtown would not be ideal because of its close proximity to the McClintic Public Library and the Wellness Center.

The One Room University (ORU) is a community asset and should continue to be

supported by the town and community members. ORU provides a unique and cost-effective way to continue learning without having to travel great distances. People can enroll and virtually attend classes at New River Community and Technical College from the ORU, located on the second floor of the City National Bank in Marlinton. In Marlinton, students connect with other students and instructors at the Greenbrier Valley Campus. Additionally, there are staff members at the ORU to monitor classes, administer placement testing, and help students with the admission, financial aid, and registration processes.



### **Library**

The McClintic Public Library is a great resource for the community and serves as the library for the Marlinton Elementary School.

The following is a non-exhaustive list of programs and amenities that the library provides:

- Meeting room space
- Materials to check out (books, DVDs, magazines, nature equipment, e-books and audiobooks)
- Local history information
- Display space
- Wi-Fi and computers with broadband internet service
- On-line databases
- Copy, print, scan, and fax services
- Visitor information
- Great example of library working with the school system.

The town currently makes a monetary donation and otherwise supports the library. The library is also supported by the Hotel and Occupancy Tax and the County Commission. The town should continue to support and collaborate with the library, when appropriate. Town officials and



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library staff should meet at least quarterly to ensure there is an open line of communication and to explore ways they can work together in the future.

### **Wellness Center**

The Pocahontas County Wellness Center is operated by the Pocahontas County Parks and Recreation Department. The Wellness Center opened in 2013 and is open to the public. The Wellness Center has a gym that is utilized by the elementary school, which is located adjacent to the center. The Wellness Center offers several activities and classes that are available at the Wellness Center, including aerobics, Zumba, jazz dance, Tae Kwon Do, Red Cross swimming class, a fitness room, crafts, and candle making. The Wellness Center also provides after school activities and works with Marlinton businesses to pay the entry fees, so employees can use the Wellness Center.

The town should promote the Wellness Center as an asset to the community and promote its programs.

### Support Services/Childcare/Food banks

The Pocahontas County Family Resource Network (FRN) is a group of individuals from the local community that works together to better meet the needs of children and families in the area.

The FRN conducts a monthly food pantry that serves approximately 450 residents. The FRN provides 15- weekend back packs to needy students. The FRN serves 350 low income children each year for Project



Christmas and has generated 7 million dollars in new revenue, in-kind donations, grants, mini grants, and leveraged several assets over the past nine years. The FRN also conducts parenting classes and collaborates both regionally and on a statewide level with partner agencies.

Currently, there are no childcare facilities in Marlinton. The town should support and encourage people that are licensed and certified to provide childcare in their homes, or alternatively in an empty storefront.

A farmer's market in Marlinton operates during the summer. Two food banks also exist in the area, the Pocahontas County Family Resource Network and Christian Cooperative Ministry provide essential items to people in the area. The Christian Cooperative Ministries, provides food and clothing for those in need in Marlinton and Pocahontas County. Grow Appalachia is also present in the area, they provide workshops and education to families to develop food at their own homes.

The community should continue to support these initiatives. Specifically for the food banks, the town should hold an annual food and products drive.

The community needs to support the hospital and ensure its long term stability in the area. The next closest hospital is 45 miles away. There is also a nursing home that is affiliated with the hospital which provides a very important service to the community. The ambulance service, which is owned by the hospital operates along side the Marlinton Fire Department Inc. which also operates an ambulance service.

Marlinton officials need to continue to support existing mental health programs and facilities in Pocahontas County, including the 24 hour crisis center, drug detox program, and alcohol and drug counseling services.

The town can provide a meeting place for recovery meetings such as Alcoholics Anonymous or Narcotics Anonymous," as well as SMART Recovery meetings.

### **Drugs/Substance Abuse**

Substance abuse is a huge concern throughout the country and particularly in West Virginia. The town should foster an environment of support, while trying to ensure

individuals receive the help and treatment they need to address substance abuse issues.

Drug courts are enabled under West Virginia Code (Chapter 62, Article 15). From the West Virginia Judiciary website, a drug court is "a specially designed court program. The purpose is to achieve a reduction in recidivism and substance abuse among offenders and to increase the likelihood of successful rehabilitation through early, continuous, and intense treatment; mandatory periodic drug testing; community supervision; appropriate sanctions and incentives; and other rehabilitation services,



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all of which is supervised by a judicial officer." (Source: WV Judiciary Website)

The drug courts are concerned with restorative justice, a system of criminal justice that focuses on the rehabilitation of offenders through reconciliation with victims and the community at large. A drug court was established in Pocahontas County in July 2018. Prior to that, drug courts were found in counties adjacent to Pocahontas County.

Community leaders should work with the general public on the current drug issues by collaborating with organizations such as Seneca Health Services and the Pocahontas County Memorial Hospital to educate citizens and local officials on the implications of substance abuse in the community.

### **Day Report Program**

A day report program exists in Pocahontas County. The program is growing, successful, and has had a positive impact in Pocahontas County.

It has been suggested that the day reporting program costs county taxpayers a fraction of the costs needed to keep offenders in jail (The Pocahontas Times, January 24, 2018). There are estimates that the program has saved hundreds of thousands of dollars in Pocahontas County since it started. Part of the day reporting program is training people how to run machinery, such as forklifts, so that they might have marketable skills when their day reporting requirements are complete.

The day report program could be a model for several other jurisdictions that are facing uphill costs of incarcerating drug offenders. Participants in the day report program cut grass, provide janitorial services, and help with trash pickup among other things. The magistrate decides whether a person is sent to the day report program or to jail.

### **Drug Task Force**

The Mountain Region Drug Task Force (DTF) is made up of Tucker, Randolph, and Pocahontas County representatives, as well as the West Virginia State Police, US Drug Enforcement Administration, US Attorney's Office, and the US Forest Service. According to the task force website, "the main objective of the task force is investigating crimes as they relate to illegal distribution, manufacturing, possession,

and transportation of drugs. The members of the task force recognize that by combining intelligence gathering and investigative efforts the law enforcement assets of the participating agencies can be better utilized." The Mountain Region DTF is still operational in the region and is primarily concerned with gathering and sharing information related to illegal drug and criminal activities. It is likely that the town's involvement with task force will be minimal, however the town can support the task force in any way the task force deems appropriate.

### **Housing**

Well-built housing is a need in almost every community. Ideally in Marlinton, there will be a mixture of housing sizes, styles, and costs. Some of the needs for future housing include lower costs housing, housing out of the floodplain, and housing for retirees.

A few possible opportunities exist for adaptive reuse in Marlinton. Adaptive reuse is when a structure that was originally intended for one use such as a place of business is later converted into housing or another use from which it was originally intended. A few adaptive reuse possibilities include the ARC building, and an old motel on Route 219.

Work with the Greenbrier Housing Authority to ensure safe and adequate numbers of housing are available and the Raleigh County Housing Authority, who now administers the HUD Section 8 Voucher

program for the Town of Marlinton.

The public housing units in Marlinton, Diane Apartments, formerly came under control of the Greenbrier Valley Housing Authority, but are now under the Raleigh County Housing Authority. Diana Apartments is public housing that is restricted to the elderly and persons with disabilities.



### **Housing Authority**

The Marlinton Housing Authority was created after the 1985 flood, in 1986 by members of town council, pursuant to Chapter 16, Article 15 of the West Virginia Code. A 2011 resolution gave the housing authority the powers, duties, and authority of an Urban

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Renewal Authority under Chapter 16, Article 18 of the West Virginia Code.

Town officials and the housing authority should collaborate. Community buy in and support of the housing authority initiatives is important. The Marlinton Housing Authority owns some property in Marlinton. Town officials could work with the housing authority to develop a plan for the utilization of these properties that is in the best interest of all parties involved. The housing authority should meet with town officials at least quarterly so the town can keep the authority members abreast of municipal happenings.

Community Concern # 3



Vibrant Business– Create an environment that attracts new businesses and strengthens existing businesses.

A major concern that was discussed throughout the comprehensive plan process is that the community wants to encourage new business development as well as support existing businesses in town. Small business growth and development is vital to the well-being of the community and the town should be seen as a willing partner in this growth and development. As part of this partnership, the town should do its part to promote the community along with the CVB, Chamber of Commerce, the Greenbrier Valley Economic Development Corporation, and other organizations. The Town of Marlinton should continue to develop the town's website and social media page to promote the happenings and events in town. Showcasing the town and its amenities will help commerce in Marlinton by bringing more people into the

community.

Maintaining a town website has several benefits. The first benefit is that the website can be a vehicle for the dissemination of information.

Notices, agendas, and minutes can be posted online as well as their normal posting places. An events calendar can also be placed on the town's website to let folks know about upcoming events. Another benefit is that the website can be

a marketing tool. A well maintained website can highlight to visitors or potential investors about the amenities available, recreational options, and can be linked with other amenities such as the County Commission, Snowshoe, the CVB, and the schools. One of the most important aspects of having a town website is maintenance and updating. A website can be very beneficial if it is maintained and



updated. If not, the site will quickly lose its appeal and will not be visited or utilized as much.

Dedicate a portion of the town's website to post available jobs in Marlinton, or rather have a direct link to a jobs clearinghouse administered by a group or organization that would have the time and resources to maintain the clearinghouse.

The town should consider hiring a full or part time grant writer to address many of the issues that have been identified in the town's comprehensive plan. A portion of some grants can be used to pay the expenses of administering the grant funds. One of the grants that should be sought is a grant to help existing locally owned small businesses expand, especially if they have a sound business plan.

Workforce development and technical training in high school or right after high school is essential. Also focus on individuals that are changing careers and want a fresh start. The "WV Welcome" program offers free training through the West Virginia Department of Education's Hospitality Education and Training Program in association with WVU Extension Service and the Pocahontas County CVB. The program offers both on-site training and on-line training. The on-site training is 1 hour long and is without cost.

### **\***Incubators/Accelerators

In the spirit of promoting entrepreneurism, the town should work with appropriate agencies and organizations to encourage small business growth and development in town.

A community can promote new business development through the creation of a business incubator or accelerator. A business incubator is an organization that helps startups and new businesses accelerate their growth and success. Incubators do this

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by providing support in a variety of areas, including management training, office space, capital, mentorship, and networking connections. (Source: https://blog.hubspot.com/sales/business-incubator). It is important for there to be someone or some organization that champions the mission of the incubator.

According to InBIA's article "Incubating in Rural Areas," it is important for there to be a regional approach for business incubation in rural areas due to dispersed population, limited local markets, and a smaller base of expert advisors, service providers, and potential clients."

Marlinton is fortunate to have a couple of different options. WV Hive is part of the Almost Local Business Hub that serves as an incubator in Marlinton. There is a business center, conference space, desks, Wi-Fi and computers. WV Hive also helps with business plans, advises the entrepreneurs, provides technical assistance funds that could help with marketing needs, financial guidance, legal counsel, and feasibility studies for complex markets (Source: WV Hive Website).

"The [Pocahontas County Artisan] Co-op has more than 40 member artists and craftspeople working in two dozen mediums." (Source: https://pocahontasartistry.com) The Co-op has a gallery for exhibition of its members, the 4th Avenue Gallery of Fine Arts & Crafts. Most members showcase and sell their products from the 4th Avenue Gallery, in Marlinton and therefore do not have the challenge of opening up their own shop. Members pay a monthly membership fee and a percentage of their sales goes to the operation of the gallery. This cost is drastically lower than setting up a shop of their own.

The town will continue to support these endeavors that help citizens and local entrepreneurs develop their goals of owning their own business and selling their products in Marlinton.

## Filling Vacant Commercial Structures

The Edray Business Park is within the Marlinton town limits. There is 30,000 square feet of industrial and commercial space. Since 1997, the business park has been empty, however a portion of the building was leased in the summer of 2019. The



building will still be listed for sale. There is water and sewer at the park and it is turnkey ready. The Greenbrier Valley Economic Development Corporation owns the property. This is a significant opportunity for the area to bring in business. There needs to be incentives and the town should support the Development Corporation endeavors with the business park.

The ARC Building is another great community asset. The building is owned by the Pocahontas County Commission. This building has housed several businesses and entities over the years including, the day report program, forestry office, the Family Resource Network, and the SPCA. The Pocahontas County archery team also has an indoor range. There was discussion a few years ago about placing an indoor pool in the ARC Building since there are no public pools in Marlinton. Another idea was to use the ARC property for horse barrel racing since there are no other venues in the area.

Additionally, residential and commercial properties owned by the town or the housing authority could be rented or leased to businesses at favorable/minimum rates. Part of the leasing process could be to ensure that the applicant has a solid business plan and that the business is conducive to the overall vision of the town. The town would need to keep an up-to-date inventory of publicly-owned storefronts that could be easily distributed to prospective leases.

### **Broadband Infrastructure**

Broadband is an important need throughout rural America, including in Pocahontas County and the Town of Marlinton. Broadband is not a particular type of technology, but rather a certain level of service. In order to be considered broadband by the FCC, the technology including fiber optics, cable lines, or fixed wireless service, needs to provide at least 25 Mbps download and 3 Mbps upload speed. Some companies are even utilizing TV white space bandwidth. When all TV went from analog to digital in 2009, those bandwidths became vacant and can be utilized for wireless broadband services.

