

# Fayetteville Comprehensive Plan Update



January 2014



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# Chapter 1: Introduction



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# Chapter 1: Introduction

## Why Plan?

Most people do not realize how important planning is for local government. People plan every day of their lives; what to wear, how to get to work, and what to make for dinner. Local governments also need to plan in order to provide services and a high quality of life for residents. The services that local governments provide do not just happen, they are planned in advance. Many local government functions such as budgeting, zoning, recreation, and community facilities require planning.

People in Fayetteville may wonder why they need to plan because the town is not experiencing significant growth. While the population of the community has decreased, significant changes have occurred recently that will affect the community in the future. For instance, the town is seeing an increase in visitors and businesses due to the New River Gorge. The increase in activity has led to potential new developments within town. The influx of new visitors has also impacted the transportation network and housing availability. In order to be prepared for these changes, the town has initiated this planning process. If the town of Fayetteville plans in advance, they are being proactive instead of reactive. The goal of proper planning is to plan ahead of an event, instead of waiting for it to occur and then responding. Often when communities wait, the response is not ideal.

So how can a community plan in advance and be prepared for the future? The answer lies within the development of a comprehensive plan.



## What is a Comprehensive Plan?

A comprehensive plan is the foundation for future development, re-development, and conservation within a community. Without a plan in place, communities often struggle to make informed land use decisions. The comprehensive plan for Fayetteville will be a tool to enhance the quality of life of residents and to guide investments regarding the town's future.

One of the first steps of a plan is to determine the overall vision of where the community wants to be in the next ten years. The vision will be essential in determining the overarching goals and then how to implement them.

An existing conditions report is the next step in developing a comprehensive plan. Existing conditions illustrate what has happened in the community in the past and what is occurring in the community today, so that future trends may be determined. For example, has the community seen an increase in young people in the last decade? Has the community lost population? Is the housing stock old or new? What is the local economy focused on?

After the existing conditions report is finalized, the next step is to assess the needs within the community. What are the strengths and opportunities? What are the challenges and threats? These are the questions that will determine the overall needs within Fayetteville.

The last step is to develop an action plan that addresses the needs and that helps the community realize its vision. The action plan emphasizes high priority projects that the community can realistically accomplish. The finished plan acts as a roadmap for the future for all residents of Fayetteville!

## Chapter 8A: Land Use Planning

Local governments in West Virginia receive the authority to plan from the West Virginia Code, Chapter 8A: Land Use Planning. This chapter gives local governments the authority to create a planning commission and board of zoning appeals, develop a comprehensive plan, subdivision and land development ordinance, zoning ordinance, and enact a voluntary farmland protection program, as well as to set procedures for methods of securities, appeals, enforcement, and enforcement of ordinances.

### Comprehensive Plan Components

- \* Community Overview
- \* Needs Assessment
- \* Action Plan

The portion of the Code that pertains to land use planning was revised in 2004. The following changes were made to the Code:

- \* Expansion of the description of the contents of a comprehensive plan
- \* Inclusion of the requirement to review future land use in coordination with new infrastructure
- \* Consideration of long-term comprehensive plan implementation
- \* Requirement to update a comprehensive plan every ten years
- \* Preparation of a comprehensive plan prior to the development of a subdivision or zoning ordinance



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- \* Appointment of any residents, not just property owners, to a planning commission and board of zoning appeals
- \* Appointment of alternate members to a board of zoning appeals
- \* Incorporation of land development standards for single lot developments
- \* Authorization of administrative review and approval of minor subdivision plans
- \* Regulation of exterior architectural features in any zoning district

## Mandatory Elements

Chapter 8A of the West Virginia Code: Land Use Planning requires several mandatory elements in a Comprehensive Plan. The tables below display the mandatory elements and where they can be found in the Town of Fayetteville Comprehensive Plan.

<b>Required Objectives for a Comprehensive Plan</b>	
<i>W. VA. Code §8A-3-4</i>	
<b>Code Provision</b>	<b>Chapter</b>
Statement of goals and objectives	Chapter 3
Timeline on how to meet short and long-term goals and objectives	Chapter 4- Implementation Matrix
Action plan with implementation strategies	Chapter 4
Recommendations of a financial program for necessary public funding	Chapter 4
Statement of recommendations concerning future land use and development policies	Chapter 4
A program to encourage regional planning, coordination, and cooperation	Chapter 4
Maps, plats, and/or charts- that present basic information on the land, including present and future uses	Throughout entire plan

<b>Required Components for a Comprehensive Plan</b>	
<i>W. VA. Code §8A-3-4(c)</i>	
<b>Code Provision</b>	<b>Page #</b>
<b><i>Land Use</i></b>	
Different land uses (including, for example, residential, agricultural, historic, conservation)	2-19
Population density and building intensity standards	4-16
Growth or decline management	4-3
Projected population growth or decline	2-2
Constraints on development (including identifying flood-prone and subsidence areas)	2-21
<b><i>Housing</i></b>	
Analyze projected housing needs and different types of housing needed (including affordable housing and accessible housing for persons with disabilities)	3-6, 4-3
Identify the number of projected housing units and land needed	3-6
Address substandard housing	3-6, 4-3
Rehabilitate and improve existing housing	4-3, 4-4
Adaptive reuse of buildings into housing	3-6
<b><i>Transportation</i></b>	
Vehicular, transit, air, port, railroad, river, and any other mode	2-16, 2-17, 3-8, 4-6, 4-8
Movement of traffic and parking	2-16, 2-17, 3-8, 4-6, 4-7
Pedestrian and bicycle systems	2-16, 2-17, 3-8, 4-5, 4-6
Intermodal transportation	2-16, 2-17, 3-8, 4-6, 4-7, 4-8
<b><i>Economic development</i></b>	
Analyze opportunities, strengths and weaknesses	3-10
Identify and designate economic development sites and/or sectors	3-10, 4-9, 4-10, 4-11
Identify types of economic development sought	3-10, 4-9, 4-10, 4-11
<b><i>Miscellaneous Components</i></b>	
Infrastructure	2-14, 2-15, 3-14, 4-20
Public Services	2-11, 2-12, 2-13, 2-14, 2-15, 3-14, 4-19
Rural	4-16
Recreation	2-13, 3-14, 4-19, 4-20
Community Design	3-12, 3-13, 4-6, 4-7, 4-9, 4-10, 4-13, 4-18
Preferred development areas	4-3
Renewal and/or redevelopment	3-10
Financing	4-21, Implementation Matrix
Historic preservation	2-8, 2-9, 3-12, 4-13

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## Benefits of Planning

Planning yields many benefits. We see these benefits in our everyday life. For instance, many people plan in advance of purchasing a large item, such as a car or house. Potential purchasers conduct research and save money towards the purchase. This process is no different than how a local government plans financially for the future. A comprehensive plan helps communities establish those financial priorities, both short and long term.

The planning process also secures involvement of all citizens in the community. The priorities of the plan should not just be a responsibility of the local elected officials, but other local groups and citizens invested in the community. In fact, the primary architects of the plan should be the citizens. By having stakeholders involved in the planning process early on, they will be motivated and excited to help implement various projects.

Planning is also helpful when attempting to obtain grant money. Government and non-profits like to know why a local government needs grant money for a project. By showing that the project is a priority in the comprehensive plan and that a public input process helped create the plan, the local government may be more successful in obtaining the money.

While there are many good reasons for a local government to have a plan in place, in West Virginia a comprehensive plan is required if governing bodies want to enact enforce a zoning ordinance, subdivision and land development ordinance, require plans and plats for land development, and enact and enforce other land use ordinances.

## How to use the Plan?

Implementation of the plan is also a very important part of the planning process, but often is overlooked. As part of the plan, an action plan will be included that details recommendations, the responsible party, potential partners, and funding sources.

In most communities the Planning Commission takes the lead in implementation of the Comprehensive Plan. In West Virginia, the State Code gives the Planning Commission authority to make recommendations to the governing body concerning planning. The Planning Commission may also prepare, publish, and distribute reports, ordinances, and other materials. Therefore, the Fayetteville Planning and Zoning Commission should make it a priority to begin implementation of the high priority projects. Of course the Commission should work with Town Council and other interested groups as well. The Commission should also use the plan when reviewing subdivision and land development plans and plats. The Commission should ensure that the development is consistent with the goals and objectives of the plan, as well the future land use map. Ordinances are often the best way for a community to ensure that the vision of the community is being achieved. The Planning Commission should review any ordinances that it has and make sure they are consistent with the Comprehensive Plan.

The plan should also be used by Fayetteville as a marketing tool. The Executive Summary of the plan should be distributed to developers, visitors, and potential residents. The plan could potentially entice new business and residents into Fayetteville. Many people, when establishing a new business or choosing a new place to live, want to locate where planning for the future is a priority of the local government.

# Chapter 2: Community Overview



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## Population Characteristics

### Population

Fayetteville is a small incorporated town in Fayette County, West Virginia with a population of 2,892 according to the 2010 US Census. The population has increased by more than 1,000 people over the past 50 years. As **Chart 2.1: Population Trends** illustrates, the population has fluctuated during that time period. Nonetheless, the trend has been upward. Fayetteville's population trend is not consistent with the trends in Fayette County or West Virginia. The county has experienced a downward population trend; with almost 16,000 fewer residents now than in 1960. The population of the state has fluctuated over the past 50 years, but is currently almost identical to the 1960 figure. The contrast between town and county likely reflects the growth of tourism in Fayetteville and the decrease of mine related jobs throughout Fayette County.

Projecting future population is often difficult because models do not take into account economic circumstances. Also, in West Virginia there are no population projections for incorporated areas. In 2011 the WVU-College of Business and Economics completed population projections for West Virginia Counties. The projections for Fayette County show a steady decrease over the next 20 years, with a total loss of 7.2 percent by 2030. However, Fayetteville has always shown an increase in population, even while the County shows a decrease. The U.S. Census shows a population increase in the Town of Fayetteville of 130 people from 2000 to 2010. Therefore a conservative estimate for population change would be an increase of 130 people every 10 years. By 2030, the Town of

Fayetteville could very well have over 3,100 people.

### Race

The 2010 Decennial Census also shows that Fayetteville is nearly 96 percent white. Three percent of the population is African-American. The town includes slightly more females (51.7%) than males (48.3%).

### Median Age

The median age in Fayetteville is 44 years, which is older than Fayette County's median age of 43 years and West Virginia's 41 years.

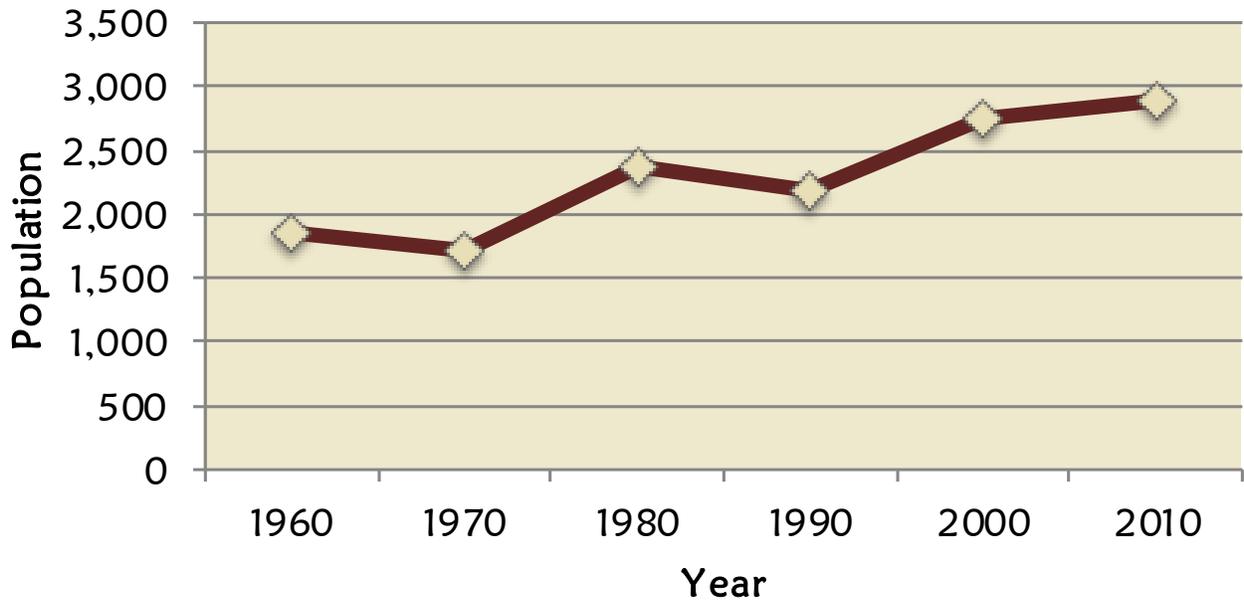
### Age Cohorts

As **Chart 2.2: Age Cohorts** illustrates, the town's population includes more people in the Childrearing and Pre-retirement age cohorts than any other cohort. The childrearing age group generally represents the younger "baby boomers." These residents are generally well established, with a high percentage of home ownership, high incomes, and older children. The pre-retirement age group are the older "baby boomers" who are also well established and often have older children moving out of the home.

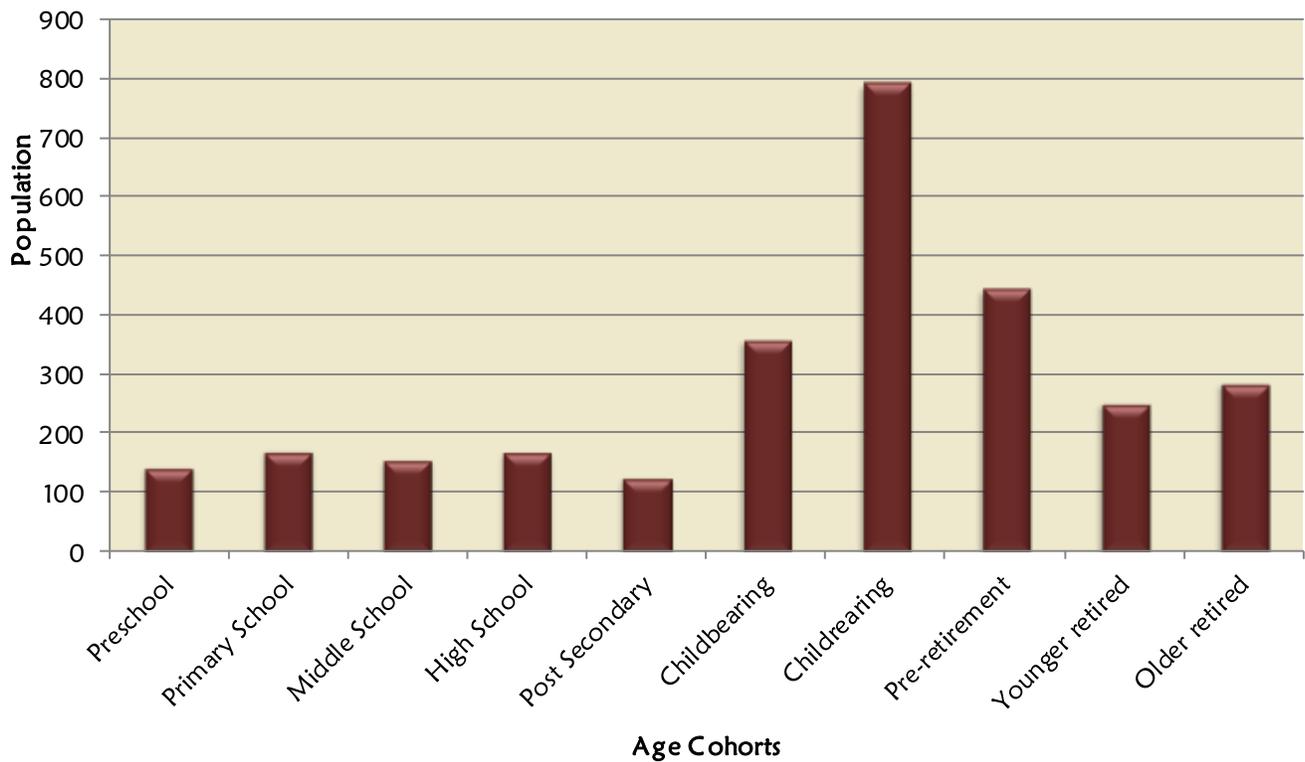
#### Age Cohorts

Preschool– Under the Age of 5  
Primary School-(5-9 age group)  
Middle School- (10-14 age group)  
High School- (15-19 age group)  
Post Secondary- (20-24 age group)  
Childbearing- (25-34 age group)  
Childrearing- (35-54 age group)  
Pre-retirement- (55– 64 age group)  
Younger retired- (65-74 age group)  
Older retired- (75-up age group)

### Chart 2.1: Population Trends



### Chart 2.2: Age Cohorts



Source: US Census, 2010

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Fayetteville will need to be prepared to establish more accessible forms of transportation as its population ages, including public transportation, as well as handicap accessible facilities, and a variety of housing options.

Employment and income statistics of a community are pivotal in understanding a town's financial standing and its sources of wealth. This section looks at the most important aspects of that data.

## Economic Characteristics

### Employment Status

Fayetteville's current employment status is not accurately reflected in the 2010 Census, nor is the 2006-2010 American Community Survey indicative of the present unemployment rate in either the town or county. According to the American Community Survey, the unemployment rate for persons in the labor force was 3.4 percent in Fayetteville, and 3.8 percent in Fayette County. More recent data from the United States Department of Labor, Bureau of Labor Statistics suggests that in March of 2013, the County's unemployment rate was closer to 8.6 percent (United States Department of Labor, 2013).

### Employment by Industry

The education, health, and social services industry employs more Fayetteville residents than any other industry. Retail trade ranks second in the town, followed by arts, entertainment, accommodation, and food services. **Table 2.1: Employment by Industry** displays the percentages of workers in each significant industry for the Town of Fayetteville.

### Top 10 Employers in Fayette County

Fayette County Board of Education  
Mt. Olive Correctional Complex  
Wal-Mart  
Maple Coal Company  
WVA Manufacturing, LLC  
Oak Hill Hospital Corporation  
Montgomery General Hospital  
Frasure Creek Mining, LLC  
New River Health Association, Inc  
West Virginia University

### Average Income

The average median household income for residents of Fayetteville (\$42,667) is significantly higher than the median for families in Fayette County (\$31,912). This statistic is somewhat surprising considering the relative similarity in the industrial sector percentages. This \$10,000-plus difference may be attributable to Fayetteville having 4.7 percent more residents working in education, health and social services, 2.7 percent more in professional, scientific, management, administrative, and waste management services, and 4.0 percent more "other services" workers as compared to the county.

