

# Town of Beverly Comprehensive Plan



## Acknowledgements

Developing a comprehensive plan is, by nature, a collaborative process. Several stakeholders provided essential assistance during the planning process.

The Beverly Planning Commission, comprised of five volunteer planning commission members, held several meetings, provided invaluable insight, and spearheaded efforts to get public input during the development of the Town of Beverly Comprehensive Plan. This comprehensive plan is a reflection of the planning commission's efforts to improve the town.



The Land Use and Sustainable Development Law Clinic assisted the Beverly Planning Commission in facilitating meetings, gathering input, and writing the Comprehensive Plan. The Clinic helped guide the planning process by providing suggestions for ensuring feedback from residents and by providing insight to resources available to the town. It is the Clinic's goal that this Plan assists the Town of Beverly in achieving their vision for the future.

Finally, this plan could not have been crafted without crucial feedback from citizens and community organizations. Several community organizations provided valuable feedback, including Historic Beverly Preservation, Beverly Heritage Center, and Beverly ON TRAC.

The comprehensive plan will ultimately serve the people of Beverly, and, as such, depend on the knowledge and comments of residents and stakeholders.

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## Introduction

The Town of Beverly is located in Randolph County, West Virginia. The town is situated along Files Creek, which flows into the Tygart Valley River. Beverly was founded in 1790 and was the original county seat of Randolph County. The county seat was moved to Elkins in 1899. The town is home to numerous historic buildings, due to being the former county seat, as well as its strategic location, especially during the Civil War.

The town has been able to preserve its unique history and, as such, has become a tourist destination for those seeking to learn more about the history of the area. The town is fortunate that many active community groups are involved in the preservation of Beverly's numerous historic resources. The community groups also assist in marketing Beverly to business and potential residents. However, the town faces challenges that could impact the future of the community. In order to address the concerns of residents, the town initiated this planning process to better understand and address Beverly's issues. The end product will be a comprehensive plan that will look at all facets of a community: land use, transportation, housing, economic development, recreation, and community services.

Local governments provide services to their residents, which is not an easy task. The provision of services requires planning, especially those services that require funding. A comprehensive plan can guide investments to the right places, based on public need and support. The plan should be referenced any time local elected officials make a decision concerning a development proposal, capital improvement project, or policy change. Official actions should be consistent with the vision and goals detailed in the plan. The plan should not sit on the shelf and collect dust; it should be used as a catalyst for change in the town.

The West Virginia Code, Chapter 8A: Land Use Planning sets out the rules that local governments must follow when participating in land use planning efforts. The Planning Commission is tasked with preparing a Comprehensive Plan. Beverly has never had a Planning Commission; therefore, one was created to lead the development of the plan, with assistance by the West Virginia University College of Law Land Use and Sustainable Development Law Clinic. The Town of Beverly Planning Commission consists of five (5) members that represent a wide range of interests within the town. The Planning Commission should review the plan annually to help with implementation of the plan, and to also ensure that any new development or proposed zoning change is consistent with the comprehensive plan.



**Required Objectives of a Comprehensive Plan**

<i>W. VA. Code §8A-3-4</i>	
<b>Code Provision</b>	<b>Page #</b>
Statement of goals and objectives	12, 13
Timeline on how to meet short and long-term goals and objectives	49-52
Action plan with implementation strategies	32-52
Recommendations of a financial program for necessary public funding	32
Statement of recommendations concerning future land use and development policies	38-40
A program to encourage regional planning, coordination, and cooperation	32
Maps, plats, and/or charts that present basic information on the land, including present and future uses	19, 39