The importance and need of broadband goes well beyond recreation and leisure, it goes to business development and recruitment, increased tourism, and telecommuting opportunities. Another reason for Marlinton to advocate for broadband is telemedicine. Telemedicine is the remote delivery of healthcare services, such as health assessments or consultations, over the telecommunications infrastructure. Telemedicine allows healthcare providers to evaluate, diagnose, and

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treat patients using common technology, such as video conferencing and smartphones, without the need for an in-person visit (Source: https://searchhealthit.techtarget.com/definition/telemedicine).

There are initial discussions of a project in which fiber optics would be laid between Elkins and Lewisburg. If Route 219 was the route taken for the fiber, Marlinton would stand to benefit greatly from such a project. Town officials should participate in any discussions regarding broadband initiatives in the region.

Currently Frontier and Shentel serve as internet providers for citizens in the Town of Marlinton. CityNet which provides up to 100 Gbps broadband, is currently available at Snowshoe and Cass. Town officials should encourage service providers to continually provide high internet speeds and great customer service.

### Community Concern # 4



# Cultural and Recreational Attractions—Showcase and build upon the numerous cultural and recreational attractions

Marlinton is the first permanent English settlement west of the Alleghenies. As such, the community boasts a robust and colorful history.

The Frank and Anna Hunter House, built in 1903, is situated on Route 219/39 and is home to the Pocahontas County Historical Society. The Pocahontas County Historical Society purchased the property for use as a museum in 1963. (Source: C.E. Turley and James E. Harding (August 1975). "National Register of

# Fairs and Festivals Great Greenbrier River Race- last weekend in April, draws several hundred people to the area. Pioneer Days- July Roadkill Autumn Harvest– September, several thousand people attend Greenbrier River Trail Marathon- October, from Cass to Marlinton Other events held throughout the year

Historic Places Inventory Nomination Form: Frank and Anna Hunter House"). The house serves as a repository for historical items, including several thousand photographs of significance for the entire county. Also located at the house is the Pearl S. Buck Library.



Part of sharing the history and culture of the area is through

events, fairs, and festivals. Marlinton has several events held throughout the year to bring people together in the community and to share its unique history and culture.

The Pocahontas County CVB is looking to develop larger-scale events such as a soccer tournament for travel teams. The tournament could be promoted as a destination tournament and the CVB could help develop an itinerary for teams and their families to have recreational time to visit the many amenities in the area after their games.



Additionally, the town, along with other civic organizations should encourage more small-scale community events such as 5Ks, kayak races, and Irish road bowling tournaments. The town should consider hosting "movies on the river" at the downtown park during the summer. The event could be sponsored by a local business or organization and the town could either project the movie on a wall or rent a video screen for viewing.

The Mountain Music Trail is dedicated to promoting music and entertainment in the region. Their vision is "to promote, present, and sustain opportunities for engagement in the authentic mountain traditions of West Virginia." (Mountain Music Trail Website). The town should support the Mountain Music Trail and local music heritage in general. The opera house should serve as one of the main venues for exhibiting the rich musical culture of the region.

Allegheny Echoes is an annual summer workshop held in Marlinton and the surrounding area. The workshop includes classes for traditional instruments, writing

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classes, voice training, and Appalachian art. The workshop is sponsored by Pocahontas County CVB, Pocahontas County Dramas, Fairs, and Festivals, the State of West Virginia, the National Endowment for the Arts, and the WV Division of Culture and History. The annual workshop is a great way to bring people into town, showcase the town, and allows the community to support the arts and culture of the region.



### **Walking Trail/Tours**

Clio, an app for the Town of Marlinton walking tour was developed by Marshall University. Additionally, a historical walking tour is being developed by Preserving Pocahontas. There is also a need to develop space-appropriate interpretive signage that can supplement the walking tour. Directional signage that is scaled for both pedestrian and vehicular use to points of interest off of main roads that do not already have signage should also be considered.

A walking trail near Knapp Creek could also include access to Knapp Creek for fishing. A trail near Knapp Creek could be integrated into a walking loop that ties in with the Greenbrier River Trail and around town.

### **Hunting and Fishing**

Both Knapp Creek and the section of the Greenbrier River near Marlinton are stocked with trout. The Pocahontas County CVB, the Town of Marlinton, and local businesses have been involved in the trout stocking program of the Greenbrier River. Besides these fisheries in Marlinton, there are several other popular trout fishing streams in close proximity to the town, including the Cranberry River, the North and South Forks of the Cherry River, and the Williams River.

### Recreation and Tourism- Generally

Existing plans envision a project to restore wetlands in a strip of land between the Greenbrier River Trail and 4th Avenue. A wetlands project could not only serve as a demonstration project, but could also serve as a natural storm water retention area.

The town is also working with other government entities and interested groups on the wetlands project as the area has already been partly restored. The Greenbrier Valley Conservation District has approached the U.S. Fish and Wildlife Service for funding of this project.

A splash pad/public fountain would be a nice amenity to have in Town, especially during hot summer days. Discovery Junction, as



designed, would include a splash pad. Discovery Junction is a recreational area that has been designed to go in next to the Opera House. A splash pad would be appreciated by residents and tourists alike.

Continue to work with CVB to promote Marlinton as a community surrounded by recreational amenities (Cass, Green Bank, Snowshoe, Cranberry Glades, Watoga, etc.)

Also work with the Chamber of Commerce, County Commission, and U.S. Forest Service to encourage recreation not only from a tourism standpoint, but to encourage locals to utilize all the great recreational areas in and around Marlinton. The Pocahontas County CVB's primary purpose is to market Pocahontas County as a travel destination. The majority of the CVB's budget does go to marketing efforts. The CVB invests in educational programming for industry partners, tourism scholarship for students, in-county field trip support; tourism product development such as Mountain Music Trail, Scenic Route 39, IMBA Ride Center, and the Mon National Forest recreational economy project. The CVB partners with nine locations to provide visitor services around the county and the main office in Marlinton is a visitor center. (Source: Pocahontas County CVB Website)

Work with Pocahontas County officials to continue to add low cost/low maintenance

activities (consider Frisbee golf, bocce ball) at Stillwell Park. The small town park near the bridge downtown could be enhanced and made more of a focal point of the community. The town should consider purchasing new playground equipment and the possibility of constructing permanent restroom facilities at the small town park.



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Public restroom facilities are currently available at the library, CVB Offices, Stillwell Park, and will be available at Discovery Junction, once it is complete.

The town should consider creating a small dog park where folks can take their dog to be off leash and exercise. A small dog park in town could be promoted with other features for people that might normally drive through the area to stop and take a break with their pet. A dog park would be a good use of an area that might be subject to flooding.

### **Mountain Biking**

There is a coordinated effort to make the area near Marlinton, especially Snowshoe, a "Ride Center" through the International Mountain Biking Association (IMBA), which has a membership of 4 million people. Ride centers are areas that feature extensive trail networks, built specifically for mountain biking of all skill levels.

The CVB and other groups want to designate a 30 mile route around Snowshoe as a ride center. This area would become the first IMBA ride center in West Virginia. Therefore it might be advantageous, for increased recognition, to aim for Gold or Silver level status as a ride center. No east coast ride center has achieved Gold level status as of November 2018. Increased recognition as one of the best mountain biking destinations is the primary benefit of obtaining ride center status. Because of the large international membership of the IMBA, ride center status would open Pocahontas County up to visitors far and wide not previously seen.

In 2019 it was announced that Snowshoe Mountain Resort won the bid to host the International World Cup Mountain Biking Championship.

Community Concern # 5



Cultural Traditions – Preserve our unique historic and cultural traditions

As the first permanent English settlement west of the Allegheny Mountains, Marlinton has a vast and rich history that should be highlighted and celebrated. There are several historic structures, either on the National Register of Historic Places or in the

State Registry that is maintained by the West Virginia State Historic Preservation Office. Community assets such as the Opera House, and the Frank and Anna Hunter House, have been maintained and preserved for future generations to enjoy and learn about.

Along with many historic places in and around Marlinton, there is a strong cultural identity in Marlinton. Part of that strong cultural identity stems from the local music that has been present in this part of the state for generations.



Allegheny Echoes, which is an annual summer workshop, pays homage to the important culture of music in and around Marlinton.

As a way to help preserve and promote local culture, the town is planning to develop an outdoor stage and space for music and entertainment at Discovery Junction. The community should also champion Watoga State Park, Seneca State Forest, and the Cranberry Wilderness as great amenities that embody the Appalachian culture.

There has been quite a bit of community support for the Pocahontas County Opera House in the last several years. The opera house was built in 1910. The opera house has a part time paid position as well as a significant number of volunteers. The opera house has been owned by the Pocahontas County Historic Landmarks Commission since 1991.

The Opera House gets some of its funding from the County Commission. There is also an Opera House Foundation. There are some long term goals, including the renovation of the balcony which is not in ideal shape. The opera house also held a drama camp in the summer of 2018. The Lovett Foundation, a private foundation, is funding 50% of entrance fees for concerts at the Opera House.

The lot next to the opera house was an underutilized gravel lot with no specific purpose. Several individuals expressed interest in developing the "opera house lot." Working with Peter Butler of the WVU School of Design and Community Development, the community has developed a conceptual plan for "Discovery Junction." The plan calls for landscaping, an area for a farmers market, an area for live performances, all while being developed with low impact development and green



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infrastructure practices.

### **Example 2** Civic Organizations

The local civic organizations are a great source of pride, volunteerism, and charity in Marlinton. They should be included in the planning and logistics of fairs, events, and community gatherings.

A Bicentennial Committee has been formed for Pocahontas County's Bicentennial, which will be in 2021. The committee is starting work on what they hope to be a yearlong celebration of the culture and heritage of the county and its people; past, present, and future.

### **Historic Preservation**

No state or federally-designated historic districts exist in Marlinton. However there are dozens of state and six federally-designated historic sites (individual structures) in Marlinton.

The Pocahontas County Historic Landmarks
Commission (HLC) was created pursuant to Chapter



8, Article 26A of the West Virginia Code. The HLC has been active over the years in Marlinton, including with the restoration of the Pocahontas County Opera House. More recently, the HLC relocated and restored one of its own buildings, the oldest standing house in Marlinton, the Squire Hugh McGlaughlin Cabin. The cabin was disassembled, moved, and reconstructed near the Marlinton Depot.

The town should continue to support the historical preservation endeavors of volunteer organizations and private property owners that are concerned with saving and promoting history in Marlinton, including the Pocahontas County Historical Society and Preserving Pocahontas which is a private non-profit organization that preserves "historical records and artifacts relating to the history of Pocahontas County, WV." (Source: www.pocahontaspreservation.org/about\_us.htm)

# Downtown and gateway appearances

Sponsor a competition to decorate empty storefronts with student art. Hold a contest quarterly for school-aged children so their artwork can be displayed downtown.

Work with WVU School of



Design and Community Development, WVU Extension Service, and the U.S. Forest Service to develop a Mon National Forest Gateway Community Standard. Such a project could be tied to economic development, quality of life, as well as recreation and heritage tourism. Marlinton could be considered a "gateway to the Mon Forest," as the US Forest Service is interested in connecting the town and the national forest.

### Community Concern # 6



# Natural Beauty– Preserve and protect our natural beauty

One reason Marlinton and the surrounding area has seen growth in tourism is its proximity to an abundance of natural beauty and natural resources. Marlinton needs to protect those resources within town and support the retention of the natural resources outside of town limits.

In its most basic definition, a view shed is the geographical area that is visible from a

certain location. Many people, including tourists, appreciate natural and unobstructed view sheds, especially if they are fishing, boating, biking, or out for a walk. Transmission lines, cell towers, unmaintained structures, and other parts of the built environment may detract from the view shed in certain locations and be undesirable for future growth and development. While it might be difficult to remove existing impediments to the view shed,



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measures can be taken to prevent/limit future intrusions to the viewshed including a telecommunications ordinance that would limit placement of cell towers, or other land use controls that would limit the placement of certain uses in certain areas of town.

Lack of property maintenance can also detract from the beauty of the community. While the health, safety, and welfare of the community is the primary reason to address abandoned and dilapidated structures, the aesthetics can also be

diminished when there are structures that are in various stages of dilapidation or abandonment.

Several regulatory tools address abandoned and dilapidated structures. The town is already enforcing the International Property Maintenance Code (IPMC), which deals with dilapidated structures and external nuisances, including



inoperable vehicles and noxious weeds.

A vacant property registry under Chapter 8, Article 12 of the West Virginia Code is enabled for municipalities. A community can create a registration program that requires all owners of "vacant structures or property" in the municipality to pay an annual registration fee. Typically the municipality has a tiered fee schedule which requires a higher fee payment each year the property is on the registry. According to the enabling statute, the funds that come from the vacant property registry are required to be use for certain activities that relate to addressing abandoned and dilapidated structures. A local ordinance should also have provisions that if a property owner is trying to sell the property in good faith then they may not be subject to the registry.