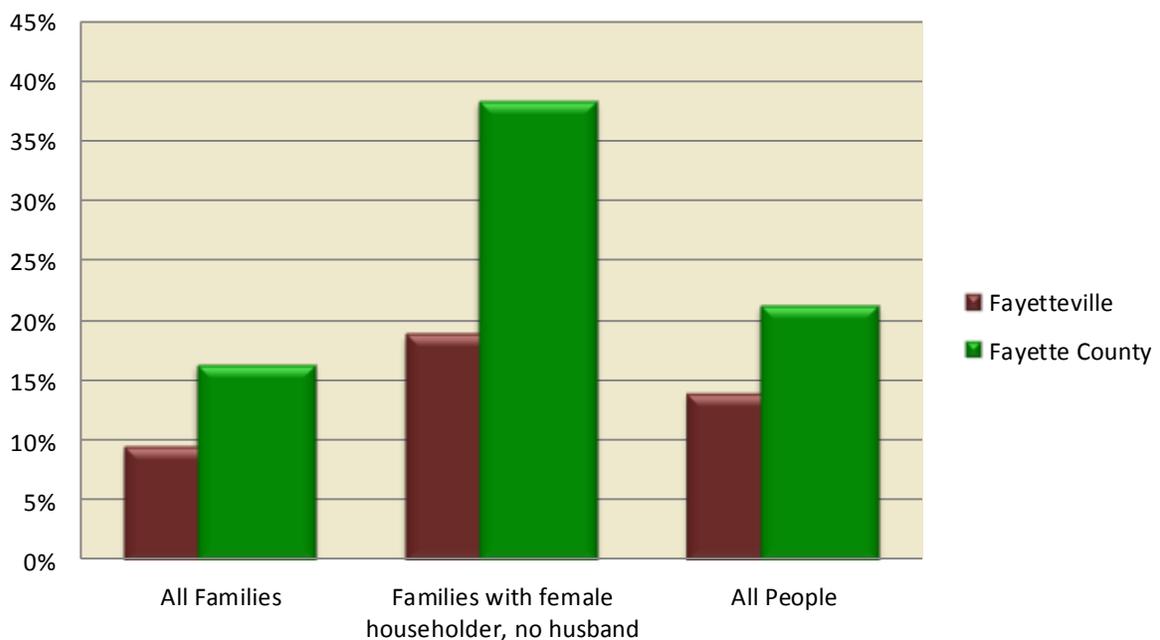
### Poverty Status

As the median household income data suggests, the percentage of Fayetteville families and individuals whose income is below the poverty level is significantly lower than the county percentage. **Chart 2.3: Poverty Status** compares poverty levels between the town and county.

**Table 2.1: Employment by Industry**

Industry	Percentage
Educational, health & social services	27.9%
Retail trade	17.9%
Arts, entertainment, recreation, accommodation & food services	10.3%
Professional, scientific, management, administrative, & waste management services	8.8%
Manufacturing	7.2%
Other services	6.7%
Public administration	5.5%
Agriculture , forestry, fishing and hunting, and mining	5.3%
Construction	4.5%
Finance and insurance, real estate and rental and leasing	3.2%
Information	1.3%
Wholesale trade	0.9%
Transportation and warehousing and utilities	0.5%

**Chart 2.3: Poverty Status**



Source: US Census, 2010

# Chapter 2: Community Overview

## Housing Characteristics

before 1970. In fact, Fayetteville most likely witnessed a building boom in the 1970s, unlike Fayette County.

### Home Ownership

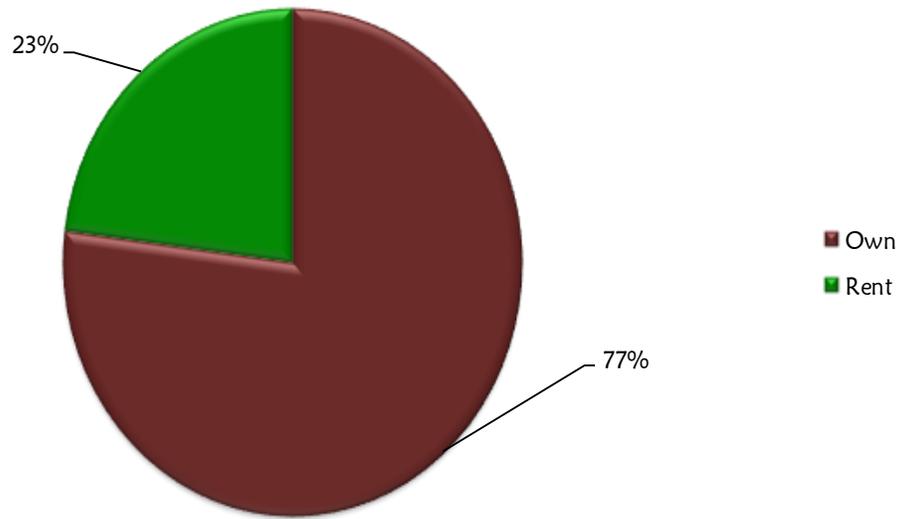
In the Town of Fayetteville there is a high rate of home ownership with 77.3 percent of residents owning their own home and 22.7 percent renting as shown on **Chart 2.4: Home Ownership**. The Town contains a total of 1,366 housing units, of which 91.1 percent are occupied and 8.9 percent are vacant. Fayetteville has a much lower vacancy rate than the state (13.4%) and Fayette County (13%).

### Age of Housing

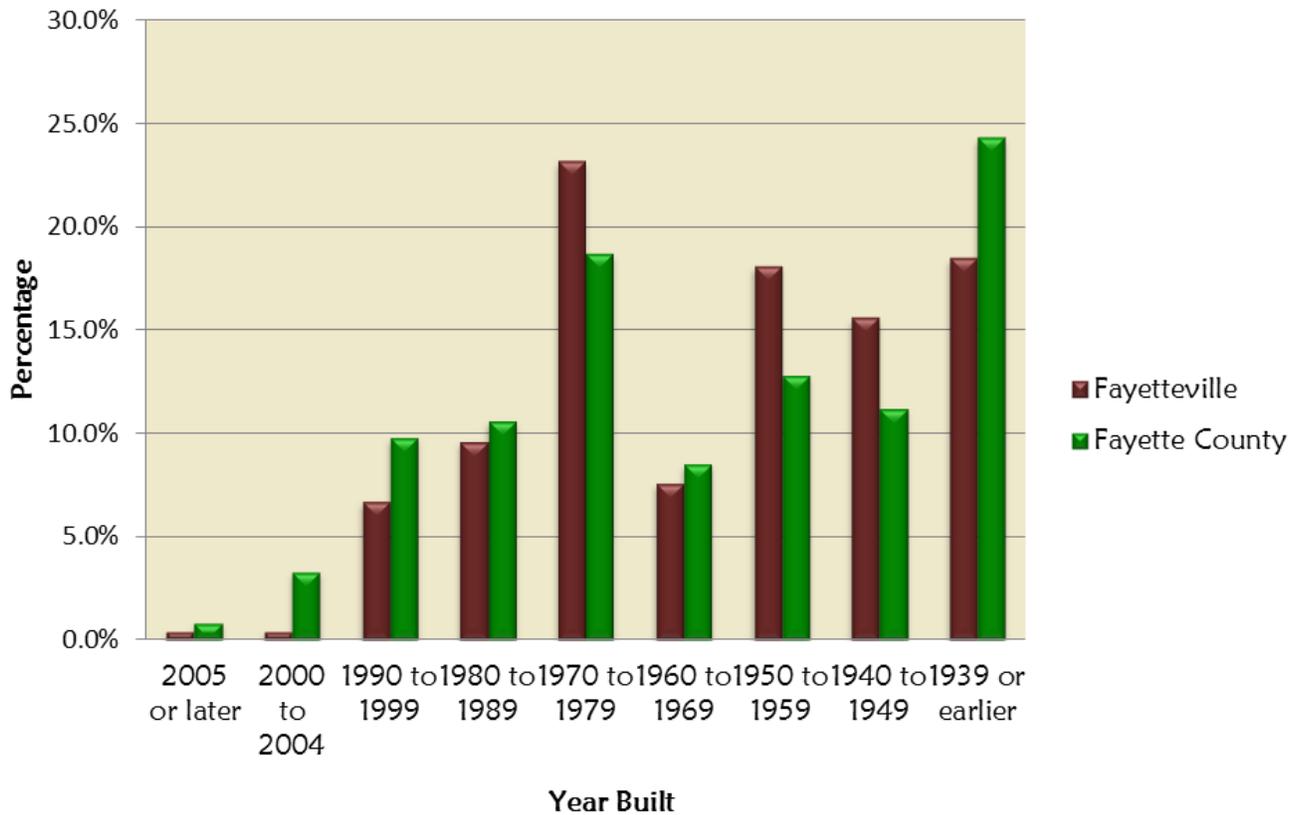
Age of housing is one indicator of housing condition and value. Older housing may require more maintenance and renovation than newer housing. **Chart 2.5: Age of Housing** illustrates that most of Fayetteville's homes were built



### Chart 2.4: Home Ownership



### Chart 2.5: Age of Housing



Source: US Census, 2010

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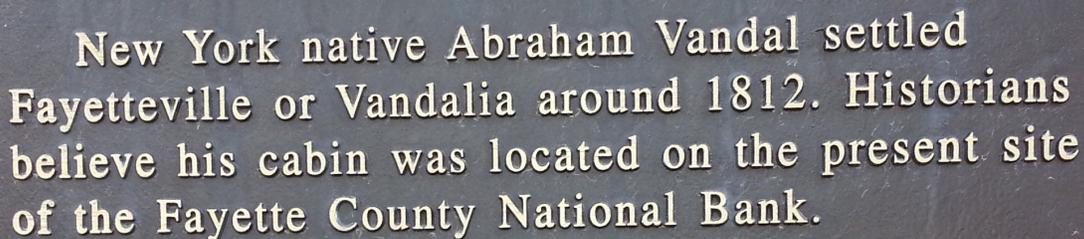
## History

The town of Fayetteville was established in 1837 when the area known as Vandalia became the county seat of Fayette County. Abraham Vandal, a veteran of the American Revolutionary War, moved to the area around 1812 and located his farm and tavern near where Fayette County National Bank now stands. People referred to the area as Vandalia. In 1831, the Virginia General Assembly created a new county from parts of Greenbrier, Kanawha, Logan and Nicholas counties and named it Fayette County after George Washington's Revolutionary War advisor and friend, Marquis de Lafayette. When the county seat was relocated to Vandalia, the town was renamed Fayetteville.

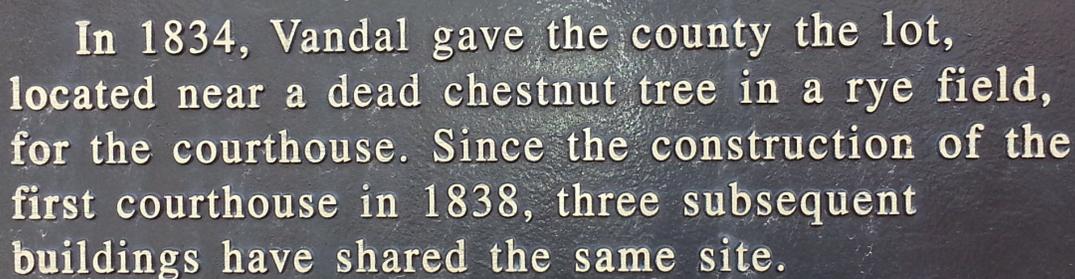
Fayetteville's location on the Giles, Fayette, and Kanawha Turnpike (most of which does not exist now, but a portion of which is now State Route 16 in Fayetteville) made it a place of strategic

value during the Civil War. At the outset of the war most people in the county strongly sympathized with the Southern cause and regarded the Union Army as invaders. The county supported the Confederate effort by a "levy on the people of the county," and after all the money, property, and county credit "is gone, we will eat roots, and drink water and still fight for our liberty unto death." (Kincaid, 1953) Fighting occurred in and around Fayetteville throughout the war, and the town switched hands four times between 1861 and 1864. Fayetteville was the site of several forts, including Forts Beuford and Scammon. The first documented use of the indirect firing tactic (aiming and firing without relying on a direct line of sight between the gun and its target) was employed by Confederate troops during a May 1863 attack on Fort Beuford. Union forces ultimately claimed the town in May 1864.

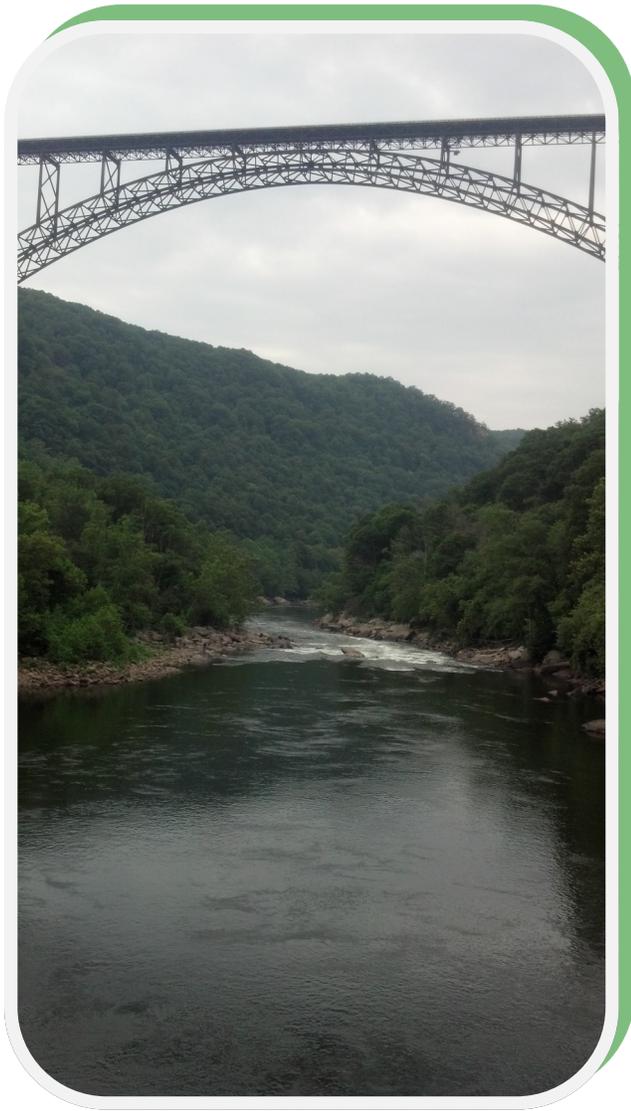
Fayetteville became a prominent coal town in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. The



New York native Abraham Vandal settled Fayetteville or Vandalia around 1812. Historians believe his cabin was located on the present site of the Fayette County National Bank.



In 1834, Vandal gave the county the lot, located near a dead chestnut tree in a rye field, for the courthouse. Since the construction of the first courthouse in 1838, three subsequent buildings have shared the same site.



Chesapeake and Ohio railroad was built through the New River Gorge in 1873, providing access to the world's highest quality coal. The county became the state's largest producer of coal, producing 4.5 million tons per year at the turn of the century. Timber and tobacco were also important to the town's economy.

Fayetteville is now a top destination for outdoor adventurers and thrill-seekers. World-class whitewater rafters, rock climbers, and mountain bikers are familiar with Fayetteville, and the area is known for hiking and back-country camping. Hundreds of BASE jumpers descend on Fayetteville every October for the annual Bridge Day—the one day of the year it is legal to jump from the New River Gorge Bridge with the aid of a parachute.

Construction of the New River Gorge Bridge began in 1973, and it was completed in 1978. At the time, the New River Gorge Bridge was the longest single arch bridge in the world. It now trails only China's Chaotianmen and Lupu Bridges for that distinction. The New River Gorge National River began operation in 1978 and preserves more than 70,000 acres of land in the gorge. The National River has helped spur outdoor tourism. Fayetteville sits at the northern end of the National River just across the river from the Canyon Rim Visitor Center. Fayetteville is a 2006 Top Ten Coolest Small Town in America, as voted by Frommer's Travel Magazine.

The central business district of Fayetteville and the surrounding residential area are known as the Fayetteville Historic District. The district is comprised of over 120 buildings and is listed by the National Park Service (NPS) under the National Register of Historic Places (the Register). Three buildings within the district are individually listed under the Register: the Altamont Hotel, the Fayette County Courthouse and the E. B. Hawkins House.

The Register is, in its own words, "part of a national program to coordinate and support public and private efforts to identify, evaluate, and protect America's historic and archeological resources." Listing is a voluntary process that requires support of over fifty percent of the property owners within the district. To be listed in the Register an applicant must submit a nomination to the State Historic Preservation Office (SHPO), which, along with the state's National Register Review Board, reviews the nomination. Upon approval, the SHPO submits the nomination to the NPS and the Keeper of the Register makes a final determination. The Fayetteville Historic District was listed in 1990. The boundaries of the area listed by the Register and the boundaries regulated by the municipality as a historic district are identical.

Listing on the National Register creates preservation incentives that include federal preservation grants, federal investment tax

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credits, preservation easements for nonprofits, International Building Code fire and life safety code alternatives, state tax benefits and state grant opportunities. Listing also entitles the district to assistance from the Advisory Council on Historic Preservation when a federal project may affect the district. Use, treatment, transfer, or disposition of private property is not affected by listing.

Chapter 8 (the Municipal Code), Article 26A of the West Virginia Code provides the authority for the preservation and protection of historic buildings and districts in the state. To acquire status as a historic district a municipality must, by ordinance, establish a historic landmarks commission, submit a detailed report to the West Virginia Department of Culture and History, and follow the procedural requirements of Article 26. The ordinances that create the commissions may empower the commissions to issue certificates of appropriateness to regulate the exterior architectural features of buildings located inside the district.

The Fayetteville Zoning Ordinance regulates the Fayetteville Historic District. The district is zoned as a Class H, “Class B Business, Class R

Residential, Class PD Planned Development, and Class R2 and should there be any conflict between the requirements of the classes, the most stringent requirements shall be followed.” The Fayetteville Planning and Zoning Board, serving as the Historical Review Committee, may issue a certificate of appropriateness “precedent to any construction or erection involving any structure or site within the Historical District.” The regulations prohibit bars, private clubs, and fast food restaurants in the district.

The town’s historic zoning ordinance states: “This district is designed to preserve and protect the historical integrity and character of particular structures, sites, and areas in the district by regulating the renovation of existing structures and sites, the type of architecture and design used in new construction, and such other requirements or restrictions as would be necessary and reasonable.”



## Form of Government

Fayetteville is located in Fayette County, West Virginia and is the County seat. Fayetteville is classified as a town by the West Virginia Code. The town operates under the Manager-Mayor Plan, which is detailed in the West Virginia Code.

Fayetteville has a five member council that is the governing body and a manager who manages the operations of the town and reports to Council as required by the Code. The manager is appointed by Council and is in charge of appointing or employing employees. The mayor is elected at large and serves as a member and presiding officer of Council.

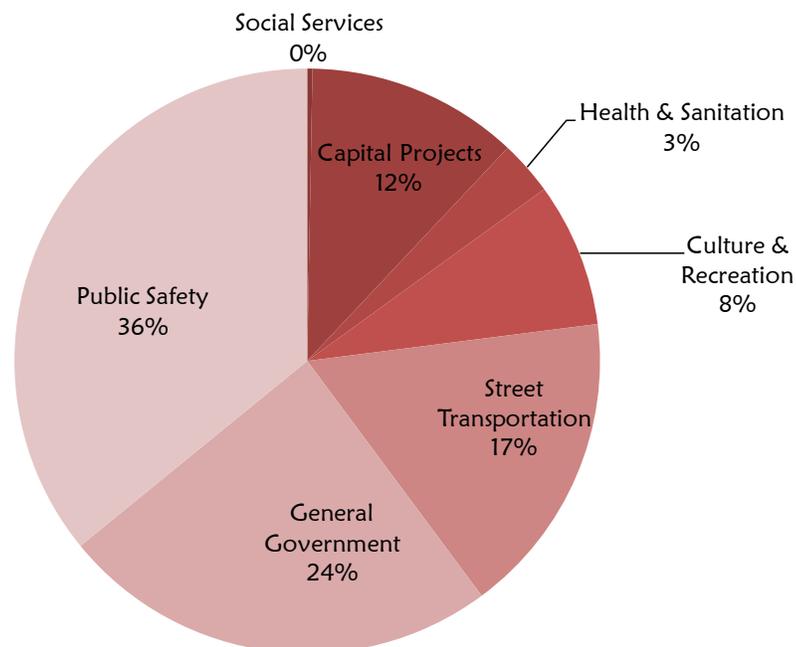
Fayetteville has a Planning and Zoning Commission that oversees planning within the municipality. The commission is seven members, one of which is the chairman. Other committees include the Town Park Board, Fairs and Festivals, Huse Memorial Park Commission, and Veterans Memorial Park Commission.

The 2012-2013 Fayetteville budget was approximately \$3.2 million. Expenses by department are shown on **Chart 2.6: Government Expenditures by Department**. Most of the revenue the town collects originates from the business and occupancy tax, hotel occupancy tax, fines, fees, and court costs, and property taxes.

## Police Department

The Fayetteville Police Department is charged with providing for the general protection, safety, and well-being of the residents, businesses, and visitors of the Town. The police department employs nine (9) full-time police officers and one clerk. The department also employs two (2) part-time staff; one officer and one civilian. The police department services 5.47 square miles and has mutual aid agreements with Oak Hill, Ansted, and Mount Hope Police Departments, as well as the Fayette County Sheriff's Department. There is a mandatory training program for officers. The department was dispatched to 1,720 calls in 2012 and is the third busiest law enforcement agency in Fayette County based upon statistics provided by the Fayette County 911 Center.

**Chart 2.6: Government Expenditures by Department**



# Chapter 2: Community Overview

The police department is very involved in the community and sponsors or participates in several events. Officers visit Fayetteville High School and Elementary School on a regular basis and eat breakfast or lunch with students and staff, as well as conduct building checks each night. The department has plans to initiate a Citizens Police Academy and Alzheimer's Registration Program in the near future.

## Fire Department

The Fayetteville Fire Department provides fire protection and first response services to residents of Fayetteville, as well as Oak Hill. The department has 25 active volunteers that respond to more than a 90 square mile service area. Funding sources include the town's general fund, county fire levy, state insurance premium tax, and grants. In 2012, the fire department responded to 212 incidents. Of those incidents, 37 percent were hazardous conditions (no fire), 20 percent were good intent calls, and 17 percent were service calls. The rest of the calls consisted of fire, rescue and EMS, false alarm, and severe weather.

The fire department plans on adding a two-bay expansion to the existing department in the near future.

## Ambulance Services

Ambulance services are provided by General Ambulance Services, a private company that services both Fayette and Raleigh Counties. The company provides basic and advanced life support transports, wheel chair van transports, in state and out of state transfers, dialysis and cancer transports, and 12 led EKGs. A substation is located behind the fire station on Lively Street.

## Public Works Department

The Public Works Department employs seven (7) full-time employees and one (1) part-time employee to help maintain 26 miles of roads. Employees of the department participate in yearly refresher courses in safety in the workplace with a special emphasis on flagger and work zone safety. Funding sources include the general fund and a street and sidewalk levy.

The department is also charged with administering the town's recycling center, located off of Gatewood Road. The center opened in 2007. Since the center has opened, Fayetteville has recycled over 681 tons of recyclable materials and has been awarded many West Virginia Make it Shine Community Awards, as well as being designated as a Keep America Beautiful Community. The center is open from 7:30 AM to 3:30 PM on the weekdays and recycles aluminum cans, magazines, mixed office paper, newspaper, OCC-Board, and Steel/White goods. The department also picks up recycling at businesses throughout the town.

The town sponsors a Celebrate Earth Day event, which asks volunteer's to help pick up trash throughout the community. In the past, the



town has sponsored an Earth Recycling Poster Contest with K-2 grade students in Fayetteville. A Free Electronic Recycling Event was held in 2012 and 9.13 tons of electronics were collected. Items included printers, monitors, towers, fax machines, and televisions.

## Parks and Recreation

Fayetteville owns three parks and one nature trail: the Fayetteville Town Park, Huse Park Nature Trail, the Janutolo Park, and the Pedestrian Bridge Park. The yearly budget for parks and recreation is approximately \$116,000 and is funded through the hotel/motel tax and general fund. One full-time and one part-time staff person are in charge of recreation. The Town Park Board oversees the operation of the town park and consists of 5 members. The board also has the power to purchase or lease land for public parks and recreation.

### Public Works Future Plans

The town plans on constructing a new salt storage building as well as a new heating system in the maintenance shop. Other recent purchases include a plow blade, stainless steel salt spreader, and a pickup truck.

The town park is located in a residential area on Park Drive outside of the downtown. The park consists of three ball fields, basketball court, batting cage, Skate Park, walking trail, four shelters, and an amphitheater. There are also numerous play areas for children, depending on age. The park serves as a trailhead for numerous



# Chapter 2: Community Overview

trails that connect to the New River Gorge National Park.

The skate park is the most recent addition to the park and was funded by private donations. The skate park cost over \$200,000 and was designed by a well-known skate park design firm.

The Town Park Board and the Town of Fayetteville have permitted and supported various groups to have activities at the park, such as walks, kid's games and other events.

Janutolo Park is located behind the Fayetteville Convention and Visitors Bureau office on North Court Street. There is a historic stone wheel in the center of the park. The park is approximately a quarter of an acre and is comprised of open space.

The Pedestrian Bridge Park is located at the walkway bridge over US Route 19. It consists of open space with a bench, flowers, and trash can.

Portions of the New River Gorge National River is also located within Fayetteville's municipal limits. The New River Gorge National River consists of 70,000 acres administered by the National Park Service along 53 miles of the New River. The park is known for its outstanding recreational activities, such as hiking, rafting, biking, rock climbing, camping, and other outdoor adventures.

## National Park Trail System

The trailhead at the park connects to the Park Loop Trail, an approximately one mile hiking trail and two mile mountain biking trail. A connection can then be made to the Fayetteville Trail, which connects to Fayette Station Road and Kaymoor Top with access to Long Point. This trail is approximately 4 miles of hiking and 6 miles of biking.

## Infrastructure

In 2008, Fayetteville sold its water and sewer system to West Virginia American Water (WVAW) for \$3.9 million. At the time, the system was in need of significant repairs and was in violation of environmental regulations and consent decrees. The town of Fayetteville could not afford upgrades to the systems without increasing rates dramatically. After purchasing the system WVAW made all the necessary upgrades and repairs and the system is now in compliance. In 2011, the Department of Environmental Protection awarded Fayetteville with the most improved sewage treatment plant (2012, December 14 Register-Herald). The system serves approximately 1,100 customers.

The entire town receives public water service, but Tourison Addition Street and the Nickelville area of the town are not served by public sewer.



# Chapter 2: Community Overview

## Education

Fayetteville children attend the Fayette County School system. The high school and middle school are located in one facility on West Maple Avenue and the elementary school on Wiseman Avenue within the Town of Fayetteville.

Fayette County Schools had a total of 6,783 students in the 2011-2012 school year. There are a total of 11 elementary schools, three middle schools, five high schools, and one technical center in Fayette County. The West Virginia Board of Education took control of the school system in 2010.

A total of 458 students attended Fayetteville High and Middle School and 452 students attended Fayetteville Elementary School in 2012-2013.

The school district offers several sports, such as football, boys and girls basketball, volleyball, wrestling, softball, baseball, cheerleading, track and golf.

### Fayetteville Public Library

The Fayetteville Public Library is part of the Fayette County Library system. The library is located on West Maple Avenue. The library is open six days of week and offers many services. Free services include books, audiobooks, DVDs/videos for check out, magazines, newspapers, computer access, Wi-Fi, storytime, summer reading programs, notary service, curriculum support, tax forms, and tax assistance. The library also offers for a fee the ability to make copies and to send and receive faxes.

The library has two (2) full-time staff and one (1) part-time staff. Funding sources for the library include a county levy, state funds, the Board of Education, and the Town of Fayetteville general fund.

### Fayetteville Elementary

29 Professional Staff

17 Service Staff

### Fayetteville High

41 Full Time Professional Staff

1 Half-Time Professional Staff

15 Full Time Service Staff

1 Half-Time Service Staff

*Some of the employees also work at other schools within Fayette County*

## Transportation

US Route 19 is the main state roadway located in Fayetteville. The roadway is four lanes and serves the commercial area of Fayetteville. US Route 19 provides links to major interstates, such as I-79, I-77, and I-64.

Other major roadways include West Virginia Route 16. Route 16 also serves as the main street through Fayetteville's downtown district. Route 16 provides a connection to Oak Hill in the South and Gauley Bridge in the North.

Fayetteville is widely known, in part due to its location near the New River Gorge Bridge. Completed in 1977, the bridge at the time was

the longest steel span in the western hemisphere and the second highest in the United States (National Park Service, 2013). The bridge cut travel time from one end of the gorge to the other from approximately 40 minutes to less than one minute.

The town of Fayetteville has an extensive sidewalk network for residents and visitors wishing to walk around town. Property owner's in the town hold the responsibility to maintain sidewalks. If they are not maintained and the Town has to make repairs, then the property owner will have to reimburse the Town for any expenses. Property owners are also required to remove snow and ice within three hours of when it falls. If the snow or ice falls between 6:00 PM and 6:00 AM, the property owner is then required to clean the sidewalk by 10:00 AM.

### Public Transportation

Public transportation in Fayetteville is provided by the Mountain Transit Authority (MTA). MTA serves Nicholas, Webster, Fayette, and Greenbrier counties. The Fayetteville-Oak Hill bus line serves residents within Fayetteville.

MTA also provides a non-emergency medical transportation service for those that need to go to doctor's appointments. The service is only for Medicare medical appointments. For those that are not Medicare eligible a sliding fee scale is used based on income to determine the cost.

#### Fayetteville-Oak Hill Bus Stops

Summersville  
FCNB  
Fayette Hills Apartments  
Wal-Mart  
Harlem Heights  
Pine Knoll Apartments  
Fayette Square  
Summerlee/Rosedale  
DHHR  
Foodland  
Oak Hill Senior Center  
Scarbo  
Glen Jean  
Harvey  
Terrace St. Apartments  
Mt. Hope Bank  
Mountaineer Mart  
Crossroads Mall  
Mt. Hope Bank



# Chapter 2: Community Overview

## Existing Land Use

regulations include standards for streets, lots, easements, natural features, trees, storm drainage, public sites and open spaces, and utilities.

The land use in most of Fayetteville consists of low-density residential development as shown on *Map 1: Fayetteville Existing Land Use*. Two distinct commercial areas exist in the town. The first lies along US Route 19 and consists of larger-scale commercial development. Larger commercial businesses include Wal-Mart, Lowes, and chain restaurants. The other commercial area is located along SR 16 and Court Street, which consists of the town's downtown area. This area includes many small businesses, including art, books, clothes, crafts, groceries, restaurants, and gifts and souvenirs.

Fayetteville is also home to the New River Gorge National River. Therefore, the National Park Service administers a significant amount of land within the municipal limits north of SR 16.

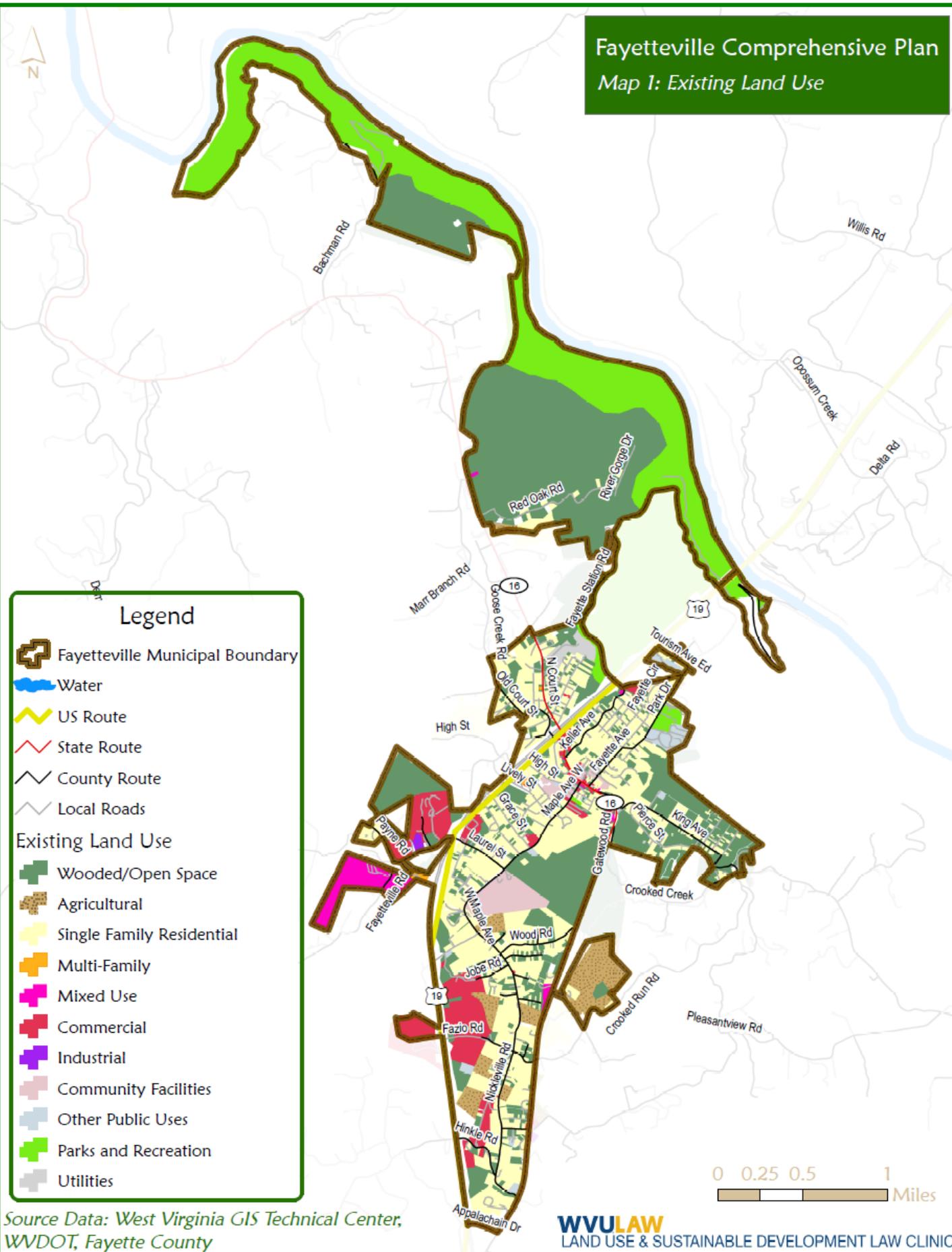
Very little industrial and agricultural land uses exist within Fayetteville. Some wooded/open space areas within the town limits remain that could potentially one day be developed.

The town of Fayetteville enacted a zoning ordinance in 1974 to regulate land uses within its boundaries. Periodic updates to the ordinance have been made throughout the years. The ordinance has six different zoning districts; two residential districts, a general business district, an industrial district, a land conservation district, and a planned development district. The ordinance also includes a historic district. Other regulations in the ordinance include restrictions on specific uses, parking, nonconforming uses, and fences.

The town also adopted a Subdivision and Land Development ordinance in 1974 to promote the orderly development of land. The ordinance

# Fayetteville Comprehensive Plan

## Map 1: Existing Land Use



### Legend

- Fayetteville Municipal Boundary
- Water
- US Route
- State Route
- County Route
- Local Roads
- Existing Land Use**
- Wooded/Open Space
- Agricultural
- Single Family Residential
- Multi-Family
- Mixed Use
- Commercial
- Industrial
- Community Facilities
- Other Public Uses
- Parks and Recreation
- Utilities

Source Data: West Virginia GIS Technical Center, WVDOT, Fayette County

**WVU** LAW  
LAND USE & SUSTAINABLE DEVELOPMENT LAW CLINIC

# Chapter 2: Community Overview

## Natural Resources

Fayetteville is located in the Lower New River Watershed. The Lower New River Watershed consists of the area of land that drains into the New River from Hinton to Hawks Nest. This includes portions of Summers, Fayette, and Raleigh Counties. (National Parks Conservation Association, 2013). The New River Gorge National River is located within the Watershed and is popular with rafters, boaters, fisherman, and other outdoor enthusiasts. As part of the Lower New River Watershed, Fayetteville is located in portions of the following sub-watersheds: Laurel Creek, Mill Creek, and Wolf Creek as displayed on *Map 2: Natural Resources and Development Constraints*.

In 2011, the New River Clean Water Alliance completed a Lower New River State of the Water Report. This report assessed the current health of the watershed to ultimately determine how to improve water quality. Only six percent of the Watershed is developed, however the New River is considered impaired by other sources of pollutants, specifically fecal coliform. Most of the pollution comes from the tributaries into the New River. One of those tributaries, Wolf Creek, is located within Fayetteville. Wolf Creek concerns include combined sewer overflow at the House Branch in Fayetteville, nonpoint source pollution from farmlands, and failing onsite septic systems. Wolf Creek is considered impaired due to fecal coliform, biological impairment, iron, aluminum, and pH. *Figure 1* consists of a map from the report that illustrates the level of contamination in the watershed.

The Wolf Creek Watershed Plan was completed in 2009 and also identified the same pollutants as the Lower New River State of the Water Report.

The plan details many action items that can be taken to help clean up the watershed. In 2004, a Stormwater Management and Flood Hazard Mitigation plan was developed for Wolf Creek Watershed. This plan recommends that local governments update ordinances to incorporate regulations that will help protect the watershed, such as stream buffer ordinances, stormwater management ordinances, and watershed overlay zones.

The Plateau Action Network (PAN) is currently working on many different projects within the watershed that are detailed in both the New River State of the Water Report and the Wolf Creek Watershed Plan, as well as the Mitigation Plan.

Fayetteville has few development constraints as illustrated on *Map 2: Natural Resources and Development Constraints*. Floodplains and steep slopes mainly only exit along the New River.