### **Trash pickups/adopt an area/highway**

The West Virginia Department of Transportation sponsors an Adopt-A-Highway Program. Any road maintained by the state's Division of Highways (DOH) is eligible for adoption. Because the DOH maintains almost all roads in Marlinton, most in town streets could be adopted through the state's program. The Adopt-A- Highway

program is for 2 years and requires 3 clean ups per year. Garbage bags, safety vests, safety training, traffic warning signs, etc. are provided by the state. This program might be an opportunity for civic-minded groups to adopt a portion of road that is not already "adopted." Areas such as gateways into town should be considered highest priority to the community.

### **Main Street/Streetscapes**

When appropriate, the town should replace grassy areas with natural vegetation that won't require mowing or as much maintenance.

The town's beautification committee, with the support of local agencies/ organizations plants trees, shrubs, and flowers downtown. The beautification



committee is responsible for planter's downtown, banners, holiday decorations, and the overall enhancement of public spaces in Marlinton.

The town should map all the existing "green" spaces in and around Marlinton and create an inventory.

The Town of Marlinton has been an ON TRAC community for several years. Go Marlinton has been involved with the ON TRAC program. ON TRAC is a program created by Main Street West Virginia and is a prerequisite for any community to become a full-fledged Main Street Program. Once a community becomes an ON TRAC community, it will need to participate in the program for at least 2 years. After a two year period, if a community is showing signs of long term revitalization success, the community may be elevated to a full-fledged Main Street community. There are approximately 15 Main Street communities in West Virginia, including Elkins to the north and White Sulphur Springs to the south of Marlinton.

### **Energy Conservation/Recycling**

There are currently no recycling options for everyday materials in Marlinton. The lack of recycling has been a concern with some residents for several years. Anything that is collected for recycling must be shipped several miles. There was a recycling center in the county, but it has closed down. The county has a "green box" for the recycling of

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paper and plastic products (no glass). The town needs to analyze whether there could be a place in town where recyclables could be dropped off, and work with the county to see if materials could be transported from the town to the "green box" in the county. Town officials would need to work with the county commission to analyze the logistics and costs involved.

In the long term, the town should try to integrate, when appropriate, renewable energy sources such as small scale wind turbines and solar panels (town lights should be solar powered). The opera house lot design does include solar panels, as well as a charging station for electric vehicles. It is important with solar and wind to properly site these facilities to address aesthetic concerns, safety, and for these facilities to maximize their energy potential.

### **Additional Concerns**

### Land Use

Land use is an important consideration when developing a comprehensive plan. The planning commission has carefully analyzed the land use in Marlinton starting with the existing land use map.

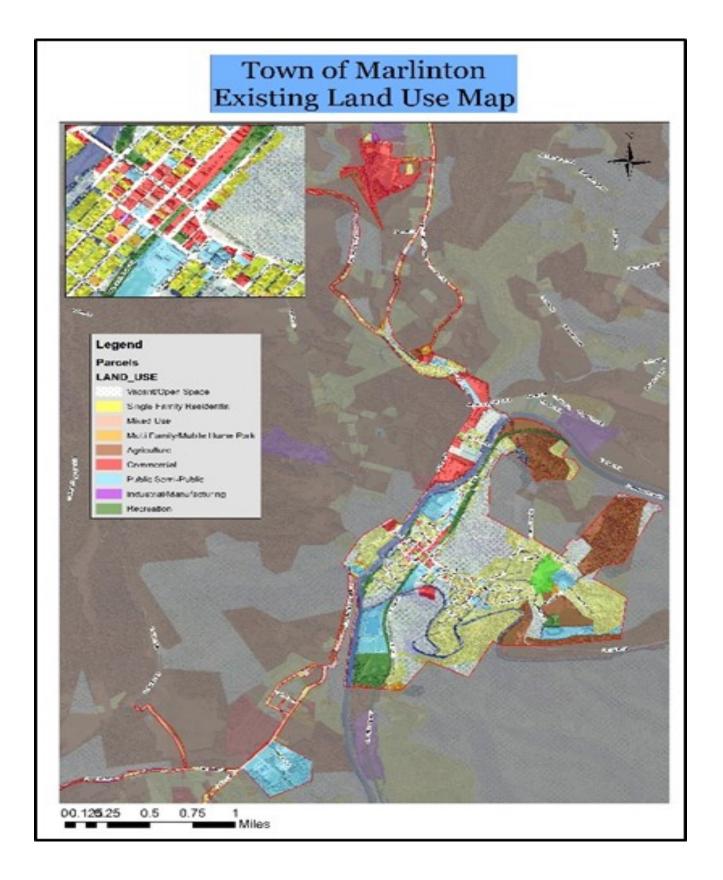
The existing land use map shows how the land in Marlinton is currently being used. The land use classifications try to encapsulate the many different types of uses within the town.

The Pocahontas County Assessor's Office has GIS parcel information that is used for taxing purposes. Each parcel of land in Pocahontas County is given a land use code that identifies what the primary use of each parcel of land. This information is verified by reviewing aerial photography, ground-truthing the information, and asking the planning commissioners, who typically have important knowledge of the different uses around town. The future land use map utilized this information.

Pocahontas County is one of the counties in West Virginia that is known to have Karstic features. The county is home to many know caverns, many situated near Marlinton. Therefore there could be subsidence areas in or around



Marlinton and it is something that should be considered when looking at new development in the community.



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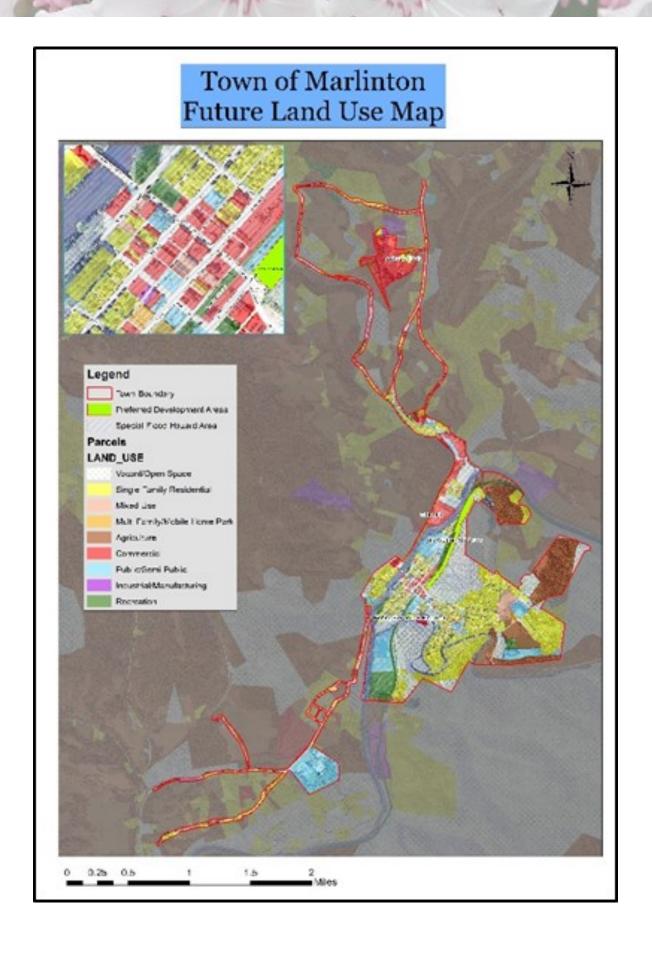
The future land use map should guide future land use decisions in the community, but is not part of any ordinance or regulation. The future land use map is used to show how the community would like future development to occur. In some cases, there is not a huge difference between the existing and future land use maps. It is fine if the community does not want development patterns to change significantly in the future.

As part of the future land use map, the community has identified preferred development areas. The preferred development areas are defined as "geographically defined areas where incentives may be used to encourage development, infill development or redevelopment in order to promote well designed and coordinated communities." W. Va Code §8A-1-2(y).

One of the areas designated as a preferred development area is 4th Avenue North of 8th Street, along the river trail. Another preferred development area is along Route 219, north of the bridge. This area was identified as a preferred development area because there needs to be a sidewalk or multi-use path developed for safety. The two other identified preferred development areas in Marlinton are the Edray Business Park and the Fishing Pier and Walking Trail along Knapp Creek.

### **Annexation**

There have been annexation in the past. One of the annexations was to add the land near the school but this was based on request of the property owners. Any future any annexation proceedings need to be carefully analyzed and discussed before any official action is taken. Town council should have a good understanding of state annexation laws. Council should also work with any affected land owners and make sure that there are conversations and an understanding of their concerns. Town council should also weigh all the advantages and disadvantages of annexing land into the town. Are there more advantages than disadvantages, if so what are they?



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**Chapter 4: Action Plan** 

### <u>Introduction</u>

The Chapter 4 Action Plan outlines a set of recommendations that will address the community concerns in Chapter 3. The Action Plan is organized into goals, objectives, and action steps all which need to be consistent with the town's vision statement. Goals are the broadest statements, showing an intent to accomplish an idea or concept that was identified as important to the community. Objectives are more specific and relate to a portion of an identified goal. There may be a handful of objectives for each identified goal. For each objective there will be a series of action steps. Action Steps are the most specific, discrete, and discernable statements and provide a narrative for the community to accomplish a particular objective, which will

### **Example**

Goal- Live a healthy and productive life
Objective 1- Need to exercise

Action Step 1.1- Run one mile every other day
Action Step 1.2 -Go swimming or running three times
a week

Objective 2- Eat a healthy and balanced diet
Action Step 2.1- No snacking after 8 pm

Action Step 2.2- Eat three square meals

Action Step 2.3- Cut out excess fat and carb intake

Objective 3- Try to lower stress level

Action Step 3.1- Take periodic small breaks throughout the day

in

turn help achieve an overarching goal. From the example, if a person were to achieve all the identified action steps and objectives, that person should be in a better position to achieve their overall goal of living a healthy and productive life.

The vision statement (see page 1-4) is the foundation with which the Chapter 4-Action Plan is developed. All the goals, objectives, and action steps should be consistent with the town's vision statement.

The following are goals that have been identified for the Town of Marlinton.



Safe Community– Create a safer community.



Healthy Families – Foster and support programs and services that promote healthy families.



Vibrant Business— Create an environment that attracts new businesses and strengthens existing businesses.



Cultural and Recreational Attractions—Showcase and build upon the numerous cultural and recreational attractions



Cultural Traditions—Preserve our unique historic and cultural traditions



Natural Beauty– Preserve and protect our natural beauty

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# Safe Community— Create a safer community.



### Objective 1.1 Ensure law enforcement is a priority in the community

Action Step 1.1.1 Continue to fund at least one town police officer with emphasis on hiring more personnel as needed and funding become available

<u>Action Step 1.1.2</u> Work with county and state law enforcement agencies, when needed, to ensure safety of the community

Action Step 1.1.3. Reestablish a neighborhood watch program. Make sure a plan is developed and volunteers are in place to ensure that it is a long-term endeavor.





### Objective 1.2 Provide deterrents and additional safety enhancements

Action Step 1.2.1 Install and monitor surveillance cameras at the park and other targeted public spaces

Action Step 1.2.2. Analyze public lighting options to decide whether existing lighting is sufficient. If existing lighting is not sufficient. Identify where additional lighting would be needed.

Action Step 1.2.3. If new or additional lighting is needed, ensure any new public light fixtures are energy efficient and provide the illumination needed. Consider requiring downward facing sconces so as to minimize light pollution.



### Objective 1.3 Address abandoned and dilapidated structures

Action Step 1.3.1 Continue to enforce the International Property Maintenance Code (IPMC) evenhandedly and throughout town

Action Step 1.3.2. Ensure that the dilapidated properties inventory is periodically updated and the properties are prioritized.

Action Step 1.3.3. Discuss with other local jurisdictions the possibility, if the need arises, for sharing a code enforcement officer. Sharing code enforcement officers is an effective way for smaller jurisdictions to help with cost savings.

### Action Step 1.3.4. Consider

implementation of the state statute that enables municipalities to place a statutory lien on insurance funds for a structure that has been declared a total loss by a fire and recoup the costs of cleaning up the debris.



### Action Step 1.3.5. If it is deemed

necessary, enact a vacant property registry and place vacant properties, as defined by the state code, in a registration system that requires payment of an annual fee for each property on the registry.

Action Step 1.3.6. Research how the asbestos removal process may be expedited. For example, could the process by expedited by bringing in a 3rd party that could complete several remediation projects in Marlinton at one time.

Action Step 1.3.7. Where there is demolition, and if rebuilding on the property is advantageous, encourage assisted living housing or housing that is accessible for persons with disabilities.



### Objective 1.4. Address substandard or lack of sidewalks

Action Step 1.4.1. Identify where sidewalks need to be constructed or improved

Action Step 1.4.2. After identifying where sidewalks need to be improved or constructed, prioritize and rank the areas using objective criteria.



4-5 August 2019 Action Step 1.4.3. Periodically remind property owners that they are responsible for maintaining the existing sidewalks that are adjacent to their property, including snow and debris removal.