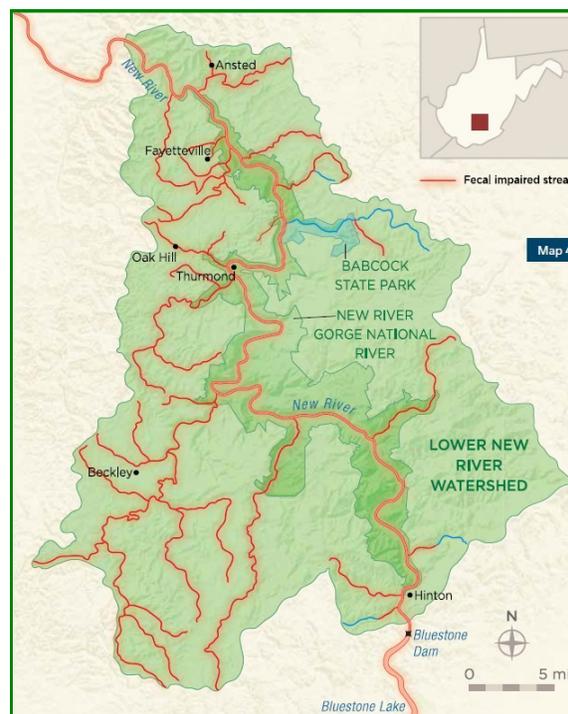
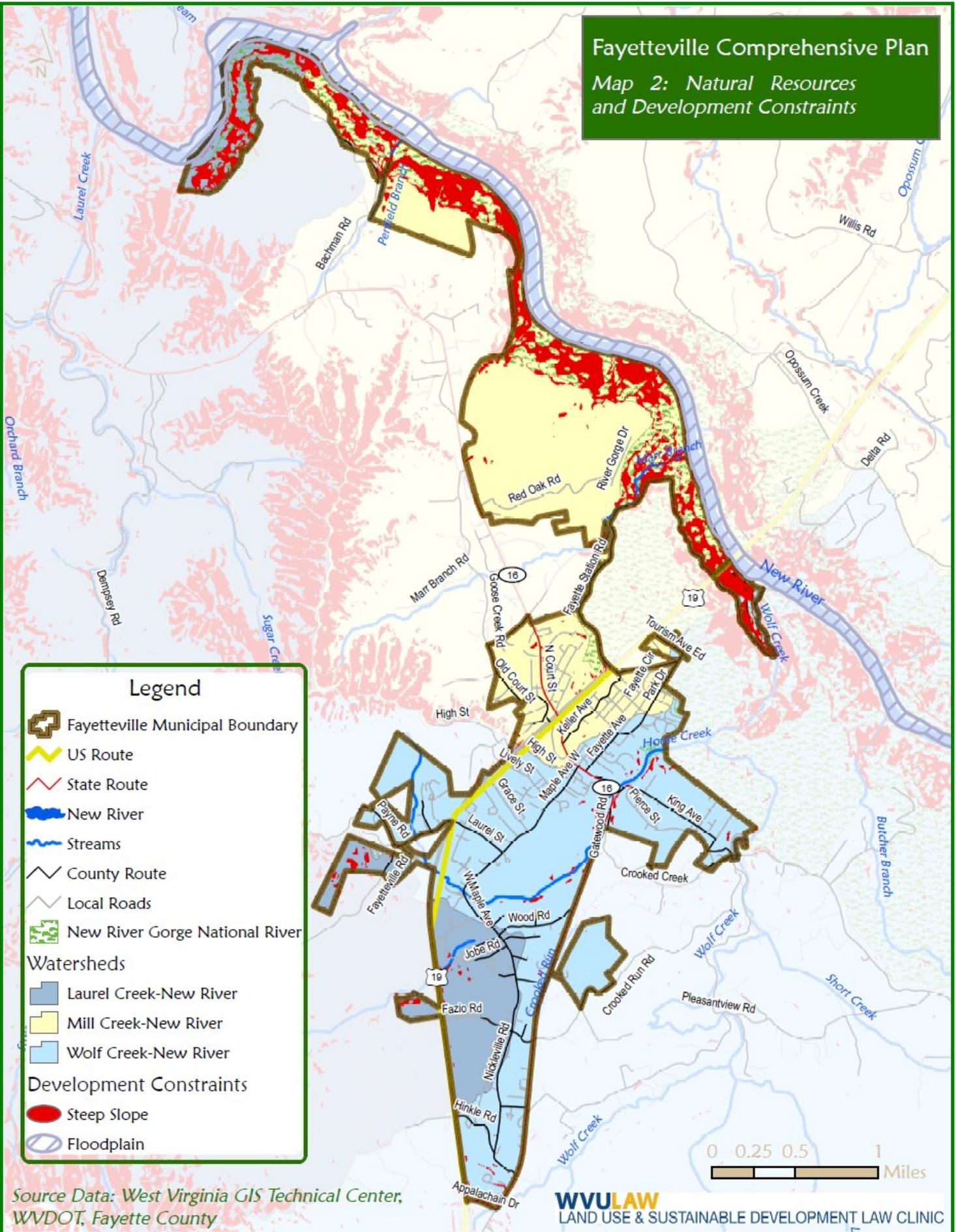


Figure 1: Contamination in the Lower New River Watershed (Source: Lower New River State of the Water Report, 2011)

# Fayetteville Comprehensive Plan

## Map 2: Natural Resources and Development Constraints



# Chapter 2: Community Overview

*The Community Overview was summarized from the following sources:*

- Fayetteville Convention and Visitors Bureau website (<http://www.visitfayettevillewv.com/history>)
- Wikipedia ([http://en.wikipedia.org/wiki/Fayetteville,\\_West\\_Virginia](http://en.wikipedia.org/wiki/Fayetteville,_West_Virginia))
- Bridge Day 2013 website (<http://www.officialbridgeday.com/>)
- National Register of Historic Places (<http://nrhp.focus.nps.gov/>)
- New River Gorge Preserve website (<http://www.newrivergorgepreserve.com/fayetteville-history/>)
- Discovery news website (<http://dsc.discovery.com/adventure/water-water-rafting-top-u-s-locations.html>)
- United States Census 2010
- General ambulance services website ([http://generalambulance.net/Home\\_Page.html](http://generalambulance.net/Home_Page.html))
- Town of Fayetteville website ( <http://townoffayetteville.org/> )
- Mountain Transit Authority website (<http://www.mtawv.com/> )
- Population Projections for West Virginia Counties, Bureau of Business and Economic Research-WVU College of Business and Economics

# Chapter 3: Needs Assessment



Fayetteville Comprehensive Plan Update  
January 2014

# Chapter 3: Needs Assessment

In order for this comprehensive plan to be successful the needs of the Town of Fayetteville have to be discussed and addressed. Without addressing the issues and concerns of all residents in Fayetteville, the plan could very well recommend action items that are unrealistic and unachievable. The issues and concerns also need to be documented so a vision can be established for Fayetteville, as well as goals and objectives.

This comprehensive plan should not just sit on a shelf and collect dust, but should be a catalyst for change within the town. Therefore, an extensive public involvement strategy was developed to gain input from a variety of citizens, including visitors to the town and business owners who may not live within the municipal limits. By involving all interested parties in the beginning of the planning process, there will be more people who feel a sense of ownership of the plan who then may want to get involved in helping with implementation projects.

## Public Involvement

Public involvement is essential in the planning process. How is a community to know the direction to go in the future, if relying only on the input of a selected few and not the public at large?

The West Virginia legislature has recognized the need for public involvement during the planning process and therefore requires the planning commission to give notice and hold a public hearing before recommending a comprehensive plan to the governing body. After the public hearing and approval, the planning commission must submit the recommended plan to town council. Town council is then required to hold a public hearing prior to adoption of the plan.

The planning commission is also required to adopt procedures for public participation. The procedures adopted by the Fayetteville Planning and Zoning Commission require the following:

### Comprehensive Plan Components

- \* Conduct one public meeting prior to the completion of a first draft
- \* Conduct an additional public meeting if the majority of the Commission feels that an additional meeting would be beneficial
- \* Publicize key developments on an electronic forum
- \* Designate and publicize a US Mail addresses where residents can submit written feedback
- \* Publicize meetings, milestones, and other key developments
- \* Issue press releases at critical junctures in the process
- \* Investigate the possibility of written surveys
- \* Post a draft of the comprehensive plan thirty (30) days prior to the public hearing

In order to receive as much input as possible for the Town of Fayetteville Comprehensive Plan many different tools were used. These tools are discussed in detail in the next few pages.

### Public Meetings

A public meeting was held in December of 2012 to introduce the planning process to the public and receive input on the issues and concerns

residents have about the future.

Approximately 20 people attended the first meeting. The meeting was held in an open house format and meeting attendees were asked to help formulate a vision statement and identify strengths, opportunities, challenges and threats. They were also asked to assist in determining a future land use plan for Fayetteville.

A final public meeting was held in September 2013 to present recommendations to the public. The meeting was held in an open house format and meeting attendees were asked to prioritize the recommendations that they felt were most important. The results were then presented to the Planning and Zoning Commission to assist with prioritization of all the recommendations in the plan. Results from the two meetings can be found in *Appendix 1: Public Input*.

### Stakeholder Interviews

Stakeholders are key people that have specific knowledge about an issue within Fayetteville. The Planning and Zoning Board helped to identify the key stakeholders in the community. Stakeholders included the Fayetteville Police Department, Fayetteville Fire Department, West Virginia American Water, Fayetteville Convention and Visitors Bureau, New River Gorge National River, Fayetteville Library, Fayette County Green Team, Fayetteville Arts Coalition, Plateau Action Network and Fayette County School District. Each stakeholder was asked to complete a brief survey that asked them about the function of their organization and any issues or concerns they may have.

### Public Survey

People are often too busy to attend public meetings; therefore a public survey was created and made available online and at town hall. The hope was to gain feedback from those citizens that would not attend a meeting but would take the time to complete a survey. The survey was very successful with 150 responses. A brief summary of the survey is described below.

### Youth Focus Group

A youth focus group was held in December of 2012 at the Fayetteville High School with two different classes; Civics and Constitutional Law. Students were divided into groups and asked to identify areas on a map of Fayetteville that need to be improved, as well as where they would like to see new developments or where things are missing from the town. The full results are available in *Appendix 1: Public Input*.

### Social Media

The Fayetteville Planning and Zoning Board realized that in order to achieve the highest amount of public input as possible, social media would have to be utilized. Consequently, a website and Facebook page were created for the comprehensive plan. Background information and documents were made available on the website, as well as draft plan documents. The Facebook page was essential in providing updates on key events in the planning process.

### Public Survey Results

Respondents like the friendliness of the people, sense of community, the park, and historical charm in Fayetteville. They identified the following Issues; lack of parking, road maintenance, police presence, abandoned buildings, and commercial development on US Route 19. They felt the biggest issues facing Fayetteville in the next decade are affordable housing, keeping business in the downtown, parking, and managing growth. The vision in the next twenty years includes locally owned businesses throughout the downtown and a small, quiet residential community. Some respondents do not want the town to change. The survey also asked what citizens would like to see happen with the old Fayetteville High School Building and grounds. Answers included apartments, community center, public library, offices, walk track, or return it to the board of education.

# Chapter 3: Needs Assessment

## Vision Statement

Every community should have a vision for the future. The vision statement should capture the values of the community and the hopes and dreams of the Town of Fayetteville for the future. The statement should be a guide on how the community should develop in the next ten (10) years. The vision statement was developed using the public input tools discussed above and was ultimately approved by the Fayetteville Planning and Zoning Commission.

## Goals and Objectives

The West Virginia State Code, Chapter 8A: Land Use Planning requires that a comprehensive plan include goals and objectives concerning a municipality's present and future land use. The words goal and objective are often confused with each other. Each term describes what a community may want to achieve or attain but mean different things. Both are desired outcomes but what sets them apart are the time frame and attributes.

Goals are general guidelines that are broad, abstract and long term aspirations for future development in a community. Objectives are specific and can be measured. Objectives are steps that can be taken to achieve a goal.

The goals listed on the next page were developed by identifying the issues and concerns that were consistently raised throughout the planning process.

## Critical Issues

Issues were first discovered during the public survey results and then further refined during the initial public meeting. The Planning and Zoning Board provided input as well. Citizens were first asked to describe the strengths of Fayetteville. These strengths typically contribute to the quality of life and are the reason why people live in Fayetteville. Strengths are important to discuss because they can be used as a starting point in planning for the future. Strengths are also vital to recognize as they should be protected for future generations. Challenges are elements that pose a threat to Fayetteville and can negatively affect the quality of life of residents and pose a hindrance to future planning.

For each planning goal the strengths and challenges will be discussed. Objectives were then developed to help address the issues and capitalize on the strengths that were identified.

Town of Fayetteville, WV Comprehensive Plan  
A Vision for the Future

Home About Background Documents What is a Comprehensive Plan?

APRIL 11, 2013  
Planning and Zoning Board Meeting, April 29th at 6:00 PM, Town Hall

The next Planning and Zoning Board meeting will be held on Monday, April 29, 2013 at the Town Hall at 6:00 PM. The agenda is as follows:

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# Vision and Goals for the Town of Fayetteville

Goal 1: Provide for diverse types of new housing while also revitalizing existing neighborhoods.

Goal 2: Foster an efficient and safe multi-modal transportation system.

## Vision Statement

*“The town of Fayetteville is known as a premier outdoor destination with unique and thriving local businesses. The town is often praised for its pedestrian amenities, such as bike lanes, sidewalks, and hiking trails. Fayetteville has embraced its natural and historical resources and by doing so has preserved the historic downtown and open space for future generations. Successful partnerships have also been developed with neighboring communities and the National Park Service to improve the quality of life for all those that live in Fayette County.”*

Goal 3: Encourage new business development.

Goal 4: Encourage sound land use decisions that preserve open space, historical and scenic resources, and community character and provide for clean air and water.

Goal 5: Enhance the quality of life of residents by improving community amenities and facilities.

# Chapter 3: Needs Assessment

## Housing

Fayetteville residents take great pride in where they live, as evidenced by the fact that many have lived in the community all their lives. There has also been a surge of new residents moving to Fayetteville, with 25 percent of the residents moving to the community in 2005 and later according to the American Community Survey 2007-2011. Reasons residents have chosen to live or stay in Fayetteville include the friendliness of the people and a sense of community. New residents are also moving into the community due to the natural beauty of the area and the potential for business opportunities related to tourism with the New River Gorge National River and surrounding outdoor attractions. There have been several new residential developments built in Fayetteville recently. One development is the New River Gorge Preserve, a 1,400 acre planned development located along the gorge on Laurel Creek Road. The master plan for this development includes up to 500 single family homes with a network of trails throughout the property. Vacation rentals are also available. Another new development in Fayetteville is the 192 acre Gaines property located on Maple Avenue. Developers recently purchased the property and proposed plans that include a conference center and vacation rentals (2012, November 5 Register-Herald). Adaptive reuse of buildings for housing is also occurring in Fayetteville, with the opening of Lafayette Flats. Lafayette Flats will consist of 4 apartment units above a law office in the downtown. The building originally housed the Fayette Bank.

With several new developments in the works, the number of new housing units in Fayetteville will continue to increase. However, most of the new development is designed as seasonal rentals or homes, and not for full-time residents. If the population of Fayetteville continues to increase at the same rate as it did from 2000 to 2010, the Town will add 260 people in the next 20 years.

This increase would generate the need for approximately 113 new housing units for the growing population.

While the town is truly a great place to live, some concerns exist related to the types of housing available. Many people feel that there is a lack of housing diversity in Fayetteville. Single family homes make up most of the housing stock in Fayetteville, with approximately 94 percent of the homes consisting of 1-unit, detached dwellings according to the US Census. Mobile homes consist of 2 percent of the housing stock. Only a small percentage of the homes in Fayetteville are considered multi-family (3.2%). This can pose problems for younger residents who do not want the maintenance of a single family home or can not afford a single-family home and would rather live in a town-home or apartment complex. According to residents that participated in the survey and the public meetings, there is also a lack of rental housing in the town. Some believe that many people desire to live in Fayetteville and would like to rent but have to rent in nearby towns because nothing is available in town.

Property maintenance is a concern as well in certain areas of Fayetteville. Many homes are simply not being maintained. This problem could be caused by a lack of pride but also some residents may not be able to afford to maintain their homes. Local elected officials are in the process of trying to fix some of the issues concerning property maintenance and dilapidated buildings. In May of 2013, the town adopted Fayette County's building code. This action will allow Fayetteville to use the county's building inspectors. Fayetteville is also in the process of developing a dilapidated building ordinance similar to the ordinances in Wheeling and Oak Hill that would require a property registry.

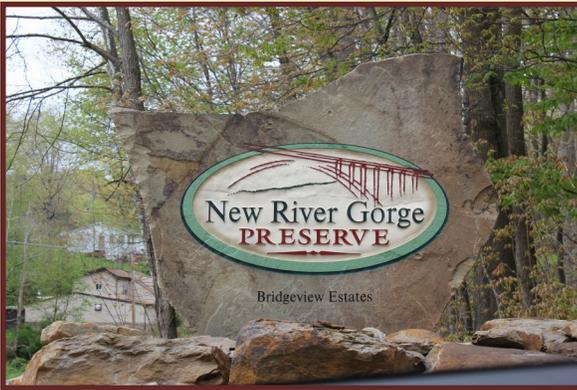
**Goal 1: Provide for diverse types of new housing while also revitalizing existing neighborhoods.**

**Objective 1: Encourage a variety of housing choices in the zoning ordinance**

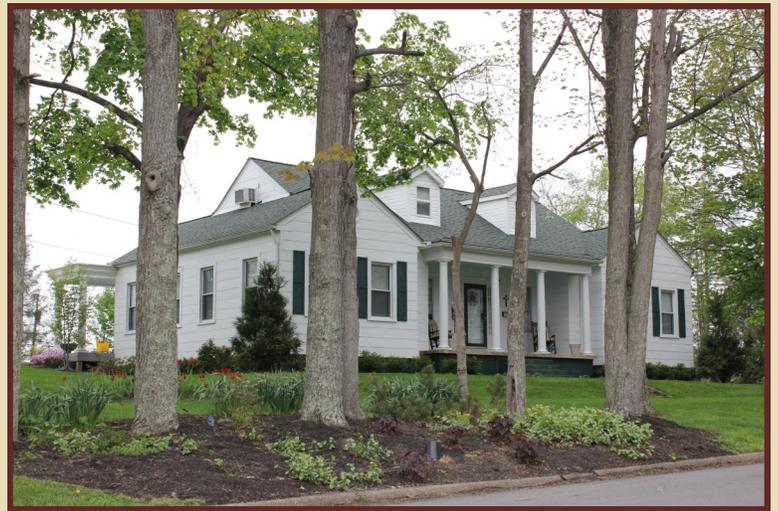
**Objective 2: Establish specific property maintenance regulations for existing homes**

**Objective 3: Prioritize the demolition of dilapidated homes**

**ASSETS**



*New housing*



*Established neighborhoods*

**CHALLENGES**



*Lack of housing diversity*

# Chapter 3: Needs Assessment

## Transportation

Fayetteville's location on US 19 in the New River Gorge is a great asset. US 19 serves as a major roadway in West Virginia that receives a large amount of traffic. Fayetteville also benefits from the presence of the New River Gorge National River hiking/biking trails. The town boasts a great sidewalk network for pedestrians wishing to walk around town. Mountain Transit Authority provides public transportation to residents, with service to and from Fayetteville and other locations throughout Fayette and Nicholas Counties.

While the town contains access to the National Park System's trail network, locating the various trailheads in town can be difficult. One of the main trailheads, and most used, is located at the Town Park. However, no signage exists in the downtown area to direct visitors to this trailhead. Visitors unfamiliar with the town also struggle to find the trailhead parking lot, as it is behind the town park and not easily seen from Park Drive. Several of the other trails within the New River Gorge National River lie outside of the Fayetteville municipal boundary. However one has to travel through Fayetteville to access these trails. No signs direct travelers to these trails either.

An additional concern involves the fact that, although many of the trails throughout the New River Gorge allow bicycles, no designated bicycle route exists from the trails to the downtown area of Fayetteville. During the public input process many residents mentioned that they would like to see designated bicycle routes throughout the various towns in Fayette County.

Parking ranks as a concern for many in Fayetteville. As mentioned in **Chapter 2: Community Overview** only two public parking

lots exist in town; one owned by Fayette County for courthouse parking and a lot owned by the Town beside the Memorial Building. On-street parking is also available. Many feel that the town lacks adequate numbers of parking spaces for the amount of traffic Fayetteville receives and that an additional parking lot in town would better meet the needs of residents and visitors. On the other hand, many in the community believe sufficient parking exists, but the town lacks adequate signage directing visitors to the available spaces. Some citizens expressed concern that any new development within the downtown will exacerbate the parking issues. Therefore, local elected officials would like to update and enforce ordinances that require new development to provide additional parking.

A common complainant by many reference sidewalks that need repair or replacement and areas with no sidewalks. The youth express particular concerns with the lack of sidewalks, especially on Fazio Road.

There town also lacks a connection between downtown and the commercial area located along State Route 19. Currently no safe route exists to walk or bike to the businesses. Residents would prefer to have a way to patronize these businesses without using a car.

While the Town is served with public transit by the Mountain Transit Authority, many in the community are not aware of the service that they provide. Confusion also exists as to where the bus stops are located. Residents desire a public education campaign to promote and increase ridership.

Lastly, many roads within the town need repaired. Roads that were mentioned during the public input process include Nickelville Road, King Avenue, and Job Road.

**Goal 2: Foster an efficient and safe multi-modal transportation system.**

**Objective 1: Promote pedestrian and bicycle friendly initiatives**

**Objective 2: Provide additional parking in the downtown**

**ASSETS**



*New River Gorge National River Trails*



*Sidewalks throughout town*

**CHALLENGES**



*Lack of sidewalks in certain areas*



*Signage to the trailhead*

# Chapter 3: Needs Assessment

## Economic Development

Tourism generates huge economic benefits for the state of West Virginia. Fayette County ranks 15th among 55 counties in the state for tourism spending. Fayetteville is ideally situated for economic development as it is the County seat and is located in the heart of the New River Gorge. The Canyon Rim Visitor Center, which is located approximately 3 miles from Fayetteville, receives approximately 300,000 visitors a year who stop to see the amazing views of the gorge and bridge. These visitors offer a tremendous opportunity for Fayetteville's local economy. Another asset in Fayetteville is its locally owned restaurants, shops, and other small businesses that play a huge role in the town's economic vitality. In 2006, Budget Travel Magazine named Fayetteville one of America's coolest small towns. Tremendous opportunities also exist with the location of the Boy Scouts of America, The Summit: Bechtel Family National Scout Reserve in Fayette County, approximately 19 miles from Fayetteville. The reserve will periodically host the Boy Scouts National Jamboree. The Fayetteville Convention and Visitors Bureau (CVB) is offering scouts a Fayetteville pin and patch for their Jamboree collection.