Action Step 1.4.4. As a pedestrian safety measure, connect the downtown area to existing commercial development along Route 219, via a pedestrian bridge across the river. As an alternative or in addition to the pedestrian bridge, construct sidewalks or a bike lane alone Route 219 from the existing bridge.

### Objective 1.5 Address concerns with the water treatment facilities

Action Step 1.5.1. Complete the water treatment plant upgrade, including water tank improvements.

Action Step 1.5.2. Repair or replace aging water distribution lines which have significant leaking.



Action Step 1.5.3. Talk with hospital officials and weigh the advantages and disadvantages of town ownership of the hospital's water system.



### Objective 1.6 Address concerns with waste water treatment facilities

Action Step 1.6.1. Understand the full scope of work that needs to be completed to the waste water treatment facilities.

Action Step 1.6.2. Compile a detailed, itemized budget that includes a listing of all the work that needs to be completed.

Action Step 1.6.3. Address inflow and infiltration concerns as part of the larger project.

Action Step 1.6.4. Work with a 3rd party consultant or with Region IV Planning and Development Council to create and maintain GIS mapping of all water and stormwater lines and appurtenances. Sewer lines were already mapped so they should be reviewed to ensure they do not need to be updated.



### Objective 1.7 Encourage sound floodplain management practices

Action Step 1.7.1. Encourage less development or redevelopment, especially of permanent structures in the floodplain, if at all possible by educating the public about the costs of developing in the floodplain as opposed to locating outside the floodplain

Action Step 1.7.2. Work with the WV Division of Homeland Security and Emergency Management and FEMA to provide education to the community about the minimum requirements of the National Flood Insurance Program (NFIP), why property owners may need flood insurance, and the importance of knowing what to do when there is a flood.

Action Step 1.7.3. Encourage citizens to participate in the Flood Insurance Rate Maps updating process by advertising any meetings or informational sessions.

Action Step 1.7.4. Research and apply for flood mitigation grants for activities including elevating properties in the floodplain.

Action Step 1.7.5. Work with state and federal officials to address the sedimentation and the excess aquatic vegetation in the Greenbrier River near town, which may be exacerbating flood intensity in the area.



4-7 August 2019



### Objective 2.1 Support the local educational systems

Action Step 2.1.1. Work with the Pocahontas County Board of Education and the Superintendent to keep the elementary school in Marlinton, as a continued asset to the community.

Action Step 2.1.2. Consider fundraising for improvement projects as they arise at the existing elementary school, to show how the community is proactive and supports the elementary school staying in town.



Action Step 2.1.3. Work with the Board of Education and Superintendent of Schools to develop an application for a Safe Routes to School program, which provides infrastructure and non-infrastructure grants to promote alternative ways to school in a healthy and safe environment.



## Objective 2.2 Support the library system

Action Plan 2.2.1. Continue to support the library and its ever expanding assortment of programs by promoting the library on website and making financial contributions when available.

Action Plan 2.2.2. Library staff and town officials should meet at least quarterly to promote an open line of communication and to understand how the two entities can work together to provide a high level of service and programming to the community.





## Objective 2.3 Promote the Pocahontas County Wellness Center

Action Step 2.3.1. Promote the Pocahontas County Wellness Center as an asset to the community by assisting with any advertising of events, when appropriate.



## Objective 2.4: Encourage growth of support services, medical care, and childcare

Action Step 2.4.1. Promote and support the Pocahontas County Family Resource Network as an asset to the community.

Action Step 2.4.2. Support and encourage the development of childcare facilities that are either in private homes or that utilize an empty storefront.



Action Step 2.4.3. Help ensure that the hospital continues to operate in town.

Action Step 2.4.4. Support existing mental health programs and encourage the development of additional related services that help citizens address mental health and substance abuse issues.



## Objective 2.5 Foster an environment of community support for people trying to address substance abuse

Action Step 2.5.1. Support the drug court in Pocahontas County, which focuses on reducing recidivism and increasing the likelihood of successful rehabilitation.

Action Step 2.5.2. Support the county's day report program by, for example, working with the county to provide "jobs" for the day report participants.

Action Step 2.5.3. Educate the public on current substance abuse issues by working with local experts, including Seneca Health Services and Pocahontas County Memorial Hospital.

4-9 August 2019

Objective 2.6 Ensure the housing stock in Marlinton is consistent with

the needs and desires of the community

Action Step 2.6.1. Collaborate with the Marlinton Housing Authority to develop a plan for their properties within the town limits.

Action Step 2.6.2. Encourage a diversity of housing options, including housing for lower income families, housing that is



developed out of the floodplain, and housing that is designed for senior citizens/ retirees by inviting housing experts into the community to provide advantages and disadvantages of diversification of the housing stock.

Action Step 2.6.3. Promote adaptive reuse of properties for additional dwelling units, if the need has been identified by working with property owners about the development potential of adaptive reuse

Action Step 2.6.4. Work with the Greenbrier Valley and Raleigh County Housing Authorities to ensure the housing and the vouchers they maintain are sufficient for Marlinton residents.



## Objective2.7 Cultivation of Food **Banks and Community Agriculture**

Action Step 2.7.1. Promote the continuation of the farmer's market in Marlinton. Work with organizers and producers to ensure attending the market is a positive experience.

Action Step 2.7.2. Support the local food banks, to include having the town hold a food/clothing drive for the food banks each year.

## Objective 2.8 Promote education, our schools, and lifelong learning as a priority in Marlinton

<u>Action Step 2.8.1.</u> Work with Pocahontas County Schools to keep the elementary school in Marlinton.

<u>Action Step 2.8.2.</u> Encourage residents to consider attending the One Room University, which is a community asset that provides a unique and cost effective way for area residents to earn an advanced degree remotely.

<u>Action Step 2.8.3.</u> Maintain regular spot on the town's website or social media page that advertises workshops at the Wellness Center or through other community organizations,.



4-11 August 2019



Vibrant Business - Create an environment that attracts new businesses and strengthens existing businesses.

Objective 3.1 Work with and support local economic development partners such as Chamber of Commerce, Convention and Visitors Bureau, and the Greenbrier Valley Economic Development Corporation to promote new and existing businesses.

Action Step 3.1.1. Maintain a town website or social media page that will showcase the town and all of the amenities in the community.

Action Step 3.1.2. Meet with economic development partners periodically to ensure everyone is on the same page and to learn about any new initiatives or developments.

Action Step 3.1.3. Hire a grant writer to address issues that have been identified in the comprehensive plan and which can benefit economic development partners and/or local businesses.

Action Step 3.1.4. Ensure there is adequate directional signage, especially for businesses and points of interest not on Route 219 or Route 39.

Action Step 3.1.5. Work with the Pocahontas County CVB, WV Department of Transportation, and other organizations to provide signage on Route 92 to direct travelers going to Snowshoe that there are amenities such as gas and food in Marlinton and is not that far out of the way.



## Objective 3.2 Encourage workforce development in and around Marlinton

Action Step 3.2.1. Encourage local businesses to take part in "WV Welcome," a free hospitality program through the West Virginia Department of Education's Hospitality Education and Training Program and through the Pocahontas County CVB.

Action Step 3.2.2. Work with County Officials to inquire about what workforce development opportunities might be available through the Hardwood. Alliance Zone.

Action Step 3.2.3. Encourage local students to participate in business classes at the high school which promote workforce development.



## Objective 3.3 Encourage small business growth and creation

Action Step 3.3.1. Continue to support the Pocahontas County Artisan Co-op as a vital part of the community and which serves as an incubator for arts and culture in the area.

Action Step 3.3.2. Work with businesses, individuals, and groups that emphasize the development of existing incubators in town that promote the cultivation of good business ideas and help facilitate those ideas into action.

Action Step 3.3.3. Work with the Greenbrier Valley Economic Development Corporation to sell the business park or have a company move into the facility.



Action Step 3.3.4. Work with appropriate agencies and organizations to identify useable, empty storefronts, including publicly-owned storefronts, in Marlinton. Encourage private owners to rent out space or otherwise utilize property that would be collected in a routinely updated database.

Action Step 3.3.5. Support the tourist-based businesses in town to enhance economic development and growth.

## Objective 3.4 Encourage the development of reliable, high speed broadband infrastructure

Action Step 3.4.1. Work with appropriate regional and state agencies to discuss with citizens the importance of developing broadband in Marlinton for economic

4-13 August 2019 development, telecommuting, telemedicine, education, and leisure.

<u>Action Step 3.4.2.</u> Work with existing internet providers and other organizations to explore options for getting broadband into the Town of Marlinton.

<u>Action Step 3.4.3.</u> Discuss with other regional organizations, interested citizens, and other local jurisdictions to identify whether a regional approach to obtaining broadband infrastructure is in the best interest of all parties involved.



Cultural and Recreational Attractions—Showcase and build upon the numerous cultural and recreational attractions

## Objective 4.1 Enhance existing community events/groups and add new events, when appropriate

<u>Action Step 4.1.1.</u> Continue to promote existing events and festivals, utilize town website and social media. Support organizations such as the Chamber of Commerce and the CVB that are spearheading the promotion of local events.

<u>Action Step 4.1.2.</u> Work with local civic organizations to strengthen existing events and develop other community events, which will not conflict with the existing events. Events such as a 5k run/walk, kayak races, Irish road bowling, 'movies at the river,' etc.

Action Step 4.1.3. Support Allegheny Echoes, which is an annual summer workshop

that focuses on Appalachian Culture including local music, writing classes, voice training, and art by ensuring the workshop has enough space and that participants are enjoying their time in the Marlinton area.

Action Step 4.1.4. Assist the CVB, in partnership with Pocahontas Parks and Recreation, in trying to develop large scale sports tournaments in the area (i.e. Stillwell Park), including a large soccer tournament.



## Objective 4.2 Showcase the historical amenities of Marlinton and the surrounding area

Action Step 4.2.1. Support the Preserving Pocahontas in the promotion of the historical walking tour, by showcasing the tour on the town's website.

Action Step 4.2.2. Encourage the development of historically accurate interpretive signage placed throughout town, provide nominal financial support if available.

Action Step 4.2.3. Partner with Preserving Pocahontas to support and encourage the digitization of historical town records.



## Objective 4.3 Work with other organizations and agencies to promote Marlinton as an outdoor recreation hub

<u>Action Step 4.3.1.</u> Ensure that the West Virginia Department of Natural Resources continues to stock trout in Knapp Creek and the portion of the Greenbrier River that runs through Marlinton by having correspondence with appropriate DNR representatives.

<u>Action Step 4.3.2.</u> Promote the town of Marlinton as having two different stocked fisheries within town limits.

<u>Action Step 4.3.3.</u> Work with federal, state, and local agencies and organizations to restore wetlands between the Greenbrier River Trail and 4th Avenue.

Action Step 4.3.4. Collaborate with the Pocahontas County CVB to promote Marlinton as a community surrounded by recreational amenities such as Cass State Park, Green Bank, Snowshoe, Cranberry Glades, Watoga State Park, the Monongahela National Forest and much



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more.

Action Step 4.3.5. Support ongoing efforts to make the area, especially near Snowshoe, a "Ride Center" through the International Mountain Biking Association by attending any meetings and providing input throughout the process.



# Objective 4.4 Develop and enhance recreation amenities throughout town

<u>Action Step 4.4.1.</u> Support the completion of Discovery Junction, which is a recreational and place making conceptual design developed by citizens and representatives from the WVU School of Design and Community Development. Develop a splash pad at Discovery Junction as a free recreational space.

<u>Action Step 4.4.2.</u> Work with county officials to explore additional low cost/low maintenance activities in Stillwell Park, such as Frisbee golf or bocce ball.

Action Step 4.4.3. Create a dog park for citizens and for tourists to bring their pets.

<u>Action Step 4.4.4.</u> Support the development of public restrooms and drinking water facilities.

<u>Action Step 4.4.5.</u> Promote and keep in good repair the parts and green spaces within the town that can be used by families for exercise and recreation near their homes.





## Cultural Traditions—Preserve our unique historic and cultural traditions

## Objective 5.1: Preserve places and structures that hold historical or cultural significance

Action Step 5.1.1. Periodically review, and update as needed, both the state and federal inventory of historic places.

Action Step 5.1.2. Facilitate educational sessions that help explain what it means for structures to be listed on the National Register of Historic Places or the state inventory of historic places.

Action Step 5.1.3. Work with staff, the foundation, and others to preserve and support ongoing efforts of the Pocahontas County Opera House as a key cultural and historic asset to the community.

Action Step 5.1.4. Promote Discovery Junction which will sit next to the historic Pocahontas County Opera House as a gathering place that showcases the town's historic and cultural identity.



Action Step 5.1.5. Encourage the preservation work of the Pocahontas County Historic Landmarks Commission, the Pocahontas County Historical Society, and Preserving Pocahontas who are concerned with promoting history and culture in Marlinton and Pocahontas County.

Objective 5.2: Encourage civic organizations to continue to volunteer, provide charity, and support cultural events in the community

<u>Action Step 5.2.1.</u> Seek grant funding for future mural and public artwork.