In Fayette County, \$67.1 million in direct spending and 730 jobs result from tourism.

*Source: "Economic Impact of Travel on West Virginia, 2000-2010,"*

While Fayetteville has many opportunities, challenges also exist. One of the biggest challenges to Fayetteville's continued economic development involves getting travelers off US Route 19 and into the downtown. Many people not familiar with the area miss the downtown business district due to a lack of signage and a gateway. During the planning process, the West Virginia Department of Transportation was

contacted to ask what could be done in relation to additional signage along US Route 19. As US Route 19 is a federal highway, the town can not put any additional signage on the roadway due to safety concerns.

One way to get people into Fayetteville is to host events. The town presently holds some events, such as Bridge Day and the 4<sup>th</sup> of July Heritage Festival. Also, for the past two years the Plateau Action Network (PAN) has held the New River Festival in Fayetteville, which not only brings people into Fayetteville, but also raises awareness of watershed issues. However, some believe the town should host weekly events to attract people into the downtown business district. The Fayetteville Farmer's Market is a great weekly attraction that the CVB hosts every year.

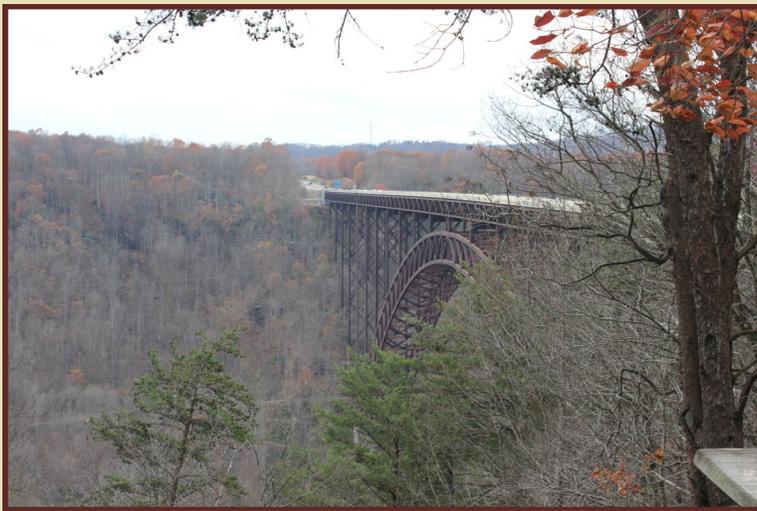
Many locals express concern that economic development is presently focused mainly on tourism. However, these types of businesses often struggle during the winter months. Therefore, a more concentrated effort to promote economic development that provides year-round well-paying jobs serves to better achieve a healthy economy. While the downtown area of Fayetteville experiences more economic activity than many downtowns in the state, some empty storefronts remain. However, on the positive side, brownfields or blighted areas within the Town are not an issue like many towns throughout West Virginia. The CVB aggressively markets the Fayetteville area with ads in various magazines and travel guides. However, funding for the CVB comes from half of the hotel/motel tax collected in Fayetteville. As a limited number of lodging properties exist in the town, the limited funding hampers the ability of the CVB to market to its full potential. Therefore, a need exists for additional lodging within the municipal limits.

## Goal 3: Encourage new business development

Objective 1: Capitalize on visitors to the New River Gorge National River

Objective 2: Revitalize the central business district

Objective 3: Communicate and collaborate with organizations within Fayetteville to encourage sustainable growth and development

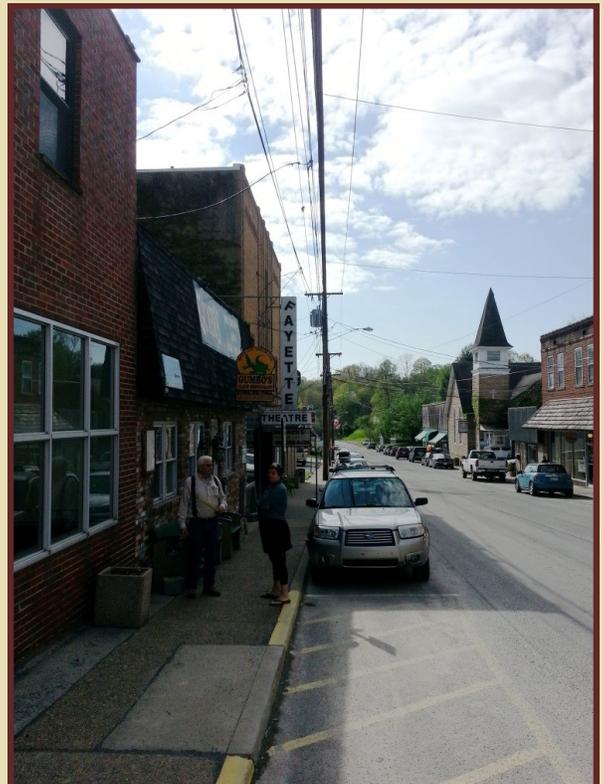


### ASSETS

*New River Gorge  
Tourism*

### CHALLENGES

*Empty storefronts  
Downtown centered on tourism*



# Chapter 3: Needs Assessment

## Land Use

When residents were asked their favorite thing about Fayetteville, the overwhelming response mentioned the small town character and historic charm. The town enacted land use regulations several years ago that helped protect the qualities that make Fayetteville so special. Fayetteville is also on the forefront of preserving the environment with the formation of the Fayetteville Green Team. The Green Team educates the public about sustainability, energy conservation and reducing the entire County's ecological footprint. Community character shows in the work of the Fayetteville Arts Coalition. The Coalition installed a sculpture at the intersection of Court Street and Keller Avenue in fall of 2012 and painted a mural on the side of a business on Court Street last year. In addition, Fayetteville is home to the New River National Gorge River, which offers plenty of open space for residents to enjoy.

While assets and opportunities abound for Fayetteville, challenges remain that need to be addressed. For instance, local elected officials would like the opportunity to expand the town park in the future. A possibility exists for the town to acquire additional land on Park Drive. However, the National Park Service (NPS) currently owns the property. The town has stated that they would be willing to swap land with the NPS, but is unclear if this possibility exists. Residents within the town would also like to see the vacant land adjacent to the Pedestrian Bridge developed into a small park similar to the existing park on the opposite side of the bridge. This area would make a nice gateway into Fayetteville. Janutolo Park is also in need of additional facilities. Currently, the park consists of open space with a historic stone wheel. The park could be used to highlight the history of the battle of Fayetteville, as well as the Italian

heritage of the town. Currently no historic plaques in the downtown recognize the great history of Fayetteville. The town currently has zoning regulations pertaining to the historical district. However the town fails to protect the historical integrity of the district to the extent possible. Residents would like to see new development or updates within the historical district to fit into the historical nature of the downtown. Maintaining the community character of Fayetteville is very important to residents. While residents pride themselves on the quaintness of the town there still are challenges. For instance the town lacks a cohesive signage program to direct visitors to attractions throughout the downtown. Also no brand or logo of Fayetteville currently exists to display throughout the town. Signage should direct visitors to all public parking, attractions, as well as the town park. The current signs to the town park are very small and hard to see. The aesthetics of the downtown also concern residents and visitors, as they feel that the town needs some "sprucing" up. Downtown power lines are an eyesore to many of the residents and/or visitors that completed the public survey. Others would like to see more art in the downtown. Lastly, land use ordinances have not been updated for several years and need to be re-visited to ensure protection of the community for future generations.

Environmental concerns include littering and Marcellus Shale drilling. The overuse of energy is also a concern. The Fayetteville Green Team began, but did not finish, an energy audit for the town. Storm water management is also a concern as combined storm water overflows are a major source of pollution in the Wolf Creek Watershed and ultimately the Lower New River Watershed.

Goal 4: Encourage sound land use decisions that preserve open space, historical and scenic resources, community character and provide for clean air and water

Objective 1:  
Preserve open  
space in key  
areas

Objective 2:  
Initiate the  
preservation of  
historical resources

Objective 3: Ensure  
all ordinances are  
consistent with the  
updated  
Comprehensive Plan

Objective 4:  
Improve signage  
throughout town to  
direct visitors in the  
area

### ASSETS



*Historical resources*



*Community Character*

### CHALLENGES



*No cohesive signage*



*Lack of a gateway*

# Chapter 3: Needs Assessment

## Quality of life

The quality of life in a community is often measured by the amenities and facilities offered to its residents. Fayetteville is considered a desirable place to live because it is safe, quiet, and offers a large park with many recreational amenities. However, public safety concerns threaten the quality of life of residents.

While Fayetteville provides full-time police protection to its residents, many have concerns about the type and level of service. In the public survey, the police were consistently mentioned as an issue. Many feel that the police spend too much time patrolling US Route 19 and not enough time walking the downtown area. Drugs are also a huge concern of many residents. To address this issue Council has recently hired a new police chief. The chief has stated that his primary concern will be to have the department more involved in the community and not have the department associated with the speed trap on Route 19 (2013, January 3 Register-Herald). The department is in the process of initiating a Citizens Police Academy and Alzheimer's Registration program. The police department would also like to have a bigger building, the ability to take fine payments online, and a school resource or prevention officer.

The Fayetteville Volunteer Fire Department feel that the hydrants on the original Fayetteville system need examined for replacement. Pressure is poor downtown and in areas such as Nickelville Road. Some areas of the town are not within 1,000 feet of a hydrant.

In terms of community facilities, the downtown library provides a huge asset to Fayetteville. However, the library needs updates. The library building is too small and parking is inadequate. On the other hand, funding constitutes a major

concern to library personnel. State funding is decreasing and no grants are available to upgrade or expand facilities.

Many mentioned the need for an indoor community gathering place during the planning process. The vacant Fayetteville High School Building provides one possible venue. The town recently formed the School Building Committee to help with renovating and developing the building. The group is trying to secure grant funding to replace the roof, heat, and water. The old football field at the school building could also be used as additional recreation for the town. Possible facilities could include another park or athletic fields, such as a football or soccer field.

While many feel that the recreation needs of the community are being met, the youth would like an open gym to play basketball as well as lights at the baseball field at the town park, which would allow games and tournaments at night. There is also a need for soccer fields.

The public input survey also revealed that many residents are concerned with the lack of public infrastructure in the town. Most of Fayetteville is served with public water and sewerage. However some areas lack infrastructure. A concern also exists with respect to the cost of these services, as West Virginia American Water has applied for a rate increase with the West Virginia Public Service Commission.

Citizens are also concerned about the quality of education in Fayette County. Citizens would like to see more of a focus on the curriculum offered at the schools, rather than facilities.

**Goal 5: Enhance the quality of life of residents by improving community amenities and facilities**

**Objective 1:**  
Ensure quality police protection

**Objective 2:**  
Partner with the County to update the community library

**Objective 3:**  
Provide an indoor community gathering place

**Objective 4:**  
Ensure current infrastructure meets the needs for current and future residents

**Objective 5:**  
Offer quality recreational opportunities to residents of all ages

**ASSETS**



*Community library*

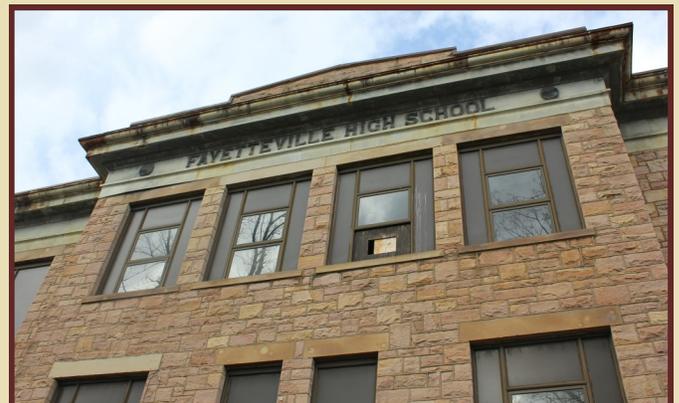


*Town park*

**CHALLENGES**



*Replacement of fire hydrants*



*Restoration of old high school*



# Chapter 4: Action Plan



Fayetteville Comprehensive Plan Update  
January 2014

# Chapter 4: Action Plan

One of the main goals of a Comprehensive Plan is to help a community plan for the future. Therefore, a detailed action plan with specific recommendations is essential in helping Fayetteville achieve its vision for the future.

The basis for the Action Plan comes from Chapter 3: Needs Assessment. Five different types of needs were identified during the planning process:

1. Housing
2. Transportation
3. Economic Development
4. Land Use
5. Quality of Life

Therefore, the recommendations detailed in this chapter revolve around the five main issues. Goals were first developed to guide the planning process and objectives were later formulated to address the issues. The recommendations are detailed and specific to help local elected officials implement the comprehensive plan. Case studies are also included to illustrate how other communities throughout West Virginia and other states have implemented similar ideas.

Future land use and preferred development areas are also discussed in this chapter. The future land use map displays a pattern for future development in a community. It is not a zoning map nor does it limit private development or use of land. The preferred development area map identifies areas for growth and annexation, which in turn helps prioritize infrastructure improvements.

The recommendations were presented to the public at a final open house. The public was asked to prioritize the recommendations, as well as the Planning and Zoning Commission. Recommendations were prioritized either as high, medium, or low priorities. High priority projects

are those that Fayetteville should focus on right away and should try to implement within the next 1-3 years. Medium priority projects should be implemented within the next 3-6 years. Low priority projects are those that should be implemented within the next 10 years.

An implementation matrix also accompanies the Action Plan. The matrix includes responsible parties for implementation, potential partners, opinion of probable costs, and potential funding sources.

## Goal 1: Provide for diverse types of new housing while also revitalizing existing neighborhoods.

### Objective 1: Encourage a variety of housing choices in the zoning ordinance

#### *Action Step 1: Revise the zoning ordinance to allow for more multi-family residential uses*

Currently, multi-family uses are permitted in the R-2 zoning district, B general business zoning district, and in the P-D Planned Development zoning district. These zoning districts encompass only a small portion of Fayetteville and therefore limit the ability of new multi-family uses to be constructed within the town limits. The zoning ordinance and map should be revised to allow more multi-family uses in appropriate areas in Fayetteville.

#### *Action Step 2: Designate residential growth areas to direct new development to the appropriate areas*

The West Virginia Code, Chapter 8A: Land Use requires that a comprehensive plan designate growth areas. While Fayetteville is mostly built out there are some areas where growth could occur. To accommodate new development, the town could also annex lands.

Potential areas for new multi-family residential development include Route 19 near Laurel Creek Road. This area would have to be annexed into the town. It is important that any new residential development preserve the natural and scenic features that residents love. Conservation subdivisions or cluster development should be considered as each requires the developer to preserve a percentage of the land as open space.

Properties exist that are not within the Fayetteville municipal boundary but are surrounded by Fayetteville municipal limits. These areas should be annexed so that the town can provide services in a sensible geographic area. These areas could support new residential development as well. Areas that should be

considered for annexation include 2<sup>nd</sup> Avenue, Laurel Creek Road, and Tourism Avenue Ed.

*Map 1: Future Land Use* displays the potential growth areas and annexation areas in the Town of Fayetteville.

### Objective 2: Establish specific housing regulations to protect the character of existing neighborhoods

#### *Action Step 1: Enact a vacant structure ordinance to prevent buildings from becoming dilapidated*

The Town of Fayetteville just recently enacted a Dilapidated Building Ordinance. The purpose of this ordinance is to promote public safety and welfare of Fayetteville by requiring the repair, alteration, improvement, vacating, closing, removal or demolition of dwellings or other buildings, or any combination thereof, unfit for human habitation. The dilapidated building ordinance is a great avenue for the Town to address already dilapidated buildings. However, the town also needs to try to stop vacancies before they occur. One way to do that is to enact a vacant structure registration ordinance that requires property owners to pay a fee every year for each vacant building they own.

#### **Case Study-Oak Hill**

The town of Oak Hill recently enacted a vacant structure ordinance to prevent buildings from becoming dilapidated. Vacant buildings must be registered by the property owner if they are vacant for over a year. A fee is associated with each vacant registered property. The fee increases every year the building sits vacant. In order to register vacant properties, the town is using the police department to identify vacant structures and then record them in the town's geographic information system (GIS). If fees are not paid on the structures, the town then can sell the property by means of forfeiture (2013, January 26, Register-Herald).

# Chapter 4: Action Plan

## *Action Step 2: Develop a vacant property survey*

Currently there is no comprehensive list in Fayetteville of all the existing vacant and dilapidated homes. While most of the vacancies are located on King Avenue, Tank Hill, and Nickelville Road, many others are scattered throughout town. Therefore, the Town should develop a list of all vacant and dilapidated structures within the town limits. The properties should be rated on their present condition, using a scale of A to F. Information should also be gathered on ownership, code violations, fire and police calls, and tax status. By completing a vacant property survey, Fayetteville will gain a better understanding of the vacancy problem within the town.

## Goal 2: Foster an efficient and safe multi-modal transportation system

### Objective 1: Promote pedestrian and bicycle friendly initiatives

#### *Action Step 1: Welcome bicyclists to Fayetteville by installing bicycle amenities*

Bicyclists come from all over West Virginia and surrounding states to bicycle the trails in the New River Gorge. While the town has installed bicycle racks in some locations, they have not been placed in prominent locations. Bicyclists would like to see racks in front of businesses and not located in the back or in alleys. The Town should also consider installing self-service bicycle repair stations. This would put the town on the fore-front of promoting bicycle friendly initiatives. This is especially important as the National Park Service is considering the addition of more bicycle trails to the National Park, which would bring more people to visit the area. A bicycle repair station includes all the tools need for repair and maintenance. The tools are attached to the stand so they cannot be stolen.

#### Case Study-Asheville, NC

The City of Asheville, NC has installed a bicycle repair station in their arts district. The arts district is a destination where many people bicycle throughout the town. It is also near a transit stop that serves the downtown. For more information visit the following website:

<http://>

[coablog.ashevillenc.gov/2012/03/city-installs-bicycle-repair-station/](http://coablog.ashevillenc.gov/2012/03/city-installs-bicycle-repair-station/)



#### *Action Step 2: Investigate the feasibility of developing walking/bicycling paths and trails with new development*

During the planning process many residents mentioned the need for additional walking and biking trails. The public would like a trail to connect from the pedestrian bridge to the various National Park trails. Residents also desire a trail connecting Fayetteville to Oak Hill. These types of trails may be difficult to undertake due to the many private property owners that would have to be approached to secure right away. Before proceeding any further the Town should consider hiring a consultant to conduct a feasibility study to determine if the construction of new trails are possible.

As the town is also experiencing growth, they should also consider requiring developers to provide bike and walking paths throughout their developments.

#### *Action Step 3: Develop a sidewalk program to prioritize the maintenance and installation of sidewalks throughout Fayetteville*

Currently the Town has been focusing its sidewalk repairs to the downtown area, areas near the schools, and the town park. The town has a sidewalk reimbursement process in place in which the property owner only pays for the materials for the construction or repair of the sidewalk and the town's public works department will then complete the labor. In the past, the town has also received state and federal grants for sidewalk projects.

A common complaint by many during the planning process was that many sidewalks are in need of repairs or new sidewalks need to be constructed. While the Town has a process in place to repair and/or construct sidewalks, it is not widely publicized. The town should make an attempt to communicate to residents the existence of the program and how they can

# Chapter 4: Action Plan

apply. The Town should also develop a sidewalk program to help in prioritization of maintenance of existing sidewalks, as well as construction of new sidewalks. The program would establish which sidewalks should be repaired and/or constructed first based on a point system. The point system should take into account the following factors:

- Street's proximity to parks, local government facilities, schools, businesses, etc.
- Topography of the street
- Connectivity with other sidewalks
- Average Daily Traffic (ADT)
- Street Width
- Conflicts with other utilities
- Available right-of-way

Each sidewalk project would then be awarded points based on the factors and Fayetteville would then repair and/or construct sidewalks on the streets that received the highest amount of points.