4-17 August 2019 <u>Action Step 5.2.2.</u> Support the Bicentennial Committee, by being an active participant in planning, which has been formed to develop a yearlong celebration for Pocahontas County's Bicentennial in 2021

<u>Action Step 5.2.3.</u> Continue to support and fund the town's beautification committee so they can help landscape areas of town, place holiday decorations, hang event banners, and generally enhance Marlinton's public spaces.

<u>Action Step 5.2.4.</u> Partner with the local arts community in Marlinton to decorate a public area with local student art. Support Mountain Art District's children's art trail.

<u>Action Step 5.2.5</u>. Work with WVU School of Design and Community Development, WVU Extension, the US Forest Service, and citizens to develop Marlinton as a gateway community to the Monongahela National Forest.

<u>Action Step 5.2.6.</u> Host or co-host an AmeriCorps VISTA that can work with the town and other local organizations to provide support for cultural and economic enrichment of the community.

Action Step 5.2.7. Seek grant funding for future murals and public artwork



## Natural Beauty– Preserve and protect our natural beauty

Objective 6.1: Keep natural viewsheds preserved

Action Step 6.1.1. Work with utility companies, telecommunication companies, and private land owners to encourage minimizing disruptions of the view sheds within town.



Action Step 6.1.2. Ensure any town-owned property is free from structures or other man made items that might detract from the landscape.

Action Step 6.1.3. Work with state and county officials to ensure that local scenic overlooks are kept clean and maintained throughout the year.

## Objective 6.2: Keep public areas including right-of-ways clean, safe, and attractive

Action Step 6.2.1. Work with civic organizations and the West Virginia Division of Highways to add more areas of Marlinton to the State's Adopt-A-Highway program.

Action Step 6.2.2. Replace some public areas, where there is grass, with natural vegetation that will not require moving or as much maintenance and can enhance the beauty the space. Consult with appropriate agencies to insure replacement vegetation with non-invasive and non-exotic plants.

Action Step 6.2.3. Map and inventory all existing "green" spaces in and around Marlinton.

Action Step 6.2.4. Work with state officials to identify whether Marlinton should try to become a Main Street Community, as the town is currently in the On Trac program.

## Objective 6.3: Prioritize energy conservation and recycling

Action Step 6.3.1. Analyze the different options for recycling in Marlinton. See if there could be a partnership between the town and the county that would be mutually beneficial.

Action Step 6.3.2. Integrate, where cost-effective and reliable, small-scale alternative energy



4-19 August 2019 systems into town properties. Small wind turbines and solar panels may be used to partially power municipal structures. Explore and address any community concerns before installing any alternative energy systems.

## Town of Marlinton Comprehensive Plan - Implementation Matrix (Adopted)

Timeframe Column (target completion time after adoption of comprehensive plan)

Short Term = 0 to 3 years Moderate Term= 4 to 7 years Long Term= 8 + years

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources			
Goal 1: Safe Community- Enhance a safer community									
Continue to fund at least one town police officer, with emphasis on hiring more personnel as needed and as funding becomes available	High	Long-term	4-4	Town Council	Cost for salary and benefits; vehicle, and other necessary items	General Fund; grant funding			
Work with county and state law enforcement agencies, when needed, to ensure safety of the community	High	Long-term	4-4	<u>Partners</u> -Sheriff's Department, WV State Police	costs for additional law enforcement officers	General fund; grant funding			
Reestablish neighborhood watch program. Make sure a plan is developed and volunteers are in place to ensure long-term stability of the program.	Low	Long-term	4-4	<u>Partners-</u> Interested citizens	volunteer time and effort	Grant funding			
Install and monitor surveillance cameras at the park					cameras and installation can cost hundreds or thousands depending on type and number of	Law enforcement			
and other targeted public spaces	Moderate	Mid-term	4-4	Town Staff, Police, Local Businesses	cameras used	grants			
Analyze public lighting options to decide whether existing lighting is sufficient. Identify where additional lighting would be needed.	Moderate	Mid-term	4-4	<u>Partners-</u> Lighting Consultants, power company	cost dependent on scope of project	Grant Funding			

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Work with utility company to ensure that public						
lighting that is out is replaced expediently	High	Short Term	4-4	Partners-power company	No cost to the town	N/A
					new light fixtures	
Ensure any new public light fixtures are energy					can cost upwards of	
efficient and provide the illumination needed.				Tayon Cayon all and Shaff	\$5,000 for	
Consider installing downward facing sconces to minimize light pollution.	Madarata	Lang tarm	4-4	Town Council and Staff Partner- Power Company	materials and installation	General fund
minimize light poliution.	Moderate	Long-term	4-4	Partiler- Power Company	IIIStaliation	General fullu
					staff time and	
Continue to enforce the International Property		Short term (to			effort, continuing	
Maintenance Code (IPMC) evenhandedly and		continue long			education; legal	General fund;
throughout town	High	term)	4-4	Code Enforcement Officer	costs	grant funding
Ensure the dilapidated properties inventory, that has		Short term (to		Code Enforcement Officer, Town		
already been completed, is periodically updated and		continue long		Council, and Marlinton Housing	staff time and	
the list is prioritized	High	term)	4-5	Authority	effort	General fund
Discuss with other local jurisdictions the possibility, if				Town Council, Code Enforcement		
the need arises, for sharing a code enforcement				Officer	Salary and benefits;	General
officer. Sharing code enforcement officers is an				Partners- Other local jurisdictions	cost dependent on	funds of
effective way for smaller jurisdictions to help with		61	4.5	that have /or need a code	amount of work	participating
cost savings.  Understand and utilize the state statute that enables	High	Short term	4-5	enforcement officer	completed	jurisdictions
municipalities to place a statutory lien on insurance						
funds for a structure that has been declared a total				Town Council, Town Attorney,		funds from
loss by fire and recoup the costs of cleaning up the				Code Enforcement Officer		insurance
debris.	High	Long-term	4-5	Partner- 3rd Party Contractor	staff time	company
If it is deemed necessary, enact a vacant property	-	_				
registry and place vacant properties, as defined by						
the state code, in a registration system that requires		Short-term (to			time administering	fees from the
payment of an annual fee for each property on the		continue long-		Town Council, Town Attorney,	the registration	registration
registry.	High	term)	4-5	Code Enforcement Officer	program	program

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Recommendation	Priority	Timetrame	Reference	Town Council, Code Enforcement	Costs & Financing	Sources
		Short-term (to		Officer		
Expedite the asbestos removal process of dilapidated		continue long-		<u>Partners</u> - 3rd Party asbestos		grant funds;
structures	High	term)	4-5	removal company	3rd party costs	general fund
		,		. ,		<u> </u>
Where there is demolition, and if rebuilding on the						federal and
property is advantageous, encourage assisted living						state housing
housing or housing that is accessible for persons with				Partners- property owners, BAD	Town Staff and	loans and
disabilities.	Moderate	Long-term	4-5	Buildings Program	Officials Time	grants
		_				General fund,
						Safe Routes
Identify where sidewalks need to be constructed or						to School
improved	High	Short	4-5	Town maintenance personnel	Staff time	funds
After identifying where sidewalks need to be						
improved or constructed, prioritize and rank the				Town Council; Town maintenance		
areas using objective criteria.	High	Short	4-5	personnel	Staff time	General fund
Periodically remind property owners that they are						
responsible for maintaining the existing sidewalks						
adjacent to their property, which includes snow and						
debris removal.	Moderate	Long-term	4-6	<u>Partners</u> - property owners	Staff time	General fund
As a pedestrian safety measure, connect the						
downtown area, across the river, by bridge.						Alternative
Alternatively or in addition to, add sidewalks or a bike				Partners- US Army Corps of	Very costly (cost	transportatio
lane to existing commercial development along Route			4.6	Engineers, WV Department of	vary, depending on	n grant
219 from existing bridge.	High	Mid-term	4-6	Transportation	materials used)	funding
					Very costly (cost	
Complete the water treatment plant upgrades,				Partner- 3rd party engineer and	vary, depending on	IJDC or other
including water tank improvements.	High	Short-term	4-6	construction company	materials used)	loans/ grants
				,	,	
					Very costly (cost	
Repair or replace aging water distribution lines which				Partner- 3rd party engineer and	vary, depending on	IJDC or other
have significant leaking.	High	Mid-term	4-6	construction company	materials used)	loans/ grants
nave significant leaking.	ingii	IVIIU-LETTII	+⁻0	Construction company	materials used)	iouris/ grants

			Page #	Primary Party Responsible and		Eunding
Recommendation	Priority	Timeframe	Page # Reference	any Recommended Partners	Costs & Financing	Funding Sources
						Small Cities
Talk with hospital officials and weigh the advantages						Block Grant; IJDC, other
and disadvantages of taking over the hospital's water				Town officials Partner-		funding
system.	Low	Long-term	4-6	Pocahontas Memorial Hospital	staff time	sources
				Town Wastewater Employees		
Understand the full scope of work that needs to be				Partners- 3rd party engineering		IJDC or other
completed to the waste water treatment facilities.	High	Mid-term	4-6	company		loans/ grants
				Town Council		
Compile a detailed, itemized budget that includes a				Partners- 3rd Party Engineering	Staff and Council's	General fund;
listing of all the work that needs to be completed.	High	Short term	4-6	Firm	time	IJDC
				Town Wastewater Employees		
Address inflow and infiltration concerns as part of the				Partners- 3rd Party Engineering	costs dependent on	IIDC or other
larger wastewater treatment project.	High	Short term	4-6	Firm	scope of project	loans/ grants
Made the 2nd name and thank and the Davis NV	_					
Work with a 3rd party consultant or with Region IV Planning and Development Council to create and				Partners- Region IV Planning and		
maintain GIS mapping of all water and stormwater				Development Council and/or 3rd	dependent on full	
lines and appurtenances.	High	Long-term	4-6	Party GIS mapping consultant	scope of work	grant funding
Encourage less development or redevelopment in the		)		, ,, ,	·	
floodplain, especially of permanent structures, if at all				Town Council, Town's floodplain	staff and officials	
possible.	High	Long-term	4-7	coordinator	time	N/A
Work with the WV Division of Homeland Security and						
Emergency Management and FEMA to provide						
education to the community about the minimum						
requirements of the National Flood Insurance Program (NFIP), why property owners may need flood						
insurance, and the importance of knowing what to do		Short		<u>Partners-</u> WV DHSEM, FEMA		
when there is a flood.	High	(continue)	4-7	Region III	N/A	N/A
		(555	.,		,	,,,
Encourage citizens to participate in the Flood						
Insurance Rate Maps updating process by advertising		Moderate	4 7	Partners- WV DHSEM, FEMA	citizen and staff	N1/A
any meetings or informational sessions.	Moderate	Moderate	4-7	Region III	time	N/A

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Understand and apply for flood mitigation grants for activities including elevating properties in the floodplain.	Moderate	Long-term	4-7	<u>Partners</u> - WV DHSEM, FEMA Region III	staff time	Grant funding
·	Moderate	Long-term	4-7	Negion III	stan time	
Work with state and federal officials to address the sedimentation and excess aquatic vegetation in the Greenbrier River near town, which may be				Town Officials Partners- WV DEP, WV DNR, US	Dependent on what, if any, work	State or federal funds for any
exacerbating flood intensity in the area.	High	Long-term	4-7	Army Corps of Engineers	can be completed	remediation
•		d support pr	ograms and	services that promote health	y families	
Work with the Pocahontas County Board of Education and the Superintendent to keep the elementary school in Marlinton, as a continued asset to the				Partners- Pocahontas County Board of Education and Superintendent of Schools; WV	Town Staff and	
community.	High	Short-term	4-8	School Building Authority	Officials Time	N/A state funds;
Consider fundraising for the existing elementary school, to show how the community is proactive and supports the elementary school staying in town.	Moderate	Long-term	4-8	<u>Partners-</u> Pocahontas Board of Education; concerned citizens; WV School Building Authority	cost dependent on scope of project	grant funding; local fundraising efforts
Work with the Board of Education and Superintendent of Schools to develop an application for a Safe Routes to School program	High	Short-term	4-8	Partners- WV Department of Transportation, Pocahontas County Board of Education; School Principals and administration	Staff Time	Safe Routes to School grant funding
Continue to support the library and its ever expanding assortment of programs.	Moderate	Long-term	4-8	<u>Partner-</u> McClintic Public Library	Town Staff and Officials Time	N/A
Library staff and town officials should meet at least quarterly to promote an open line of communication and to understand how the two entities can work together to provide a high level of service and	Low	long torre	4.0	Town Officials <u>Partner</u> - McClintic Public Library  Staff	Town staff and officials time	N/A
Promote the Pocahontas County Wellness Center as an asset to the community, assist with advertising of	Low	Long-term	4-8	Partner- Pocahontas County	Town Staff and	N/A
events, when appropriate.	High	Short-term	4-9	Wellness Center Staff	Officials Time	General fund