A map should accompany the matrix. The map should show the existing sidewalks, sidewalks in need of repair, and potential areas for new sidewalks.

## Case Study-Marysville, OH

The City of Marysville in Ohio has adopted a sidewalk improvement program that provides matching funds for property owners to repair or install new sidewalks. The program bases repairs of sidewalks on the severity of the damage. For new sidewalks, the program rates installation based on three factors; Neighborhood Coordination, Connectivity, and Proximity to Schools. For more information visit the following website:

<http://www.marysvilleohio.org/DocumentCenter/Home/View/274>

## Objective 2: Improve signage throughout town to direct visitors in the area

*Action Step 1: Develop a wayfinding system with a consistent theme that directs visitors to key attractions, amenities and businesses*

The lack of consistent signage consistently presented itself as an issue during the planning process. Many visitors get lost in Fayetteville, as there is no system directing people to various locations. While some signage exists in the downtown, it is often hard to see or confusing to understand. The signage that is installed is cluttered and does not make areas of Fayetteville appealing to visitors. Fayetteville is in need of comprehensive wayfinding signage system that would include directional signage, parking signs, and interpretive kiosks. Once a gateway is also established it should have the same design as the wayfinding signage.

As mentioned above there are many different types of signs that Fayetteville should install. A brief description of each is as follows:

- Vehicular directional signage- This type of signage would be installed on poles and intersections that point to various destinations throughout the town
- Parking directional signage- This type of signage would be installed on traffic lights or poles with arrows pointing to public parking lots or spaces
- Interpretive kiosks- This type of signage would include a map and provide information on the various attractions throughout Fayetteville and would be installed at key locations, such as the Fayetteville CVB to direct visitors on foot
- Pedestrian kiosks- This type of signage would also include a map that would be placed in the downtown to direct people on foot

Another issue is the lack of signs directing visitors

to the New River Gorge National River trails that are located within Fayetteville or right outside the municipal boundaries. Therefore, the vehicular directional signage should also include mention of all trailheads within or outside of Fayetteville. Special attention should be paid to installing signage that directs visitors to the town park as well as the National Park Service Trailhead behind the Town Park.

All of the signage should fit in with the character of the community and have a consistent theme or logo.

**Objective 2: Provide additional parking in the downtown**

*Action Step 1: Revise parking regulations in the zoning ordinance to reflect current trends*

Fayetteville has seen a recent trend of downtown buildings being converted to residential uses. This trend presents challenges, as

the Town not only has to provide on-street parking for visitors to the downtown but for downtown residents as well. A shortage of downtown parking exists. The proposed new developments in Fayetteville further exacerbate the issue. The Fayetteville Zoning Ordinance requires that businesses and residences provide a specific amount of spaces based on the use. However, the amount of spaces required should be amended to be consistent with the Institute of Transportation Engineers' (ITE) Parking Generation publication, 4<sup>th</sup> Edition.

The Town should also include provisions for shared parking in their current zoning ordinance. Shared parking would allow new businesses or residences that have no option for new parking to share parking lots or spaces with adjacent property owners. Shared parking is only successful if adjacent land uses utilize parking facilities at different hours. For example, a new business in the downtown could share parking with a church.

**Case Study-Charleston, WV**

The City of Charleston, West Virginia has created a wayfinding commission to help create a uniform signage program. The members are appointed by the mayor and confirmed by Council. The Commission helped create design guidelines for the wayfinding system. For more information visit <http://wayfindingcharleston.org/>

Other cities throughout the United States have also developed a wayfinding system. The pictures shown are signs in Alexandria, Virginia and Winchester, Virginia.



# Chapter 4: Action Plan

If off-street parking spaces cannot be provided or shared parking is not possible, then the town should explore ways of raising revenue to fund future public parking facilities.

## Objective 3: Promote the use of public transportation in Fayetteville

*Action Step 1: Develop a public education campaign to promote and increase public transportation ridership*

The Mountain Transit Authority (MTA) provides public transportation service to Fayetteville and is in the process of currently considering additional stops. In order for public transportation to be used effectively, Fayetteville and MTA need to publicize the service as much as possible. Fayetteville should put a link to MTA's website on their website, and also list the various bus stops throughout town. As there is confusion as to where the stops are located, signs should be installed at the bus stop locations. Lastly, a public meeting on public transportation should be held in each community so that people are aware of costs, routes, and stops.

## Goal 3: Encourage new business development

### Objective 1: Capitalize on visitors to the New River Gorge National River

#### *Action Step 1: Develop a gateway to promote Fayetteville to travelers along US Route 19*

Fayetteville is in need of a welcoming point for those traveling on US Route 19. While there are two Fayetteville Coolest Small Town signs at each end of the town, the signs are easy to miss and do not direct travelers off of Route 19 into the downtown business district. The sign on the southern end of the town should be moved closer to the downtown business district as right now its near Walmart and confuses travelers as to where the town actually is located.

The town is limited on where it can install a gateway due to US Route 19 being a federal highway according to discussions with the West Virginia Department of Transportation. No signs can be installed in the right-of-way that would impede the safety of vehicular travel. Therefore, the town should identify a private property owner along Route 19 that would be willing to install a gateway sign on their property for the town. One possibility is the Exxon at the intersection of Route 19 and N Court Street.

A small gateway sign also exists on Route 19 past Tudor's Biscuit World. However, the sign is very small and is covered by shrubbery. This sign should be replaced with a bigger sign and the shrubbery trimmed and maintained. Any new gateways should be part of the comprehensive wayfinding system.

#### *Action Step 2: Continue to hold and develop special events to bring people into the downtown*

Special events in Fayetteville are coordinated through several different groups. Recently the town has transferred coordination of the annual Heritage Days held on the 4<sup>th</sup> of July to the Lion's Club. The Fayetteville CVB coordinates

the Farmer's Market and the Arts Coalition coordinates various art shows held throughout the year. The number of volunteer groups sponsoring events strengthens community involvement, but no one group coordinates between efforts. Therefore a Fairs and Festivals Committee should be established that includes representatives from all the different community groups. The group could meet informally to discuss ideas and to brainstorm what other types of events could be held in Fayetteville to attract people into the downtown.

#### *Action Step 3: Update the town's website*

The town currently has a website, but it is need of updates. The current site has great information that needs only slight changes in terms of organization, user-friendliness, and visual design. The Town should also publicize the website. All town correspondence should include the website address, such as mailings, letter head, and emails. The website should also have the option that allows residents to sign-up for alerts to stay informed of current events via email.

The Town should also consider developing an official Town of Fayetteville Facebook page. Facebook is an efficient way to get information out to as many people as possible. Many people are using social media to stay informed rather than reading the local newspaper.

#### Case Study-Elkins, WV

The City of Elkins has an official Facebook page to help inform residents of current events and issues within the City. The page is maintained by the clerk's office. Currently the page has over 600 likes.

# Chapter 4: Action Plan

## Objective 2: Revitalize the central business district

### *Action Step 1: Market vacant buildings on the Town's website*

During the website update (Goal 3, Action Step 3), the town should post information about all vacant buildings within the town limits on the website. This information will help interested parties wanting to develop in Fayetteville determine if there are any buildings that may meet their needs. The inventory should include a photo and property information as well as real estate contact information.

### *Action Step 2: Complete a streetscape project to improve the aesthetics of the downtown business district*

The Town of Fayetteville has been successful in obtaining grants for flower boxes, trash cans, and other minor improvements to the streetscape in

the main business district. However, there has never been a comprehensive streetscape project completed.

In 2007, the Community Design Team from West Virginia University completed an assessment of Fayetteville that included recommendations pertaining to streetscape improvements. As the recommendations have not yet been implemented, they are still relevant and should still be considered in the future. They are as follows:

- Period street lights
- Period street signs
- Hanging baskets and banners
- Benches
- Brick accents on sidewalks and crosswalks
- Placement of utility lines underground

## Case Study-Variou communities in West Virginia

Many communities throughout West Virginia have completed streetscape improvements. A variety of methods are used to fund the improvements.

In Bridgeport, a streetscape project was divided into phases to help with funding. The City used city funds, as well as state and federal grants to pay for the project. The City also utilized city employees to design and complete the construction of the project to help keep costs down. The streetscape included brick accents on sidewalks, period street lights, period street lamps, and hanging baskets. Pictures of Bridgeport's project are shown here.



In 2012, the City of Mt. Hope completed a streetscape project that entailed a sidewalk and curb replacement, period street lighting, site furniture, and a small plaza.

*Action Step 3: Consider applying to the ON TRAC Program to assist with downtown revitalization efforts*

The West Virginia Development Office has created the ON TRAC (Organization, Training, Revitalization, and Capacity) program to assist communities in revitalization efforts. Fayetteville should apply for this program to assist in their efforts to revitalize the downtown business district. There are many benefits to being an ON TRAC community:

- Participation in the mentoring program
- An assessment of strengths and weaknesses
- Access to an online library of databases and resources, such as e-clips, videos and articles
- Attendance to training workshops
- Action-planning services
- Telephone consultation
- Scholarship and grant information
- Technical design visit(s)
- Training on the National Trust for Historic Preservation's Main Street Four-Point Approach®, which includes organization, promotion, design and economic restructuring

Case Study-Elkins and Romney, WV

There are several communities that have been selected for the ON-TRAC program in West Virginia. Elkins and Romney are just two out of 18 communities in the program. To learn more about their specific ON-TRAC projects, please visit:

<http://downtownelkins.com/>  
<http://romneyontrac.com/>

Objective 3: Communicate and collaborate with organizations within Fayetteville to encourage sustainable growth and development.

*Action Step 1: Arrange for quarterly meetings between Town Council and all community groups to discuss projects and share ideas*

Many different community groups have been formed to encourage positive change within the town. Active citizen groups build strong communities, but also may cause communication issues. Therefore, all citizen groups should meet with Council together to discuss projects and share ideas. This forum will open up the lines of communication and may lead to even more collaboration and partnership on projects.

*Action Step 2: Develop a Youth Board*

During the planning process the youth were asked for input on the future of Fayetteville. The high school students had many great ideas. Developing a youth board in Fayetteville ensures that the youth have the opportunity to present their ideas and discuss problems and needs, as well as promote youth involvement in the community.

# Chapter 4: Action Plan

**Goal 4: Encourage sound land use decisions that preserve open space, historical and scenic resources, community character and provide for clean air and water.**

## Objective 1: Preserve open space and natural resources in key areas

### *Action Step 1: Develop a community energy plan that explores the use of alternative energy*

The town of Fayetteville should complete a community energy plan to reduce energy consumption, identify renewable energy opportunities, and realize cost savings. A plan would look at the town's energy vision, baseline, and establish specific energy goals. The plan would rank implementation actions and identify funding sources.

As part of the plan, the town's zoning ordinance and subdivision and land development ordinance (SALDO) should be reviewed to see how to include alternative energy provisions. Terms and definitions relating to alternative energy (such as geothermal, solar energy systems and windmill) as well as regulations allowing these types of systems in specific areas of Fayetteville should be added to the zoning ordinance and SALDO.

### Case Study-Alderson, WV

In May of 2012 the Town of Alderson in Greenbrier and Monroe counties adopted a community energy plan. The town received funding from the Appalachian Regional Commission to complete the plan. Energy audits were completed as part of the plan to identify cost savings from basic improvements and low-cost retrofits at four local buildings. An energy assessment was also conducted at the Alderson Community Center for the Arts and Humanities to determine the costs and benefits of installing solar panels (Downstream Strategies, 2013).

### *Action Step 2: Address stormwater issues throughout town*

The Town of Fayetteville has recently been incorporated into the MS4 program and is now required to develop and implement stormwater management programs. The town will be utilizing the water and sewage board to help with implementation. The following projects should be considered as high priority:

- Identification and mapping of stormwater lines to help determine where stormwater drainage goes
- Identify high priority areas for stormwater upgrades
- Revising current land use ordinances to include regulations regarding stormwater management, stream buffers, and floodplains

A Wolf Creek Watershed Stormwater Management and Flood Hazard Mitigation Plan was completed in 2004. The plan listed several land use tools that could be utilized for stormwater management and water quality protection. To date Fayetteville has not incorporated any of the tools within their ordinances. In any future updates to the ordinances the following should be considered:

- Stream Buffer Ordinance
- Stream Corridor Overlay Zone
- Watershed Overlay Zone
- Stormwater Management Ordinance

## Objective 2: Initiate the preservation of historical resources

### *Action Step 1: Educate citizens and tourists on the history of Fayetteville*

The Fayetteville Convention and Visitors Bureau (CVB) distributes a historical district map at the visitor's center. The CVB and the town should also put this map on their respective websites so people can gain an understanding of the significant history in Fayetteville. The town should also install an interpretative kiosk that includes a larger version of the map as well as stories that highlight the history of Fayetteville.

### *Action Step 2: Revise the historic zoning district language to include more stringent protection of historical resources*

The historical district is intended to preserve and protect the historical integrity and character of structures, sites, and areas in the district by regulating the renovation and new construction (Town of Fayetteville Zoning Ordinance, YEAR). Before renovation or construction the property owner must apply to the Historical Review Committee for a Certification of Appropriateness. In Fayetteville, the Planning Commission serves as the Historical Review Committee. The committee reviews plans to ensure that they are in keeping with The Secretary of the Interior's Standards for Historical Preservation Projects. The ordinance lists ten standards that the development must comply to. However, these standards are vague and do not provide specific direction to applicants on what they must do. The City should adopt design guidelines that would be complimentary to the historical zoning regulations that would assist property owners when renovating or constructing new buildings.

The Town should also consider making the Historical District a Historical Overlay District that would be overlaid on to the existing underlying zoning district. The Historical Overlay District should then be clearly delineated on the zoning map. Currently the zoning map

does not show a clear delineation of the properties that are within the boundaries of the historical zoning district.

### Case Study-Shepherdstown, WV

The Town of Shepherdstown has adopted historical design guidelines to assist property owners in making decisions when making changes to their property. The guidelines are very extensive and include many elements, such as architectural details and features, awnings, facades, fences, lighting, landscaping, and porches. The guidelines can be found online at the following website:

[http://www.shepherdstown.us/wp-content/uploads/root/misc-files/historicguidelines-hlc-approved-with-pg\\_numbers\\_march-2010.pdf](http://www.shepherdstown.us/wp-content/uploads/root/misc-files/historicguidelines-hlc-approved-with-pg_numbers_march-2010.pdf)

## Objective 3: Ensure all ordinances are consistent with the updated Comprehensive Plan

### *Action Step 1: Update the zoning ordinance to reflect the vision of the Comprehensive Plan*

The zoning ordinance has been amended over the years, but not in a unified fashion and not in conjunction with the comprehensive plan, which was very dated. With the adoption of the first comprehensive plan in decades, the zoning ordinance should be updated to be consistent with the comprehensive plan and to comply with Chapter 8A of the West Virginia Code.

The current ordinance was reviewed and the following recommendations are offered for consideration:

### *Organization*

Several changes should be made to the organizational structure of the ordinance. In its present state, the ordinance groups all regulations regarding a particular district into one subheading. For ease of use, that individual sets

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of requirements, such as permitted uses within a district and dimensional requirements, should have section devoted thereto, further subdivided by zoning district. Under this scheme, all sections on dimensional requirements can be found together.

Among individual zoning districts, several of the subheadings appear to be redundant and should be consolidated. Sections on “Area, Yard, and Height Restrictions” and “Area Restrictions” can be consolidated into a single section.

## *Additional Regulations*

There is a section in the code that describes some additional regulations. One issue in Fayetteville is the lack of cohesive signage. The code states that the commission must approve all street name signs, but no other type of signage is mentioned. More strict sign requirements should be added to the ordinance so that the Planning Commission can have more control on the types, design, and location of signs. Parking is another issue mentioned by residents. The ordinance should include parking regulations/designated spaces to help resolve some of the parking problems facing the residents of Fayetteville.

## *Administrative*

Fayetteville should consider revising the requirement that residents have to have lived in the town for at least ten years in order to serve on the Board of Zoning Appeals. The Code requires at least 3 years. The Town should revise their requirement to 3 years so they do not exclude individuals from serving. The ordinance should also include the actual text of the code in administrative sections where appropriate.

## *Definitions*

The zoning ordinance lacks some important definitional terms. There are also other terms that could be consolidated or updated. The following terms should be added:

Abandonment  
Accessory Use  
Adult Uses  
Cellular Phone Tower  
Conditional Use  
Existing Use  
Fire Resistant Construction  
Gas Well  
Garden House  
Historic District  
Historic Landmark  
Historic Site  
Land Development  
Non-Conforming Use  
Nuisance  
Permitted Use  
Playhouse  
Satellite Television Dish  
Solar Panel  
Solar Power  
Tool House  
Zoning  
Zoning Map

## *Zoning Districts*

There are zoning districts that are shown on the zoning district map but do not appear in the zoning ordinance. This is a major issue within the ordinance. Districts which appear on the map but not in the ordinance should either be added to the zoning ordinance text or eliminated.

The following are recommendations for changes to the zoning districts:

- As there are two different types of business

districts in the town of Fayetteville, two separate business districts should be established. Route 19 should be zoned as a highway commercial district and should include larger lot sizes, with higher parking requirements. The downtown area should be zoned as a Central Business District and should have requirements with smaller square footage and more restrictive uses.

- There is a lack of multi-family zoning areas. More residential areas should be zoned for multi-family housing or the current residential districts should allow both single and multi-family uses.

### *Uses*

There are uses within the zoning ordinance that need to be revised, eliminated, or added so that the ordinance is consistent with the Comprehensive Plan.

**R-1:** The R-1 district is designated for single family residences. There are several uses permitted by conditional uses, which are called “uses permitted as special exceptions”-the section could just be re-titled “Conditional Uses”. The biggest problem lies in the prohibited uses section. The prohibited uses section mentions several prohibited uses, but should contain “all other uses prohibited.”

Other suggestions for the residential districts include:

- With agriculture being a permitted use in both residential districts, restrictions on the number and kind of animals which can be kept on the property should be put in place to prevent noxious noises and smells in residential neighborhoods.

**B:** The B district is designated for general businesses. It includes general retail, service, finance, insurance, and other related structures and uses. The prohibited uses includes some uses that do seem as if they would fall under the general business heading (animal hospitals, bakeries employing more than 5 people). These prohibited uses should be allowed in the general business district.

**I:** Industrial. The regulations for this district should only list what is allowed and include a provision that everything else is prohibited. The provision “everything but what may be a nuisance” should be removed as it is a vague statement and could permit uses that were not meant to be permitted.

**L-C:** The Land Conservation districts are areas where development is not desirable. There is a list of permitted uses including agricultural use, playgrounds, athletic fields, and governmental buildings. There is not prohibited uses section-which should just state “all other uses prohibited.”

**P-D:** The Planned Development District is vague and would be difficult to enforce. The district should include specific regulations and guidelines. Regulations should include:

- Areas where PDDs are allowed
- Dimensions
- Total number of structures permitted
- Permissible land uses
- Population density limits
- Amendment procedures
- Preservation of open space and key features of the area

**H:** The Historic district is one of the most detailed districts in Fayetteville. It begins with a lengthy description of the streets that are in the historic district. It is quite long and confusing to read through. This district is also not detailed on the zoning map. Further, the standards for historic projects are very loose and lack specificity. Certain, clear guidelines would allow citizens to know what the rules are regarding historic properties and what they are allowed to do with them. Another issue is the prohibited uses section-prohibited uses are listed, but it would be beneficial to add “all other uses prohibited.” A historical zoning overlay may provide a better way to maintain historic property in Fayetteville. The historic district would be still be required to follow the base zoning regulations, which in this case would be Central Business District. The overlay zone would then create an additional layer of

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regulations for just the historic district.