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Promote and support the Pocahontas County Family Resource Network as an asset to the community.						
resource Network as an asset to the community.	Moderate	Long-term	4-9	Partner- Pocahontas County FRN	N/A	N/A
Support and encourage the development of childcare facilities that are either in their homes or an empty storefront	Low	Long-term	4-9	Partner- interested citizens	N/A	N/A
Help ensure that the hospital continues to operate in town. Ensure health care clinics are accessible within town	High	Long-term	4-9	Partner- Pocahontas Memorial Hospital	N/A	grant funding
Support existing mental health programs and encourage the development of additional services that help citizens address mental health and substance abuse issues.	High	Long-term	4-9	Partners- local mental health and substance abuse providers	Town Staff and Officials Time	grant funding
To the extent possible, the town should support the drug court in Pocahontas County, which focuses on reducing recidivism and increasing the likelihood of successful rehabilitation.	High	Long-term	4-9	<u>Partners-</u> Pocahontas County Courthouse	Town Staff and Officials Time	grant funding
Support the county's day report program	High	Long-term	4-9	Partners- Day report officials and personnel	Town Staff and Officials Time	County funding; grant funding
Educate the public on current substance abuse issues by working with local experts, including Seneca Health Services and Pocahontas County Memorial Hospital, and MindEase Solutions.	Moderate	Short-term	4-9	<u>Partners-</u> experts with Seneca Health Services, the Pocahontas County Memorial Hospital, and MindEase Solutions	Town Staff and Officials Time	General fund
Collaborate with the Marlinton Housing Authority to develop a plan for their properties within the town limits.	Low	Moderate term	4-10	<u>Partner-</u> Marlinton Housing Authority	N/A	N/A

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Encourage a diversity of housing options, including housing for lower income families, housing that is developed out of the floodplain, and housing that is designed for senior citizens/retirees.	Moderate	Mid-term	4-10	Town officials <u>Partner</u> private property owners, public housing officials	N/A	private funds; HUD Funding
Promote adaptive reuse of non-residential properties as dwelling units, if the need has been identified.	Low	Long-term	4-10	Town officials Partner- private property owners, BAD Building	N/A	N/A
Work with the Greenbrier Valley and Raleigh County Housing Authorities to ensure the housing and the vouchers they maintain are sufficient for Marlinton residents.	Moderate	Short-term	4-10	<u>Partners</u> - Greenbrier Valley and Raleigh County Housing Authority	Town Staff Time	N/A
Promote the continuation of the farmer's market in Marlinton.	High	Short-term	4-10	<u>Partners-</u> farmer's market organizers, local growers and producers	Officials and Staff Time	General fund
Support the local food banks, to include the town holding a food/clothing drive for the food banks each year.	Moderate	Long-term	4-10	<u>Partners-</u> the local food banks	staff time	items donated by public
Work with Pocahontas County Schools to keep the elementary school in Marlinton.	High	Moderate term	4-11	<u>Partner-</u> Pocahontas County Schools	dependent on scope of project	fundraising, state funds
Encourage residents to consider attending the One Room University, which is a community asset that provides a unique and cost effective way for area residents to earn an advanced degree remotely.	High	Short-term	4-11	Partner- One Room University staff, Pocahontas County High School, New River Community and Technical College, County Commission, City National Bank	Town Officials and Staff time	N/A
Maintain regular spot on the town's website or social media page advertising workshops at the Wellness Center and other community organizations.	Moderate	Short-term	4-11	<u>Partners</u> - Wellness Center staff, other community organization's staff	Staff time	General fund

			Page #	Primary Party Responsible and		Funding
Recommendation	Priority	Timeframe	Reference	any Recommended Partners	Costs & Financing	
Goal 3: Vibrant Business- Create	an enviror	ment that a	ttracts new	businesses and strengthens e	xisting businesse	s
					minimal costs for	
Maintain town website or social media page that will					updating and	
showcase and provide information on the					maintaining	
community.	High	Short-term	4-12	<u>Partner-</u> 3rd party web designer	website	General fund
				Partners- Greenbrier Valley		
Meet with economic development partners				Economic Corporation; Pocahontas		
periodically to ensure everyone is on the same page				County Chamber of Commerce;		
and to learn about any new initiatives or				Region IV Planning and	Town Officials and	
developments.	High	Short-term	4-12	Development Council, USDA	Staff time	N/A
						_
						costs can
Hire a grant writer to address issues that have been				Partners- Town officials, WVU		come from
identified in the comprehensive plan and which can				Extension Service; economic		administering
benefit economic development partners and local				development partners; local	costs of hiring grant	_
businesses.	High	Short-term	4-12	businesses	writer signage could cost	general funds
					hundreds or	
					thousands	
Ensure there is adequate directional signage,					depending on how	
especially for businesses and points of interest not on					much signage is	
Route 219 or Route 39 within town.	Moderate	Mid-term	4-12	<u>Partner</u> - WV DOT	needed	state funds
Work with the Pocahontas County CVB, WV	Wioderate	Wild term	7 12	<u> </u>	riceded	State rarius
Department of Transportation, and other						
organizations to provide signage on Route 39/92 to						
direct travelers going to Snowshoe that there are					costs dependent on	state
amenities such as gas and food in Marlinton and it is				Partners- Pocahontas County CVB,	how much signage	transportatio
not that far out of the way.	High	Short-term	4-12	WV DOT	is needed	n funds
Encourage local businesses to take part in "WV						
Welcome," a free hospitality program through the						
West Virginia Department of Education's Hospitality						
Education and Training Program and through the				Partners- Pocahontas County CVB,		
Pocahontas County CVB.	High	Short-term	4-12	WV Department of Education	N/A	N/A

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Work with County Officials to inquire about what workforce development opportunities might be available through the Hardwood. Alliance Zone	Moderate	Moderate	4-13	<u>Partners</u> - County Commission, Hardwood Alliance Leaders	minimal costs	local funding
Support the high school, which has business classes that promote workforce development.	High	Short-term	4-13	<u>Partner-</u> Pocahontas County High School	N/A	N/A
Continue to support the Pocahontas County Artisan Co-op as a vital part of the community and which serves as an incubator for arts and culture in the area.	Moderate	Long-term	4-13	<u>Partner-</u> Pocahontas County Artisan Co-op	Town Staff and Officials Time	N/A
Encourage the continued development of existing incubators in town that promote the cultivation of good business ideas and help facilitate those ideas into action.	High	Short-term	4-13	Partner- local incubators and business development and retention organizations, New River Gorge Regional Development Authority	Town Staff and Officials Time	grant funding
Work with the Greenbrier Valley Economic Development Corporation to sell the business park or have a company move into the facility.	High	Short-term	4-13	<u>Partner-</u> Greenbrier Valley Economic Development Corporation	Town Staff and Officials Time	N/A
Develop an inventory of useable, empty storefronts, including publicly-owned storefronts, in Marlinton to work with appropriate agencies that promote business development.	Low	Short-term	4-13	Partners- Chamber of Commerce, Economic Development Commission	Town Staff and Officials Time	N/A
Support the tourist-based businesses in town to enhance economic development and growth.	High	Moderate	4-13	<u>Partners-</u> local business owners	costs dependent on what kinds of support offered	local funding, grant funding

	Duitanita	Ti	Page #	Primary Party Responsible and	Costo & Financia	Funding
Recommendation	Priority	Timeframe	Reference	any Recommended Partners	Costs & Financing	Sources
Mark with appropriate regional and state agencies to					Costs of	
Work with appropriate regional and state agencies to				Dombrous Dosion IV Discosion and	informational	
discuss with citizens the importance of developing				Partners- Region IV Planning and	materials; Town	
broadband in Marlinton for economic development,		Cl	4.42	Development Council, Broadband	Staff and Officials	21.42
telecommuting, telemedicine, education, and leisure.	High	Short-term	4-13	Enhancement Council	Time	N/A
					Costs of developing	
					broadband in	
					Marlinton	
Work with existing internet providers and other				<u>Partner-</u> local internet providers,	dependent on scale	
organizations to explore options for getting				Region I and IV Planning and	and type of	Grant
broadband into the Town of Marlinton	High	Mid-term	4-14	Development Councils, USDA	technology used	Funding
Discuss with regional organizations, interested				•	O,	
citizens, and other local jurisdictions to identify				<u>Partners-</u> other local government		
whether a regional approach to obtaining broadband				officials in the region, Regions I &		
infrastructure is in the best interest of all parties				IV, Broadband Enhancement	Town Staff and	
involved.	High	Mid-term	4-14	Council	Officials Time	General fund
Goal 4: Cultural and Recreational Att	ractions- S	Showcase an	d build upor	the numerous cultural and r	ecreational amer	ities
Continue to promote existing events and festivals,				Partners- Pocahontas County CVB,		Grant
utilize town website and social media, and other				Chamber of Commerce, WV	Town Staff and	funding;
partner's media.	High	Short-term	4-14	Department of Commerce	Officials Time	General fund
·				·		
						lassi
Manharith land side annuitation at a translation					cost for events vary	local
Work with local civic organizations to strengthen					depending on	organization
existing events and develop other community events,					scope. 5K could	funds; town's
which will not conflict with the existing events. Events					have minimal costs	general fund,
such as a 5k run/walk, kayak races, Irish road bowling,					for refreshments, t-	registration
'movies at the river,'	Moderate	Long-term	4-14	<u>Partners-</u> local civic organizations	shirts, advertising	fees
Support Allegheny Echoes, which is an annual						
summer workshop that focuses on Appalachian						
Culture, including local music, writing classes, voice				Partners- Allegheny Echos		
training, and art.	Moderate	Long-term	4-14	organizers	N/A	grant funding

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Assist the CVB, in partnership with Pocahontas Parks and Recreation, in trying to develop large scale sports					Costs dependent on scope of tournament,	
tournaments in the area (i.e. Stillwell Park), including				<del></del>	advertising/marketi	a
a large soccer tournament.  Support the Preserving Pocahontas in the promotion	Moderate	Mid-term	4-14	Pocahontas County Commission	ng	CVB funds grant
of the historical walking tour, by showcasing the tour on the town's website.					costs dependent on scope of the	funding; private
	High	Short-term	4-15	Partners- Preserving Pocahontas Partners- Pocahontas Historic	walking tour	donations
				Landmarks Commission, Pocahontas County Historical		
Promote the development of historically accurate				Society, Preserving Pocahontas, Preservation Alliance of West		grant funding;
interpretive signage placed throughout town.	High	Short-term	4-15	Virginia, Discovery Junction Committee		private donations
Partner with Preserving Pocahontas to support and encourage the digitization of historical town records.	Moderate	Short-term	4-15	<u>Partners</u> - Preserving Pocahontas	costs of replication and data storage	grant funding, in kind funds
Ensure that the West Virginia Department of Natural Resources continues to stock trout in Knapp Creek				Town Council		
and the portion of the Greenbrier River that runs		Short/Long-		<u>Partner-</u> WV DNR, CVB, local		DNR funds to
through Marlinton.	Moderate	term	4-15	businesses	Town Officials Time	stock trout
					Marketing materials, information on	Town's
Promote the town of Marlinton as having two			_	Partners- WV DNR, Pocahontas	town's website and	
different stocked fisheries within town limits.	Moderate	Mid-term	4-15	County CVB, local businesses	social media	CVB funds

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
				Partners- US Forest Service, WVU		
				School of Design and Community Development, Watoga State Park,		
Work with federal, state, and local agencies and				Greenbrier River Trail State Park,	costs dependent on	
organizations to restore wetlands between the				Greenbrier Railroad Association,	design and size of	
Greenbrier River Trail and 4th Avenue.	High	Short-term	4-15	West Virginia Conservation Agency	project	grant funding
Collaborate with the Pocahontas County CVB to						
promote Marlinton as a community surrounded by				<u>Partner</u> - Pocahontas County CVB,	staff and officials	
recreational amenities	High	Short-term	4-15	US Forest Service	time	N/A
				Partners- Snowshoe Mountain		
Support ongoing efforts to make the area, especially				Resort, CVB, US Forest Service,	- o	
near Snowshoe, a "Ride Center" through the	L C -d-	Ch and tanna	4.46	International Mountain Bicycling	Town Staff and	C   F
International Mountain Bicycling Association.	High	Short-term	4-16	Association	Officials Time	General Fund
Support the completion of Discovery Junction, which				Partners- WVU School of Design		
is a recreational and place making conceptual design				and Community Development, US		grant
developed by citizens and several organization and				Forest Service, WV Land and		funding;
agencies. Develop a splash pad at Discovery Junction				Water, West Virginia Extension	very costly; several	private
as a free recreational space.	High	Short-term	4-16	Service	thousand dollars	donations
Work with county officials to explore additional low				Partners- Pocahontas County		
cost/low maintenance activities in Stillwell Park, such				Commission, Parks and Recreation		
as Frisbee golf or bocce ball.	Moderate	Mid-term	4-16	Board	town staff time	N/A
						grant
					materials needed	funding;
					such as fencing,	general
Create a dog park for citizens and tourists to bring					gates, benches,	funds; private
their pets	Low	Long-term	4-16	Partners- Dog Enthusiasts	trash receptacles	donations
Support the development of public restrooms and				<u>Partner</u> - Marlinton Railroad Depot	costs to construct	general fund;
drinking water facilities	Moderate	Short term	4-16	Incorporated	restroom facilities	grant funding

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Promote and keep in good repair the parts and green spaces within the town that can be used by families for exercise and recreation near their homes.	Moderate	Moderate term	4-16	Partner- Beautification Committee	costs dependent on size and scale of project	general fund; beautificatio n grants
Goal 5: Cultural Tra	aditions- F	reserve the	town's uniq	ue history and cultural traditi	ons	
Ensure that both the state and federal inventory of historic places are periodically reviewed and updated.	Low	Long-term	4-17	Partner- State Historic Preservation Office, Historic Landmarks Commission, Preserving Pocahontas, Pocahontas County Historical Society	Staff and partners time and effort	N/A
Facilitate educational sessions that help explain what it means for structures to be listed on the National Register of Historic Places or the state inventory of historic places.	Low	Long-term	4-17	Partner- State Historic Preservation Office, Historic Landmarks Commission, Preserving Pocahontas, Pocahontas County Historical Society	N/A	N/A
Work with staff, the foundation, and others to preserve and support ongoing efforts of the Pocahontas County Opera House as a key cultural and historic asset to the community.	High	Long-term	4-17	Partners- Historic Landmarks Commission, Pocahontas County Opera House Foundation and Staff	Town Staff and Officials Time	Grant funding; General Fund
Promote Discovery Junction which will sit next to the historic Pocahontas County Opera House as a gathering place that showcases the town's historic and cultural identity.	Low	Long-term	4-17	<u>Partners-</u> Opera House Foundation, Parks and Recreation	Town Staff and Officials Time	General fund

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Support the preservation work of the Pocahontas County Historic Landmarks Commission, the Pocahontas County Historical Society, and Preserving Pocahontas who are concerned with promoting history and culture in Marlinton and Pocahontas County.	Moderate	Long-term	4-17	<u>Partners-</u> Historic Landmarks Commission, Preserving Pocahontas, Pocahontas County Historical Society	Town Staff and Officials Time	General fund
Seek grant funding for future mural and public artwork.	High	Short-term	4-17	<u>Partners</u> - local civic organizations	N/A	N/A
Support the Bicentennial Committee that has been formed to develop a yearlong celebration for Pocahontas County's Bicentennial in 2021	High	Short-term	4-18	Partners- Pocahontas County Commission, Bicentennial Committee	Town Staff and Officials Time	General fund
Continue to support and fund the town's beautification committee so they can help landscape areas of town, place holiday decorations, hang event banners, and generally enhance Marlinton's public spaces.	High	Long-term	4-18	<u>Partner</u> - Town's Beautification Committee	Staff and committee time and effort, costs for landscaping	General funds; grant funding
Partner with the local arts community in Marlinton to decorate a public area with local student art. Support Mountain Art District's children's art trail.	Moderate	Short-term	4-18	<u>Partner</u> - Pocahontas County Public Schools, local businesses	N/A	private donations
Work with WVU School of Design and Community Development, WVU Extension, the US Forest Service, and citizens to develop Marlinton as a gateway community to the Monongahela National Forest.	High	Short-term	4-18	Partners- WVU Extension Service, US Forestry Service, and WVU School of Design and Community Development, USDA	Town Staff and Officials Time	grant funding
Host or co-host an AmeriCorps VISTA that can work with the town and other local organizations to provide support for cultural and economic enrichment of the community.	High	Short-term	4-18	Town Officials <u>Partner-</u> AmeriCorp VISTA	costs for hosting a VISTA, furnish place for VISTA to work	General fund

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Recommendation	FITOTICY	Tilliellallie	Reference	any necommended rathers	costs & Financing	Jources
Seek grant funding for future murals and public				<u>Partners-</u> Town Beautification		Grant
artwork	Low	Mid-term	4-18	Committee		funding
Goal 6- I	Natural Be	auty- Preser	ve and prot	ect our natural beauty		
Work with utility companies, telecommunication				<u>Partners-</u> local utility companies,		
companies, and private land owners to encourage			4.40	telecommunications companies,	staff time and	
minimizing disruptions of the view sheds within town	High	Mid-term	4-18	and private land owners	effort	N/A
Ensure any town-owned property is free from						
structures or other man made items that might			4.40	T 6. "	staff time and	
detract from the landscape, unless necessary.	High	Mid-term	4-19	Town Staff	effort	N/A
Work with state and county officials to ensure that						state
local scenic overlooks are kept clean and maintained						transportatio
throughout the year.	Moderate	Long-term	4-19	<u>Partner-</u> WV Division of Highways	N/A	n funds
Work with civic organizations and the West Virginia						
Division of Highways about adding more areas of				Partners- WV DOH, local civic		
Marlinton to the State's Adopt-A-Highway program.	Moderate	Mid-term	4-20	organizations, 4-H	N/A	grant funding
Double a composition of the comp						
Replace some public areas, where there is grass, with natural vegetation that will not require mowing or as						
much maintenance and can enhance the beauty the					costs of	General fund;
space. Consult with appropriate agencies to insure					landscaping	grant funding
replacement vegetation with non-invasive and non-				Town staff; Beautification	materials; staff	(state or
exotic plants.	Moderate	Long-term	4-20	Committee	time	federal)
				Town staff	time needed to	
Map and inventory all existing "green" spaces in and				Partner- planning commission; 3rd	identify and map	general fund;
around Marlinton.	Moderate	Long-term	4-20	party mapping consultant	areas	grant funding

Recommendation	Priority	Timeframe	Page # Reference	Primary Party Responsible and any Recommended Partners	Costs & Financing	Funding Sources
Work with state officials to identify whether Marlinton should try to become a Main Street Community, as the town is currently in the On Trac program	Moderate	Mid-term	4-20	<u>Partner</u> - West Virginia Department of Commerce, Main Street West Virginia	staff time and effort	grant funding
Analyze the different options for recycling in Marlinton	Moderate	Moderate	4-20	Partner- Pocahontas County Commission	staff time and effort	grant funding
If cost effective and reliable, the town should try and integrate small-scale alternative energy systems.  Small wind turbines and solar panels may be used to partially power municipal structures.	Moderate	Long-term	4-20	Town staff	costs dependent on type and scope of energy system	general funds; grant funding

## **Appendix**

## Town of Marlinton, West Virginia Planning Community The Comprehensive Plan Procedures for Public Input

Pursuant to the requirements of W. Va. Code § 8A-3-6(c), the Planning and Zoning Board (hereinafter "Board") of the Town of Marlinton, West Virginia (hereinafter "Town") hereby adopts the following procedures to encourage and promote public participation in the drafting of the Town's comprehensive plan. The comprehensive plan is being drafted pursuant to W. Va. Code § 8A-1-1.

- (1) Prior to recommending a new or amended comprehensive plan, the Board will hold a public meeting on the new or amended comprehensive plan. The purpose of a public meeting is to gather input from the general public as to the Town's strengths, weaknesses, opportunities and threats as they pertain to matters in the comprehensive plan.
- (2) The Board will request input from other affected governing bodies and units of governments that may be affected by the adoption of the comprehensive plan.
- (3) Under W. Va. Code § 8A-3-6(b), once the Board has completed a draft of the comprehensive plan, and before submitting a plan to the Town Council for adoption, it must publicize and hold a public hearing on the draft of its plan.
  - a. More particularly, under W. Va. Code § 8A-3-6(b), at least thirty (30) days prior to the date set for the public hearing, the Board will publish a notice of the date, time and place of the public hearing as a Class I legal advertisement in compliance with the provisions of article three, chapter fifty-nine of the West Virginia Code. The notice shall run in a general circulating publication, the publication area will be the area that will be covered by the comprehensive plan.
  - b. In addition to the requirements at W. Va. Code § 8A-3-6(b), above, the Board will publish its draft of the comprehensive plan at least thirty (30) days prior to the public hearing. Specifically, the Board will post a draft of the plan on the Town's website, and will post hardcopies for public review at the Marlinton Municipal Building.
- (4) Public notice of Board meetings will be given pursuant to the West Virginia Open Governmental Proceedings Act, where applicable.
- (5) No provision herein shall be construed as limiting the Board's ability to engage in additional public participation efforts as the Board deems appropriate. No provision herein shall prohibit the Board from amending these procedures.

Adopted this 10 day of October, 2016.

Katherine A. Workman, Chair

Sam Felton, Mayor

B.J. Dumwug

Gail Hyer, Member

Roger Trusler, Member

### THE POCAHONTAS TIMES

206 Eighth Street, Marlinton, WV 24954 304-799-4973

## CERTIFICATE OF PUBLICATION

State of West Virginia
County of Pocahontas
I, Jayul Crakam, Editor of The Pocahontas Times, a weekly newspaper of general circulation
published at Marlinton, West Virginia in the County of Pocahontas, State of West Virginia, do certify that
publication of advertisements (case # or description) Meeting Notice
attached hereto was made in 1 issue(s) of the newspaper, dated April 4, 2019,

Given under my hand this 4th day of April, 20 19

\$ 17.25

Signature

Publication Fee

Subscribed and Sworn to before me

This <u>4th</u> day of <u>April</u>, 20 <u>19</u>

My Commission expires February 11, 202

**Notary Public** 

OFFICIAL SEAL
NOTARY PUBLIC
STATE OF WEST VIRGINIA
JACLYN N. HOLLANDSWORTH
26 LONESOME HOLLOW LANE
MARLINTON, WV 24054
My commission expires February 11, 2020

19th day of March, 2019. MICHAEL C. DOSS, TRUSTEE

RUSTEE'S SALE

undersigned, MICHAEL C. DOSS, than Deed of Trust executed by Rene Arbogast, and bearing date, and of record in the Office of the of Pocahonias County, West Virlage 335, the maker, having descured by said Deed of Trust as not the beneficial holder of the said and, having declared the whole of e due and payable, and having deng to make sale of the real estate the undersigned Trustee will offer than to the highest responsible 1, 2019, at 3:30 p.m., at the front inty Courthouse in the Town of y, West Virginia, the premises, llowing:

of real estate, together with the rtenances thereunto belonging, in houts County, West Virginia, situe Reute 39, near what is known as

on the South Right of Way of U. a semer to Fay L. Moore, thence th Meore and running along a line 42 E 294 00 feet to a 12 iron pipe from which a Transformer Pole 57 feet, thence leaving Moore and for the next 2 lines S 72-58-49 W in the edge of a field, for where it were there, thence N 21-38-32 W on the South Flight of Way of U.S. from which a 12" double Locust leace with the said South Right of 47 E 34.40 feet to a point on said B E 261.50 feet to the point of bees mere or less, as surveyed by bre. West Virginia, and as shown e of the Clerk of the County Com-Vest Virginia, in Deed Book 319, at

arch of real estate as acquired by 1. Arbogast, by the provisions of a R. Landis, said deed bearing date 3, and of record in the aforesaid at Page 263.

tate shall be sold subject to any as restrictions, covenants, condiit the same.

with bovenants of Special Warrarity, due and payable against the said the and assessed against the said

nd on day of sale or prior approved

property shall be sold to the highight reserved to the said The Blue sale and to continue the said sale as they may choose. 9t day of March, 2019.

MICHAEL C. DOSS, TRUSTEE

E TO BID

Dermar Road, is accepting bids for 35 acres of hay. Bids must include

### **VSTRUCTION**

w Construction - Remodeling

Interior/Exterior
 Roofing

·Kitchens · Baths · Garages

### FREE ESTIMATES

WV054898

• 304-799-6727

The draft general permit and fact sheet may be inspected by appointment between 8 a.m. and 4 p.m., Monday through Friday at the Department of Environmental Protection, Public Information Office, 601 57th St. SE, Charleston, WV 25304. Copies of the document may be obtained at a nominal cost.

Any interested persons may submit written comments on the draft permit. Comments will be accepted until April 30, 2019. They

should be addressed to:

Department of Environmental Protection
Public Information Office
801 57111 St., S.E.
Charleston, WV 25304
Attention: Mylinda Maddox
304-926-0499, extension 1065
Fax: 304-926-0496

E-mail: mylinda.a.maddox@wv.gov

All comments received within this period will be considered prior to acting on the draft permit. Correspondence should include the name, address, and telephone number of the writer, and a concise statement of the nature of the issues being raised.

4/4/1c

### MEETING NOTICE

Town of Martinton Planning Commission will hold a public hearing on Wednesday, May 22th, 2019 at 5:30 p.m. at the Martinton Town Hall, 709 Second Avenue, Martinton, WV 24954. The public is invited to attend and submit comments on the draft comprehensive clan. A copy of the draft comprehensive plan can be viewed at the Martinton Town Hall, the McClintic Public Library, 500 8th Street,

Marinton Town Hall, the McClintic Public Library, 500 8th Street, Marinton, WV 24954, or the Pocahontas County Courthouse, 900 10th Avenue, Marlinton, WV 24954 during normal business hours. Members of the public can call Town Hall at 304-799-4315 if they are unable to review the draft plan. Written comments can be submitted prior to the scheduled hearing at the Marlinton Town Hall, 709 Second Avenue, Marlinton, WV 24954.