Any new regulations regarding the historical district should balance the need for alternative energy and the historical character of the district.

## *Zoning Map*

The zoning map is not included with the online version of the zoning ordinance. The town should include the map as part of the ordinance. The map itself should be revised to better depict the different zoning districts. Currently the map is difficult to read. The map should be color-coded so that each zoning district has a corresponding color associated with it. This will make the map easier to read and more user-friendly.

## *Future Land Use Classifications*

**Agriculture**– These are areas in Fayetteville that are intended to support active farming and other agricultural activities. These areas would stay rural in nature.

**Wooded / Open Space**– This classification would preserve open space and wooded areas. Uses would be minimal and would include agricultural activities, single-family homes, and campgrounds. This area of land would also be considered rural in nature.

**New River Gorge National River**– This land is currently owned by the National Park Service and will permanently be protected as a National Park. No development will take place, unless it is facilities for use by the National Park Service.

**Parks and Recreation**– land intended as municipal park facilities. These areas will be preserved as future recreation.

**Public / Semi-Public**– land that is owned for public or semi-public use; such as schools, cemeteries, and churches.

**Residential**– This classification is intended to provide for low to medium density single-family residential development.

**Highway Commercial**–The highway commercial classification would accommodate larger scale commercial uses that are high traffic generators with large buildings and sites. This includes big box development along US Route 19.

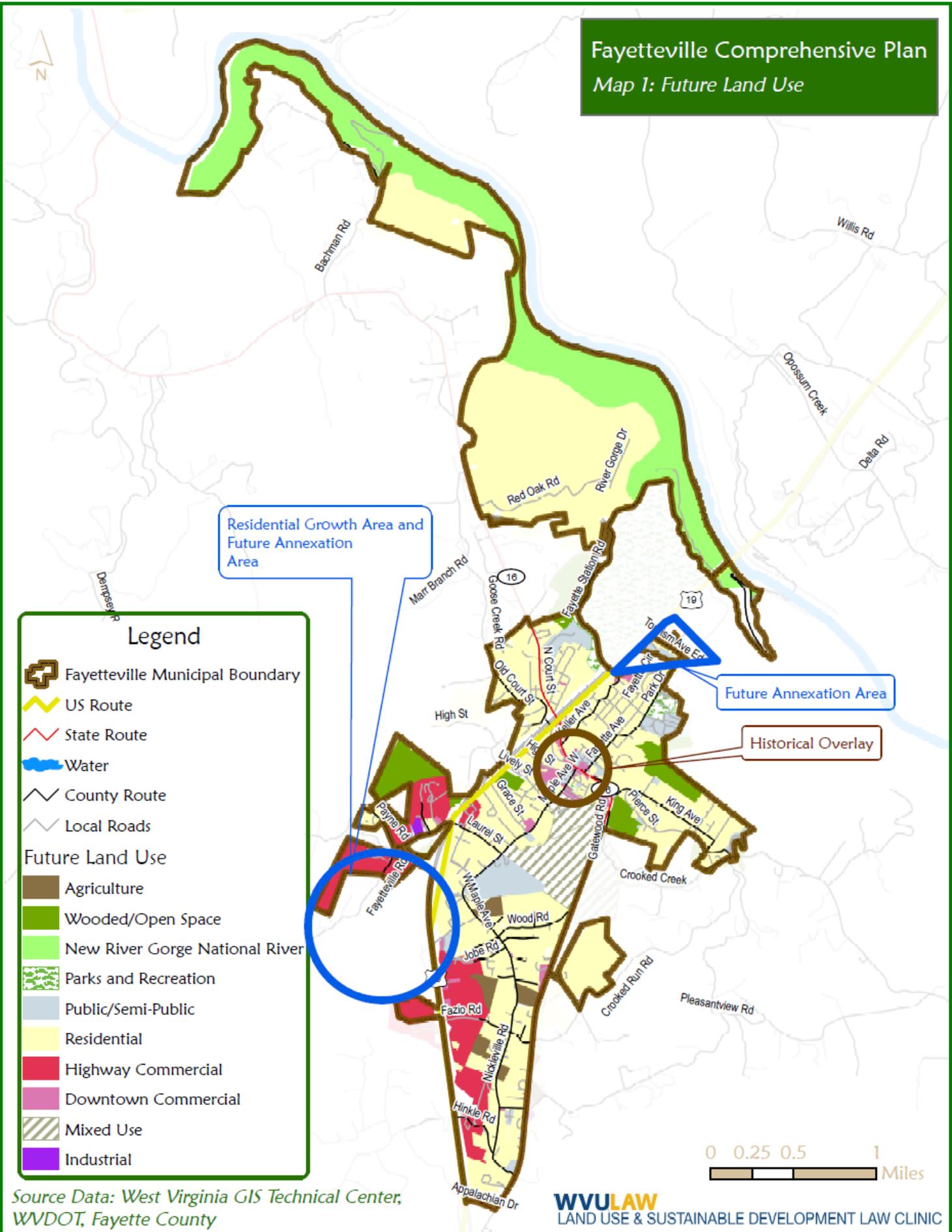
**Downtown Commercial**– this classification includes smaller businesses that serve the center core and surrounding residences of Fayetteville. The downtown core is more developed and more dense than surrounding areas in Fayetteville.

**Mixed Use**– this classification is intended for future development that includes a mix of business and residences.

**Industrial**– land use classification that includes uses that are not compatible in a residential and commercial district, such as distribution facilities, manufacturing, labs, etc.

# Fayetteville Comprehensive Plan

## Map 1: Future Land Use



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## *Action Step 2: Update the subdivision and land development ordinance to reflect the vision of the Comprehensive Plan*

The subdivision and land development ordinance has been amended over the years, but not in a unified fashion and not in conjunction with the comprehensive plan, which was very dated. With the adoption of the first comprehensive plan in decades, a thorough review of the SALDO should be conducted and the SALDO should be updated to be consistent with the comprehensive plan and to comply with Chapter 8A of the West Virginia Code.

### Objective 4: Protect community character

## *Action Step 1: Create a logo and brand identity that is consistent with the town's vision of the future*

The town should hire a professional firm to develop a marketing and branding project in

Fayetteville to help establish community identity. The logo would especially be important in the comprehensive wayfinding system, and should be done in conjunction with the wayfinding project. Currently, the town has several different logos and a town seal, which does not help convey a consistent message as to the town's character.

## *Action Step 2: Continue and expand the efforts to provide art throughout the downtown*

The arts coalition has been very active in providing art throughout the downtown business district. One such project is the re-purposing of a used kayak at the Fayetteville Convention and Visitors Bureau. As Fayetteville is known for outdoor recreation and the river, the kayak is an excellent form of art. More kayaks should be installed throughout the downtown and in key locations. Additional locations for murals should also be identified.

### Case Study-Baltimore, MD and Blacksburg and Winchester, VA

Many communities have chosen specific symbols that represent their community to be placed around the community.

In Baltimore, Maryland the Crabtown Project installed crab sculptures around the City at well-traveled sites. The crab was chosen as Baltimore is known for its crab-picking industry. The crabs were painted and decorated by artists and every crab had a different theme. Sponsors purchased the crabs and the money was used to help fund Baltimore schools. In Winchester, Virginia apple sculptures are sold to and decorated by community businesses. They are located all over the downtown. Winchester is known as the apple capital and is the location of the annual Shenandoah Apple Blossom Festival. Blacksburg, Virginia is home to the Gobble de Art project which places Hokie Bird statues all around Blacksburg.



## Goal 5: Enhance the quality of life of residents by improving community amenities and facilities

### Objective 1: Ensure quality police protection

#### *Action Step 1: Initiate a citizens police academy*

The Citizens Police Academy would allow a certain number of local citizens to attend the "Academy" one evening a week. Each week a different aspect of law enforcement would be discussed such as drug investigations, use of force, traffic stops, fingerprinting/forensics, firearms, K-9, etc. It basically provides the attendees the chance to learn why officers do things certain ways and cannot always do things the way a citizen thinks it should be done. The ultimate goals of the program are to raise awareness and build on community relations.

#### *Action Step 2: Work with the Fayette County Board of Education to conduct classes at local schools to educate students on legal issues*

A school resource officer would conduct classes at the local school on civics, drug abuse, bullying, etc. This will enable the police department to get the youth more involved in the community and to prevent juvenile delinquency.

### Objective 2: Partner with the County to update the community library

#### *Action Step 1: Continue to support the library*

The Fayetteville Library is in need of updates. However, the County operates the library system. Therefore, the town should continue to support the library by encouraging people to make donations and volunteer. The town should also continue to support the library financially in any way possible.

### Objective 3: Provide an indoor community gathering place

#### *Action Step 1: Conduct a study to determine the feasibility of converting the old Fayetteville High School into a mixed use facility*

The recently formed School Building Committee should conduct a feasibility study on what the best uses would be in the old Fayetteville High School. The study should include costs of renovation for each possible use. As indoor recreation is also a need in Fayetteville, the feasibility study should look at the possibilities that the building could provide in that regard.

#### Case Study-Huntingdon, WV

The Huntingdon High Renaissance center in Huntingdon, West Virginia is a renovated high school that was built in 1916. It is now been converted into apartment and an arts facility. The arts facility includes rehearsal and performance space, art gallery, and classrooms. The YMCA also operates a portion of the building and specializes in youth and senior programming, as well as daycare facilities.

#### *Action Step 2: Identify locations for indoor recreation*

The Town of Fayetteville should initiate discussions with Fayette County on the use of the Memorial Building as a possible location for indoor recreation. Currently the building must be reserved in advance and cannot be used for open recreation. The town would like the gym to be open so people could walk the court or play basketball during the cold winter months.

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## Objective 4: Ensure current infrastructure meets the needs for current and future residents

### *Action Step 1: Prioritize water hydrants that need replacing*

The Town of Fayetteville, and the Fayetteville Volunteer Fire Department should work with West Virginia American Water to identify outdated, non-functioning or poorly functioning water hydrants. Those hydrants identified should then be replaced.

### *Action Step 2: Expand sewage service to underserved areas*

Tourism Avenue and the Nickelville area of the town are not served by public sewer and should be a priority for future sewage expansions. The town should make every effort to work with West Virginia American Water on these expansions.

## Objective 5: Offer quality recreational opportunities to residents of all ages

### *Action Step 1: Explore ways to partner with the Fayette County Board of Education to install lights for the athletic fields at the town park*

Providing lights for the athletic fields at Town Park would allow the fields to be used for significantly more hours each day. The public schools in the area could use the fields for school athletic events. The town should partner with the Fayette County Board of Education to install lights on the athletic fields at the town park.

### *Action Step 2: Determine an appropriate location for soccer fields*

There is not a field within Fayetteville solely dedicated to soccer so many residents and their

children travel to surrounding towns to play soccer. The town recognizes the need for soccer fields, however there is no appropriate location at the time that could be utilized for a soccer field.

In the future if a new elementary school is built, the green space at the old school could then be used for additional fields. The town should make every effort to acquire the school if it is sold, especially as the building could be used for other purposes to benefit the community.

### *Action Step 3: Identify a location for a dog park*

During the public meetings, many residents felt that a dog park was needed in Fayetteville. The town should work with residents to determine an appropriate location for a dog park.

## Implementation

Developing a comprehensive plan often seems easy compared to the challenge of implementing the plan and incorporating the vision, goals and objectives into every government function. The departments and committees within the Town of Fayetteville must use the plan to help guide projects if the plan is to become reality. The annual budget should also be tied to the comprehensive plan. The plan should also be published and used to help market the town. This marketing effort may entice volunteers to help with implementation.

A plan with very detailed recommendations that are prioritized aids in process of implementation. This chapter provides the detail and the Implementation Matrix provides the prioritization to help with implementation. The matrix details all of the projects, responsible parties, potential partners, estimated probable cost, and potential funding sources.

High priority projects are those that the Town should tackle first. During the planning process, these projects were determined to be most important and should be completed within the first 1- 3 years. Medium priority projects should then be implemented after high priority projects within a 3-5 year timeframe. Low priority projects are needed, but should only be implemented after all other priorities are implemented and funding is available. Low priority projects could take up to 10 years to implement.

## Regional Planning

Intergovernmental cooperation is essential in land use planning. Communities don't exist in a vacuum and should plan with surrounding jurisdictions as much as possible. Therefore, several of the recommendations in the Action Plan involve partnerships and cooperation between various organizations and forms of government. The Town of Fayetteville should make every attempt to establish planning relationships with Fayette County, as well as the

Fayette County Board of Education, to help with implementation of the Comprehensive Plan. Also, during the implementation phase, working relationships with other incorporated communities in Fayette County would provide key insights on how other communities have implemented planning projects and can generate partnerships that can make implementation easier for all involved.

## Financial Implications

Implementing a comprehensive plan entails financial implications since the plan details a list of projects that a community should complete. The implementation matrix details probable costs to help local elected officials budget for projects. However, many other funding sources besides a municipalities' general fund exist. Below is a list of funding opportunities that should be considered when implementing the plan.

Fayetteville should work with the Fayette County Commission and Region 4 Planning and Development Council (PDC) to determine if there are grants that would be available to help with implementation of the Comprehensive Plan. The Region 4 PDC is an excellent resource for the town and administers many of the federal grant programs.

## *Appalachian Regional Commission*

The Appalachian Regional Commission (ARC) provides federal grant funds for the support of economic and community development in West Virginia. The goal of ARC is to create opportunities for self-sustaining economic development and improved quality of life.

Projects approved for ARC assistance must support one of the four general goals:

- Strengthen the capacity of the people of Appalachia to compete in the global economy.
- Increase job opportunities and per capita income in Appalachia to reach parity with the nation.

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- Develop and improve Appalachia's infrastructure to make the Region economically competitive.
- Build the Appalachian Development Highway System to reduce Appalachia's isolation.

Activities generally eligible for funding include, but are not limited to, projects that:

- Improve infrastructure for community and economic development.
- Improve educational opportunities and workforce skills.
- Increase civic and leadership capacity.
- Increase entrepreneurial opportunities.
- Improve health care resources.

## *Benedum Foundation*

The mission of the Benedum Foundation is to encourage human development in West Virginia and Southwestern Pennsylvania through strategically placed charitable resources. The foundation gives two types of grants; education and economic development.

## *Flex-E-Grant*

Flex-E-Grant is a small grant, up to \$10,000 total project cost, that may be used to support local leadership, civic engagement and capacity building.

Flex-E-Grant is a joint effort of the West Virginia Development Office, the Appalachian Regional Commission (ARC) and the Claude W. Benedum Foundation. WVDO continues to collaborate with many other organizations on the Flex-E-Grant project.

## *Governors Community Participation Grant Program*

The Governor's Community Partnership program provides state grant funds for community and economic development projects throughout West Virginia. In true community partnerships, the program enables communities to expand, build and improve a variety of public facilities and services.

Eligible activities include but are not limited to permanent public improvements related to the following:

- City hall and courthouse facilities
- Community centers
- Construction and renovation of public facilities
- Demolition
- Economic development
- Emergency services and law enforcement
- Flood and storm drainage
- Business and industrial parks
- Land and property acquisition
- Libraries
- Parks and recreation
- Parking facilities
- Preservation and beautification
- Street and sidewalk repair
- Technology
- Water and wastewater facilities and services

## *Land and Water Conservation Fund*

The Land and Water Conservation Fund program (LWCF) provides supplemental federal funding for the acquisition and/or development of high-quality, public outdoor recreational areas throughout West Virginia. Proposed projects must be consistent with the Statewide Comprehensive Outdoor Recreation Plan (SCORP). Park renovations, expansions to

promote active lifestyles, innovate community cores, attract or retain visitors to an area, develop trailheads or preserve other natural areas to impact community health objectives or develop brownfields renewal efforts will receive funding priority.

Eligible activities include but are not limited to the development of outdoor recreation resources related to the following:

- Land acquisition for parklands
- Development or renovation of the following types of outdoor recreational facilities:
  - ◆ Campgrounds
  - ◆ Picnic areas
  - ◆ Sports and playfields
  - ◆ Golf courses
  - ◆ Swimming facilities
  - ◆ Boating facilities
  - ◆ Fishing facilities
  - ◆ Hunting areas
  - ◆ Trails
  - ◆ Winter sport facilities
  - ◆ Support facilities (walks, utilities, bathrooms, etc.)
  - ◆ Amphitheaters
  - ◆ Lake impoundments
  - ◆ Visitor information centers
  - ◆ Interpretive centers

### *Neighborhood Investment Program*

The Neighborhood Investment Program (NIP) increases charitable giving to local nonprofit organizations. The program allows 501(c)3 designated charitable organizations to apply for tax credit vouchers. These organizations distribute the vouchers to contributing businesses and individuals. By donating to approved NIP organizations, contributors can support their communities and earn credits to reduce certain West Virginia taxes.

The West Virginia Legislature sets aside \$2.5 million annually in state tax credits for the NIP. To participate, a 501(c)3 charitable organization must apply to the West Virginia Development Office. Upon meeting program requirements and obtaining approval from the NIP Advisory Board,

organizations are awarded tax credit vouchers. Businesses and individuals that contribute to NIP-approved organizations are eligible to receive up to 50 percent of the contributed amount in the form of state tax credits. Donors may use the credits to reduce liability for the Corporate Net Income Tax, the Business Franchise tax or the Personal Income Tax.

Projects generally eligible for program participation include but are not limited to the following:

- Health clinics
- Homeless shelters
- Educational programs
- Housing programs
- Preservation/revitalization activities
- Domestic violence shelters
- Children's shelters
- Meal delivery programs
- Senior citizens' centers
- Community foundations
- Scholarship programs
- Hospice care
- Transportation programs
- Day care centers
- Counseling services
- Services for the disabled

### *Preserve America*

The Preserve America grant program supports activities related to heritage tourism and the use of historic properties as economic and educational assets.

### *Small Cities Block Grant Fund*

The Small Cities Block Grant program (SCBG) provides federal funds for community and economic development projects throughout West Virginia. The program supports job creation and retention efforts, local government efforts to provide affordable infrastructure systems and community efforts to improve the quality of life for low- to moderate-income citizens.

Eligible units of local government may receive SCBG funds if they are documented to fulfill one

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of three national objectives:

- Activities benefiting low- and moderate-income people.
- Activities that aid in the prevention or elimination of slums or blight.
- Activities designed to meet community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and where other financial resources are not available to meet such needs.

Activities generally eligible for funding include but are not limited to permanent public improvements related to the following:

- Community centers/senior citizen centers
- Construction and renovation of public facilities
- Demolition
- Economic development
- Flood and storm drainage
- Acquisition
- Parks and recreation
- Preservation and beautification
- Technology
- Water and wastewater facilities and services
- Community facilities renovation/construction

## *Smart Growth Implementation Assistance*

The Smart Growth Implementation Assistance (SGIA) program provides assistance from national experts to help communities explore barriers to smart growth implementation and pilot innovative ideas that create more sustainable communities. EPA will provide technical assistance to successful applicants.

## *Transportation Alternatives Program (TAP)*

TAP provides funding for programs and projects

defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation; recreational trail program projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways.

The TAP program now funds projects that would have previously been considered under the Transportation Enhancement and Safe Routes to Schools Programs.