4/4/1c

### MEETING NOTICE

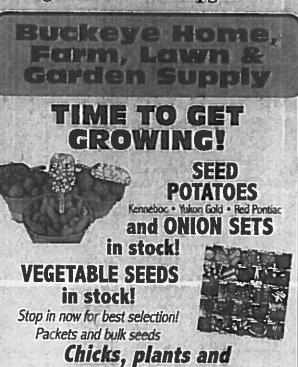
Region 4 Planning and Development Council will have its Spring Dinner Meeting for the Full Council on April 17, 2019, at 6 p.m. at the Martinton Town Hall, located at 709 2nd Avenue, Martinton, WV 24954.

4/4/1c

### NOTICE OF ADMINISTRATION TO CREDITORS, DISTRIBUTEES & LEGATEES

Notice is hereby given that the following estate(s) have been opened for probate in the Pocahontas County Clerics Office at 800C Tenth Avenue, Marlinton, WV 24954-1338. Any person seeking to impeach or establish a will must make a complaint in accordance

see Legal Advertisements pg 12



mulch arriving soon!

Rt. 219, Buckeye • 304-799-0860 at the old drive-in location

Mon - Sat 8-30 am - 5-20 nm - Sun Noon - 2 nm

Page Reserved for:

Resolution Adopting the Comprehensive Plan

Page Reserved for:

Certificate of Publication-Council Hearing

### Page Reserved for:

Planning Commission Meeting Minutes where the commission voted to submit and recommend the draft comprehensive plan.

### **SWOT Exercise with the Planning Commission**

### November 2016

#### Strengths

Opera House

Mountain Music Trail

Library- IMLS winner

Stillwell

Wellness Center

Medical Services- hospital, nursing home

**Greenbrier River Trail** 

**Greenbrier River** 

Depot

**Elementary School** 

One Room University (Community College)

Pocahontas Museum

McLaughlin

Golf Course- Beard Heights (1 mile south of town)

Mini-Park

Gazebo

**County Seat** 

Courthouse

Churches

Mom and Pop businesses (Mason Jar)

Riverside businesses

All businesses- Mom & Pop are chains are separated, which is good

ITL (outside of town)

Motor Inn (outside of town)

Tourism business

Convention & Business Bureau

New Businesses on Main Street (Tudor's Biscuit World and Ally's Salon)

New Businesses (Dirt Bean, Nationwide, Dirt Bean Art Gallery)

Big/Long time employers (Nursing home, Mitchell Chevrolet, Burns Motor Freight, CJ Richardson Hardware, Glade's, IDA, Haynes Lumber)

Pocahontas Times (oldest continuous business in county, last handset newspaper in America, first computer set newspaper in WV)

Natural Beauty

Clean Air

Clean Water

Good water source- Nap Creek

People

Festivals & events

#### Weaknesses

Industrial park

Limited cell service

GPS routes people around Marlinton

Infrastructure

**Broadband** 

Internet access

Lack of law enforcement (need police patrol on residential streets)

**Public perception** 

Abandoned/Dilapidated buildings (commercial, houses)

Neglected properties

Vacant storefronts

Sections of Upper Tannery Row (1rst Avenue) and Lower Greenbrier Hill (4<sup>th</sup> Avenue) dilapidated

10th Avenue- dilapidated buildings

Lack of enforcement of ordinances

Floodplain (80% of town)

Drugs

Lack of public housing

Existing public housing is low quality (Fran(?) Manor)

Lack of low income housing

Landlord accountability

Lack of walking/biking areas

State of West Virginia owns streets in town

#### **Opportunities**

Stillwell

Depot

McLaughlin House

Annexation

**ARC Building** 

Ed Rand Industrial Park (outside of town)

Mini-park

Gazebo

Lot adjacent to Opera House

Annexation (ITL, Northwest Hardwoods, Motor Inn)

Destinations within 10 miles (need signage)

Marketing

Marlinton is worth the extra mile

If you go the extra mile, we will too

First permanent English settlement west of the Alleghenies

New businesses

Residential streets that need paving

**Broadband** 

Internet access

Fastcheck property

Peacocks Building/SB Wallace

Old Tastee Freez

Vacant storefronts

More murals

Public art

Microbrewery

More sidewalks/better walkability

Safe way to school

Farm to Table/Farmers Coop

Farmers Market- needs permanent structure

Crafts

Empty lot on Main Street (Fire)

Historic interpretive signage/Walking tour

### **Threats**

Greenbrier River
Elementary school moving
Infrastructure
Lack of law enforcement
Floodplain/flooding
Lack of workforce
Unemployment- businesses moving
Covington papermill
Decline of public funding
State/National Economy
State of WV owns streets in town
School board offices may move



You are invited

# Open House

Thursday ~ April 6

5:00 p.m. to 7:30 p.m.



Marlinton Town Hall

2nd Avenue

The Marlinton Planning Commission members, along with representatives of the WVU Legal Center, will be on hand to solicit your comments and input for Marlinton's new Community Plan. What do you want to see for Marlinton's future? Dream big!

We need you and your ideas. Everyone is welcome as everyone has a stake in Marlinton: business owners, students, our county neighbors, residents, visitors and all who love our special place.

Here's your chance to be heard. Join us for the entire evening or just stop by and check it out.

### Town of Marlinton Comprehensive Plan

### Open Houses Results

### **April** 2017

#### **Exercise 1: Vision Statement and Initial Goals**

The Planning Commission has developed a vision statement for the comprehensive plan process.

This vision statement forms the basis for which the comprehensive plan, including goals, objectives, and action steps, are to be developed. The planning commission has developed the following vision statement:

"Marlinton is a safe community that fosters healthy families, vibrant businesses and numerous cultural and recreational attractions for residents and visitors, while preserving the unique traditions and natural beauty that make the town special."

From this vision, the over-arching goals were developed (see below). We would like the participants to help identify how the community can achieve each goal. If you would like to suggest changes to the vision statement or if you would like to add any goals, please list suggestions below.

### Goal 1: Safe Community—Enhance a safer community.

Action Steps that can help achieve the goal:

- Better police presence\*
- Live camera feeds
- Improve sidewalks\*\*
- Drug court/restorative justice
- Lighting

### <u>Goal 2: Healthy Families</u>—Foster and Support programs and services that promote healthy families.

Action Steps that can help achieve the goal:

- Food bank/pantry, community agriculture
- More support programs for children
- Monetary supports to schools

## <u>Goal 3: Vibrant Business—Create an environment that attracts new businesses and strengthens existing businesses.</u>

Action Steps that can help achieve the goal:

- Grants for business expansion
- Publicly owned storefronts—rent to business favorable/minimal rates
- Create incubators for startups

### <u>Goal 4: Cultural and Recreational Attractions—Showcase and build upon the numerous cultural</u> and recreational attractions.

Action Steps that can help achieve the goal:

• Support for parks and rec programs, camps

### <u>Goal 5: Cultural Traditions—Preserve our unique history and cultural traditions</u> Action Steps that can help achieve the goal:

- Keep supporting the Opera House and Historic Landmarks Commission
- Value for local museums, preserving Pocahontas
- Develop outdoor stage spaces, make sure Watoga Park, Seneca State Forest, and Cranberry Wilderness exist and are protected and are taken care of

### Goal 6: Natural Beauty—Preserve and protect our natural beauty

Action Steps that can help achieve the goal:

- Club sponsorships
- Volunteer crews to assist with trash pickups/ restoration efforts
- Protect all the watersheds—keep river and water quality high w/ top standards
- Enforcement of littering
- Replant some "weed/grassy" areas with natural vegetation that won't require mowing/maintenance

Note: Each "\*" indicates the number of times a response was listed.

### Exercise 2: Spend my tax dollars on...to help improve the quality of life in Marlinton. [Fill in the Blank Poster]

- For kids:
  - o Roller skating rink
  - Skateboard facilities
  - o Maintain/update water & sewer treatment facility
- Fix broken window on Main
- Parks and public spaces
- Toy store
- Schools, education
- Libraries
- Roads
- Community cultural or enrichment events, activities
- One-room university
- Helping small businesses grow
- Sidewalks (improved) \*
- Splash spray park/fountain (fun spot)

### **Exercise 3: Marlinton Comprehensive Plan SWOT**

### Strengths

- Loyalty
- Sense of pride
- Its people
- Football (elementary school)
- Parks
- Dairy Queen
- People
- Wellness Center
- Access to hunt/fishing opportunities
- Seasonal downtown decorations
- Local Artisans/Co-op
- Clean environment
- Cooperative community—many community partnerships
- Love of and practice of local music traditions—community supports live music appreciations
- Access to community radio, libraries
- Strong volunteer spirit in community
- Historic buildings—the Opera House, Richardson's, Court House, Depot
- Active doer, craft maker community, many skills and creativity in community

### Weaknesses

- People complaining without solving the problem
- Tearing down to build new
- Rude people who treat people unkindly
- Walkability to stores on 219
- Building momentum
- Road access
- Doing things the same 'ole way—that's not the way we do it'

### **Opportunities**

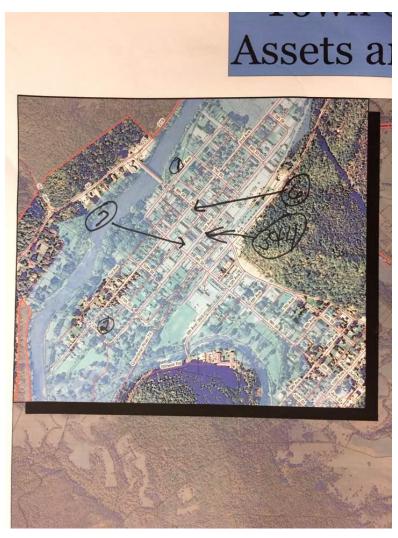
- Campground
  - o Fixed showers, restrooms
- Signage (on River Trail)
- School consolidation—current proposal seems to be a good compromise and financial win
  - Potential use of Marlinton Elementary—Board of Ed, indoor farmers' market, WVU Extension, commercial kitchen
- Sponsor/decorate empty storefronts downtown\*
  - o Connect w/ school arts programs, display student art
- Waterparks
- Football stadium

- Basketball stadium
- Mural space on backside of H20 plant on 9<sup>th</sup>/Black Bear Heron—more murals everywhere
- Town Pool
- The Mountain Music Trail
- Public→ Frisbee golf, bocce ball, lawn bowling, courts throughout town
- Small business incubators
- Depot space—Artisan Co-Op—Flatbed stage—Working artists—studio in caboose
- Public land—easy access to state parks and national forest trails/campgrounds
- Heirloom cannery with value added products/ local based (community) agriculture products (organic meats, veggies)
- Places/businesses to serve youth and young adults—Brew pubs, park space, outdoor concert venue...
- Upgrade lighting to LED/Higher wattage/ increase lights outside "downtown"
- More exterior lighting on storefronts
- Bio-diversity hot-stop—ecotourism
- Cultural tourism
- Depot park, Development of lot beside Opera House, outdoor stage, picnicking area, "Shakespeare in the Park," drama camp, etc.
- School program to teach kids to ski/snowboard at Snowshoe
  - o P.E./incentive type program for high school students
- Recycling program/pickup

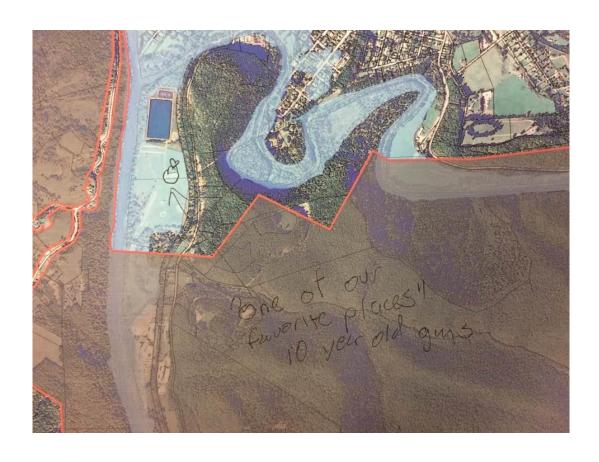
#### Threats

- Flooding
- Business opportunities
- Water pollution
- The Atlantic Coast Pipeline Development\*
- Future industrial accidents or forest fires
- Prescription drug abuse in community or resources
- Non-diversified economy/ All eggs in one basket
- Nostalgia for parts of ol "days gone by" that we cannot revitalize or reinvigorate
- Technology access—not fast enough to compete or have businesses that rely on internet
- Drug use among families
- Lack of employment opportunities
- Fear of outsiders
- Resistance to expand from town limits (Growth on 219 may increase activity moving into town)
- The negative impression of the Board of Ed. Building from the River Trail and the roadside too.
- The Bridge to Poc. Nursing Home and Stillwell Park (negative impression to visitors)

#### **Exercise 4: Mapping**









- 1. First Ave—needs cleaned up
- 2. Houses need cleaned up on 2rd Ave (lower end)
- 3. Needs a swimming pool or part-time lifeguard on River @ mini-park? Or in another section
- 4. Needs a theater
- 5. Most of 4<sup>th</sup> Ave needs cleaned up
- 6. Refurbish buildings on Main Street
- 7. Create a "park" out of lot next to Opera House, with spray ground, benches, green space, maybe a "skate spot," along with an outdoor stage