Recommendation	Priority	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 1: Provide for diverse types of new housing while also revitalizing existing neighborhoods</b>						
Revise the zoning ordinance to allow for more multi-family residential uses			Town of Fayetteville	N/A	Simple amendment to zoning ordinance- staff time and attorney fees Total update to zoning ordinance- \$20,000-\$30,000	General Fund
Designate residential growth areas to direct new development to the appropriate areas			Town of Fayetteville	Fayette County	Annexation costs- staff time and attorney fees	General Fund
Enact a vacant structure ordinance to prevent buildings from becoming dilapidated			Town of Fayetteville	N/A	Staff time and attorney fees	General Fund
Develop a vacant property survey			Town of Fayetteville	N/A	Staff time	N/A
<b>Goal 2: Foster an efficient and safe multi-modal transportation system</b>						
Welcome bicyclists to Fayetteville by installing bicycle amenities			Town of Fayetteville	Bicycle shops within Fayetteville	Bicycle repair station- Approximately \$1,200-\$1,500	General Fund, Grant Sources
Develop a sidewalk program to prioritize the maintenance and installation of sidewalks throughout Fayetteville			Town of Fayetteville	N/A	Staff time	N/A
Develop a wayfinding system with a consistent theme that directs visitors to key attractions, amenities, and businesses			Town of Fayetteville	Fayetteville Convention and Visitors Bureau	Interpretive Kiosk- \$3,000-\$5,000 Pedestrian directional mini-kiosk- \$1,500-\$2,400 Parking directional signage- \$300-\$1,000 Vehicular signange- \$2,000-\$3,000	General Fund, Grant Sources
Revise parking regulations in the zoning ordinance to reflect current trends			Town of Fayetteville	N/A	Simple amendment to zoning ordinance- staff time and attorney fees Total update to zoning ordinance- \$20,000-\$30,000	General fund
Develop a public education campaign to promote and increase public transportation ridership			Town of Fayetteville	Mountain Transit Authority	Staff time	N/A

Recommendation	Priority	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 3: Encourage new business development</b>						
Develop a gateway to promote Fayetteville to travelers along US Route 19			Town of Fayetteville	Fayetteville Convention and Visitors Bureau	Gateway sign- \$10,000-\$15,000 depending on scope and size of sign	General Fund, Grant Sources
Continue to hold and develop special events to bring people into the downtown			Town of Fayetteville	Fayetteville Convention and Visitors Bureau, Arts Coalition, Green Team, Lions Club	Staff time	N/A
Update the town's website			Town of Fayetteville	N/A	Dependent on number of updates needed	General Fund
Market vacant buildings on the Town's website			Town of Fayetteville	N/A	Staff time	N/A
Complete a streetscape project to improve the aesthetics of the downtown business district			Town of Fayetteville	N/A	Dependent on the scope of the project	General Fund, Grant Sources
Consider applying to the ON TRAC program to assist with downtown revitalization efforts			Town of Fayetteville	Fayetteville Convention and Visitors Bureau, Fayette County	Staff time	N/A
Arrange for quarterly meetings between Town Council and all community groups to discuss projects and share ideas			Town of Fayetteville	Various community groups	Staff time	N/A
Develop a youth board			Town of Fayetteville	Fayette County Board of Education	Staff time	N/A
<b>Goal 4: Encourage sound land use decisions that preserve open space, historical resources, community character and provide for clean air and water</b>						
Develop a community energy plan that explores the use of alternative energy in the region			Town of Fayetteville	Green Team	\$20,000	Grant Sources
Address stormwater issues throughout town			Town of Fayetteville	PAN, Green Team	Dependent on scope of project	General Fund, Grant Sources
Educate citizens and tourists on the history of Fayetteville			Town of Fayetteville	Fayetteville Convention and Visitors Bureau	Staff time for website updates Interpretive kiosk- \$3,000-\$5,000	General Fund, Grant Sources
Revise the historical zoning district language to include more stringent protection of historical resources			Town of Fayetteville	N/A	Simple amendment to zoning ordinance- staff time and attorney fees Total update to zoning ordinance- \$20,000-\$30,000	General Fund
Update the zoning ordinance to reflect the vision of the Comprehensive Plan			Town of Fayetteville	N/A	Total update to zoning ordinance- \$20,000-\$30,000	General Fund
Update the Subdivision and Land Development Ordinance to reflect the vision of the comprehensive plan			Town of Fayetteville	N/A	Total update to SALDO- \$20,000-\$30,000	General Fund
Create a logo and brand identify that is consistent with the town's vision of the future			Town of Fayetteville	Fayetteville Convention and Visitors Bureau; WVU College of Art, School of Art and Design	Minimum \$500 for logo, more when factoring in branding	General Fund
			Arts Coalition	Town of Fayetteville	Dependent on scope of project	General Fund, Grant Sources

Recommendation	Priority	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 5: Enhance the quality of life of residents by improving community amenities and facilities</b>						
Initiate a citizens police academy			Town of Fayetteville	N/A	Staff time	N/A
Work with the Fayette County Board of Education to conduct classes at local schools to educate students on legal issues			Town of Fayetteville	Fayette County Board of Education	Staff time	N/A
Continue to support the library			Town of Fayetteville	Fayette County Commission	Dependent on amount contributed	General Fund
Conduct a study to determine the feasibility of converting the old Fayetteville High School into a mixed use facility			Town of Fayetteville	Various community groups	Dependent on scope of project	General Fund
Identify locations for indoor recreation			Town of Fayetteville	Fayette County Commission	Staff time	N/A
Prioritize water hydrants that need replacing			Town of Fayetteville	WV American Water	N/A	N/A
Expand sewage service to under-served areas			WV American Water	Town of Fayetteville	N/A	N/A
Explore ways to partner with the Fayette County Board of Education to install lights for athletic fields at the town park			Town of Fayetteville	Fayette County Board of Education	N/A	N/A
Determine an appropriate location for soccer fields			Town of Fayetteville	Fayette County Board of Education	N/A	N/A
Identify a location for a dog park			Town of Fayetteville	N/A	Dependent on scope of project	General Fund, Grant Sources



# APPENDICES



# APPENDIX 1: PUBLIC INPUT



# FAYETTEVILLE COMPREHENSIVE PLAN

## *PUBLIC MEETING RESULTS*

### Vision Station

- Development promoting pedestrian/bicycle travel
- Cooperative development with neighboring towns (Oak Hill, Mt. Hope, Ansted)
- Developing ground-up from the watershed as a baseline. All development enhances the watershed rather than taxing it.
- Strong local economy including locally-owned restaurants, shops, farmers markets
- Focus on the arts
- Powered by sustainable, clean energy sources such as solar and local wind
- Make Fayetteville a destination for the arts, as well as a premier outdoor destination
- Limit fast food franchises and congestion on SR 19
- Town that appreciates and preserves its historic structures and appreciates its place as the County seat
- Fayetteville is synonymous to outsiders with a beautiful, accessible natural environment, art, healthy food, unique, thriving local business
- Cooperative local business climate with an emphasis on keeping money circulating within the community
- Broadband and beauty pathway to future

### Strengths and Opportunities Station

- Location to gorge and river
- US 19 access
- Historic district
- Tourism industry
- Dining destinations
- Civil War history
- Outdoor adventure
- Diverse culture
- Art and music community
- Year long live theater
- Small town charm

### Challenges and Threats Station

- Young professionals need rental housing, such as townhomes
  - Signage should not detract from town
  - Signage is needed that is consistent and has an attractive theme
  - Gateway is needed
  - Getting people off the highway
  - Zoning conflict between residential and commercial on Maple Avenue
-

# FAYETTEVILLE COMPREHENSIVE PLAN

## *PUBLIC MEETING RESULTS*

- Billboards
- Change can be difficult to locals
- Support and promote new business in downtown
- Need additional parking
- Upgrade and professionalize police force
- Don't focus police just on speeding
- Crime
- Upgrade library/community center
- Improve community events
- Signage to direct people to town
- Infrastructure
- Better signage for bike lanes
- Prioritize objectives
- Town needs to be hiker/biker friendly
- Improve access to the National Park
- Need dedicated bicycle routes connecting Fayetteville, Oak Hill, Anstead, Mt. Hope and the Summit
- More trails

### **Land Use and Zoning Station**

- Gaines property-would like to maintain open space (golf course)
  - Maintain open spaces
  - Don't crowd things in
  - Need to be careful with zoning near Gorge– visual screening, etc.
-

# FAYETTEVILLE COMPREHENSIVE PLAN

## *FINAL PUBLIC MEETING RESULTS*

### Highest Priority Station

- Gaining control of our energy and costs through energy efficiency and renewable energy
- Improving public school buildings
- Community sustainability
- Grants and loans for small downtown businesses for capital projects and repairs would make a huge impact in the downtown
- Work to improve education in Fayette County
- Improve school systems in the County
- Bike trail to Oak Hill
- Expand sewer service to underserved areas
- Improve schools and sports facilities
- Remove obstacles and improve condition of sidewalks
- Improve aesthetics and appearance of downtown to revitalize it
- Municipal wind turbines
- Better communication from town via social media (post meeting agendas, announcements, council actions-the sky is the limit)
- Let's be the leader on community-owned energy in WV. Let's be the first to run our town hall on solar. Let's figure out a way to build a powerful and resourced partnership with the Fayette County Green Team to implement some of the town's and team's ideas. There is grant money and support available. Let's be visionary.
- Gateway sign to downtown area to welcome people to our town
- Improved education will keep families in Fayetteville
- Improve all infrastructure (stormwater, sewer, curb/gutter, sidewalks, energy efficiency)
- Community energy efficiency-start at the municipal level, use savings to implement and further infrastructure improvements
- Improve schools
- Town sidewalks at Maple and Court

### Future Land Use Map Station

- Frisbee golf course in the center of the Nature Trail at the Town Park
- Need sidewalks and drainage on Keller Avenue
- Develop trail and signs along branch of Wolf Creek
- If you are going to annex an area you should first get the vote of the owners of that area
- Annex Fayette Circle
- No more annexation until we can take care of what we have
- Preserve remaining wooded and/or agriculture through conservation easements
- Block Keller Avenue at Studio B/Dirty Ernie's-will cut down heavy traffic using Keller Ave. as a short-cut between town and Route 19
- Limit big box store sprawl and manage traffic. Keep business district downtown and revitalize our historic structures instead
- Ensure that housing stays affordable through land use ordinances. Make sure young families can afford to live here by designating mixed income housing.
- Assess renewable energy potential (solar, wind, hydro) within town and develop renewables where appropriate
- Sarah Street-water culverts
- Gatewood-stay rural
- Lansing-stay rural
- Land off of Crooked Run Road should stay rural

Recommendation	Priority
<b>Goal 1: Provide for diverse types of new housing while also revitalizing existing neighborhoods</b>	
Revise the zoning ordinance to allow for more multi-family residential uses	5
Designate residential growth areas to direct new development to the appropriate areas	0
Enact a vacant structure ordinance to prevent buildings from becoming dilapidated	20
Develop a vacant property survey	6
<b>Goal 2: Foster an efficient and safe multi-modal transportation system</b>	
Welcome bicyclists to Fayetteville by installing bicycle amenities	17
Develop a sidewalk program to prioritize the maintenance and installation of sidewalks throughout Fayetteville	24
Develop a wayfinding system with a consistent theme that directs visitors to key attractions, amenities, and businesses	6
Revise parking regulations in the zoning ordinance to reflect current trends	2
Develop a public education campaign to promote and increase public transportation ridership	5
<b>Goal 3: Encourage new business development</b>	
Develop a gateway to promote Fayetteville to travelers along US Route 19	10
Continue to hold and develop special events to bring people into the downtown	6
Update the town's website	2
Market vacant buildings on the Town's website	0
Complete a streetscape project to improve the aesthetics of the downtown business district	10
Consider applying to the ON TRAC program to assist with downtown revitalization efforts	1
Arrange for quarterly meetings between Town Council and all community groups to discuss projects and share ideas	9
Develop a youth board	2
<b>Goal 4: Encourage sound land use decisions that preserve open space, historical resources, community character and provide for clean air and water</b>	
Revise the historical zoning district language to include more stringent protection of historical resources	0
Update the zoning ordinance to reflect the vision of the Comprehensive Plan	13
Update the Subdivision and Land Development Ordinance to reflect the vision of the comprehensive plan	0
Create a logo and brand identity that is consistent with the town's vision of the future	1
Continue and expand the efforts to provide art throughout the downtown	4
Develop a community energy plan that explores the use of alternative energy in the region	10
Address stormwater issues throughout town	19
Educate citizens and tourists on the history of Fayetteville	0
<b>Goal 5: Enhance the quality of life of residents by improving community amenities and facilities</b>	
Prioritize water hydrants that need replacing	0
Expand sewage service to under-served areas	8
Explore ways to partner with the Fayette County Board of Education to install lights for athletic fields at the town park	0
Determine an appropriate location for soccer fields	2
Initiate a citizens police academy	1
Work with the Fayette County Board of Education to conduct classes at local schools to educate students on legal issues	1
Continue to support the library	5
Conduct a study to determine the feasibility of converting the old Fayetteville High School into a mixed use facility	20
Identify locations for indoor recreation	2
Identify a location for a dog park	8

# FAYETTEVILLE COMPREHENSIVE PLAN

## *YOUTH FOCUS GROUP RESULTS*

The WVU Land Use and Sustainable Development Law Clinic met with two civic classes at the Fayetteville High School on December 11, 2012. The purpose of this visit was to obtain feedback from a segment of the population that is often overlooked during the planning process. The students were divided into groups and asked to identify areas on a map that need improved. They were also asked to identify areas that they would like to see new developments or where things are missing from the community. The following list are the needs that the students feel are important for Fayetteville:

- Parking in the downtown
  - Library needs to be modernized
  - An additional hotel is needed for visitors
  - Sidewalks on Fazio Road
  - More of a variety of stores the downtown
  - Winter activities to attract tourists all seasons
  - More employment opportunities
  - Open gym to play basketball
  - Police need to focus on more than just speeding
  - Expand Bridge Day to include the entire weekend with activities
  - Repair schools
  - Extension agency for farmers in the area
  - Cleaning up the litter on SR 16
  - Baseball field lights are important; could then host tournaments
  - Town park should be patrolled; drugs and crime are a concern
  - Consideration of ATV trails in National Park
  - Maintenance of Nickleville Road, King Avenue, and Jobe Road
  - New football field
  - Public pool
  - Lack of housing maintenance on King Avenue, areas closer to the downtown, and near the town park
  - Additional trailheads to the National Park
  - Continued maintenance of sidewalks throughout town
  - New zoning laws
  - More festivals to bring people into the downtown
-



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# APPENDIX 3: MEETING MINUTES



**Fayetteville Town Council met in Regular Session on January 2, 2014, at 6:00 p.m. at Town Hall.**

**Present were Mayor Jim Akers, Recorder Zenda Vance, Council Members Okey Skidmore, Sharon Cruikshank, Hank Seay, Nancy McKown, and Dennis Hanson. Also present were Town Superintendent Bill Lanham, Town Attorney Larry Harrah, and Chief of Police Matt Jeffries.**

**Mayor Akers opened the meeting with the Pledge of Allegiance.**

**Mayor Akers asked if anyone had any questions or corrections to the minutes dated December 5, 2013. If not corrections, Mayor Akers asked for a motion to approve the minutes dated December 5, 2013. Sharon Cruikshank made the motion and Dennis Hanson seconded the motion. Hank Seay, Oakey Skidmore, Zenda Vance, and Nancy McKown approved the motion. Motion carries 6-0.**

**Mayor Akers asked for a motion to approve the Financial Report if no questions or corrections to be made. Zenda Vance made the motion and Nancy McKown seconded the motion. Hank Seay, Okey Skidmore, Sharon Cruikshank, and Dennis Hanson approved the motion. Motion carries 6-0.**

**VISITOR'S AGENDA: Rodney Myers said he would like to Thank the Mayor and Council for the donation towards the Veterans Memorial. Zenda Vance said that Lois Conner had called and wanted to Thank the Council also for making the donation. Kay Phillips also wanted to Thank the Mayor and Council for the donation also.**

**OLD BUSINESS: Recorder Zenda Vance read a request to conduct a Public Hearing; the council will review any comments received about the Comprehensive Plan for the Town of Fayetteville as presented and recommended by the Planning and Zoning Board. Mayor closed the discussion and asked for a motion to approve as recommendation by Planning and Zoning. Dennis Hanson made the motion and Sharon Cruikshank seconded the motion. Okey Skidmore, Hank Seay, Zenda Vance, and Nancy McKown approved the motion. Motion carries 6-0.**

**Recorder Zenda Vance read a request to discuss and consider adopting, rejecting or amending the comprehensive plan. Sharon Cruikshank made a motion to approve the Comprehensive Plan. Dennis Hanson seconded the motion. Okey Skidmore, Hank Seay, Zenda Vance, and Nancy McKown approved the motion. Motion carries 6-0.**

**Recorder Zenda Vance read a request Second reading 2013-4: Ordinance to approve and adopt current replacement pages to the codified ordinances. Dennis Hanson made a motion to approve current replacement pages to codified ordinances and**

Nancy McKown seconded the motion. Okey Skidmore, Hank Seay, Sharon Cruikshank, and Zenda Vance approved the motion. Motion carries 6-0.

Recorder Zenda Vance read a request to approve Budget Revision #4 Fund #1. Zenda Vance made a motion to approve Budget Revision #4 Fund #1 and Nancy McKown seconded the motion. Okey Skidmore, Hank Seay, Sharon Cruikshank, and Dennis Hanson approved the motion. Motion carries 6-0.

**NEW BUSINESS:** Recorder Zenda Vance read a request to set the date of April 26, 2014 for the Fayetteville Municipal Levy Election. Mayor Akers asked for a motion to set April 26, 2014 Levy Election. Okey Skidmore made the motion and Zenda Vance seconded the motion. Sharon Cruikshank, Hank Seay, Nancy McKown, and Dennis Hanson approved the motion. Motion carries 6-0.

Recorder Zenda Vance read a request to approve the Ballot Commissioners and Poll Workers for the Fayetteville Municipal Levy Election. Mayor Akers tabled until February Council Meeting.

Sharon Cruikshank asked that a Special Meeting be scheduled to discuss Special Projects for the Town of Fayetteville. Town Attorney Larry Harrah will get with Town superintendent Bill Lanham and schedule a Special Meeting.

Okey Skidmore said he would like to meet with Chief of Police Matt Jeffries and see about scheduling a Police Officer at the schools in the afternoon when school lets out.

**REPORTS FROM BOARDS:** **TOWN PARK BOARD:** No Meeting last month.

**CVB:** Sally Kiner reported they had no meeting last month. Christy Kincaid is the new President for the CVB. Sally asked Town Superintendent Bill Lanham to put on the agenda for February to discuss the Annual Report for the CVB.

**BEAUTIFICATION:** No Report

**HUSE PARK COMMISSION:** No Meeting last month

**PLANNING COMMISSION BOARD:** Dennis Hanson said they met on January 16, 2014. Approved Zoning request for Medical Spa at Whitehorse. Will be opening February 1, 2014. Met on January 6, 2014 to discuss dilapidated buildings.

**SCHOOL BUILDING COMMITTEE:** Hank Seay said they are reviewing contract's for new roof.

**POLICE DEPARTMENT:** Chief Matt Jeffries said he would like to congratulate Ms. Rita Price for winning the FPD Cruiser Decal Contest. Patrolman Ty Hogan held an Internet safety course for 6<sup>th</sup> grade students at FES. Chief Matt Jeffries, Lt Kinzer, Corporal Davis, Patrolman Ty Hogan and Patrolman Ryan Fox participated in Shop with a cop on December 21<sup>st</sup> along with other surrounding area Police Officers.

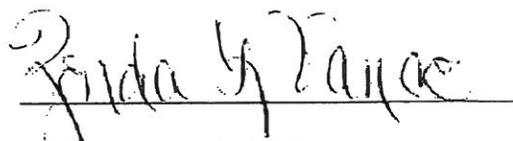
**FIRE DEPARTMENT:** No Report.

**TOWN SUPERINTENDENT REPORT:** Town Superintendent Bill Lanham said he is working on 3 different grants for the town.

Mayor Akers asked for a motion to adjourn the meeting. Zenda Vance made the motion.

Meeting adjourned at 6:30 p.m.

  
\_\_\_\_\_  
Mayor Jim Akers

  
\_\_\_\_\_  
Recorder Zenda L Vance