**Required Components of a Comprehensive Plan**

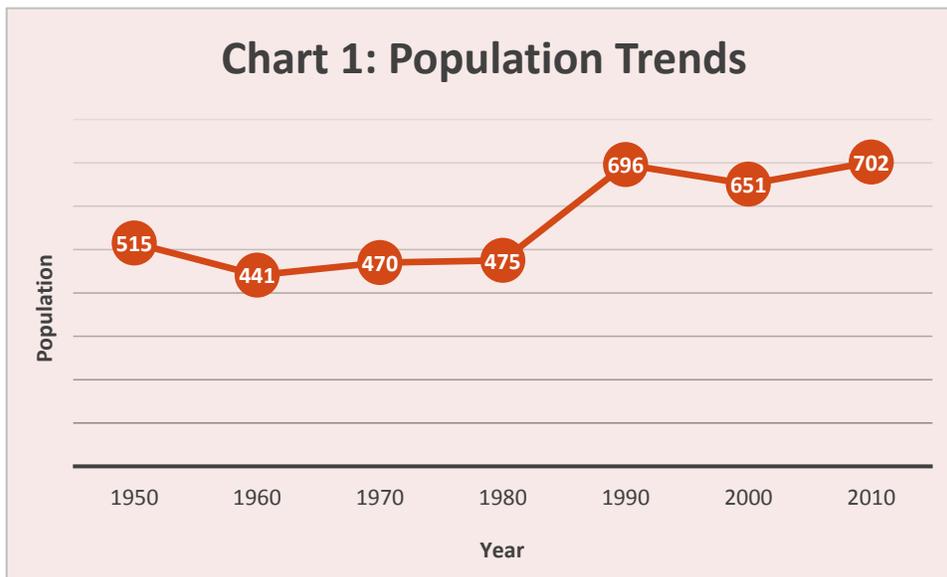
<i>W. VA. Code §8A-3-4(c)</i>	
<b>Code Provision</b>	<b>Page #</b>
<b><i>Land Use</i></b>	
Different land uses (including, for example, residential, agricultural, historic, conservation)	19
Population density and building intensity standards	6, 19
Growth or decline management	39
Projected population growth or decline	39, 40
Constraints on development (including identifying flood-prone and subsidence areas)	20
<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)	27, 40
Identify the number of projected housing units and land needed	40
Address substandard housing	27, 45
Rehabilitate and improve existing housing	27, 45
Adaptive reuse of buildings into housing	40
<b><i>Transportation</i></b>	
Vehicular, transit, air, port, railroad, river, and any other mode	25, 26, 44, 48
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Identify and designate economic development sites and/or sectors	15, 16, 34, 35
Identify types of economic development sought	15, 16, 34, 35
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Recreation	29, 30, 31, 47, 48
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## Community Overview

### Demographics

#### Population

In 2010, the Town of Beverly had a population of 702 people. Beverly's population has increased throughout the past 60 years as shown on *Chart 1: Population Trends*. A minor decrease of 45 people occurred from 1990 to 2000. However, population increased from 2000 to 2010 and is now higher than the 1990 population count. The biggest increase in population occurred from 1980 to 1990 of 221 people due to new industry in the town and surrounding area.



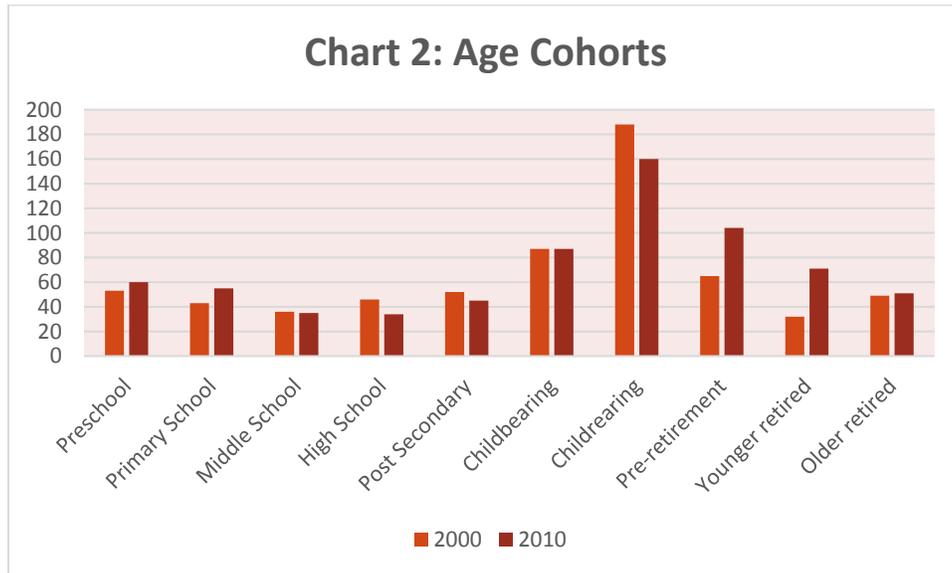
Source- US Census 2010

The median age in Beverly is 40.5 years, which is lower than the median age of Randolph County (43.4 years). However, the median age in 2000 was 35.9 years, which means that the town's population is aging. An aging population can impact the types of services the town will need to provide and prepare for in the future. An examination of age cohorts between 2000 and 2010, illustrated on *Chart 2: Age Cohorts*, shows that pre-retirement, younger retired, and older retired age cohorts have increased in the past 10 years. The increase in older residents is important for the town to discuss, as older people can have limited finances, which can impact the local economy. The needs for easily accessed medical facilities, as well as options in public transportation, are also greater in an older population. While the childbearing age cohort has

#### AGE COHORTS

PRESCHOOL- UNDER THE AGE OF 5  
 PRIMARY SCHOOL- 5 TO 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 AND UP AGE GROUP

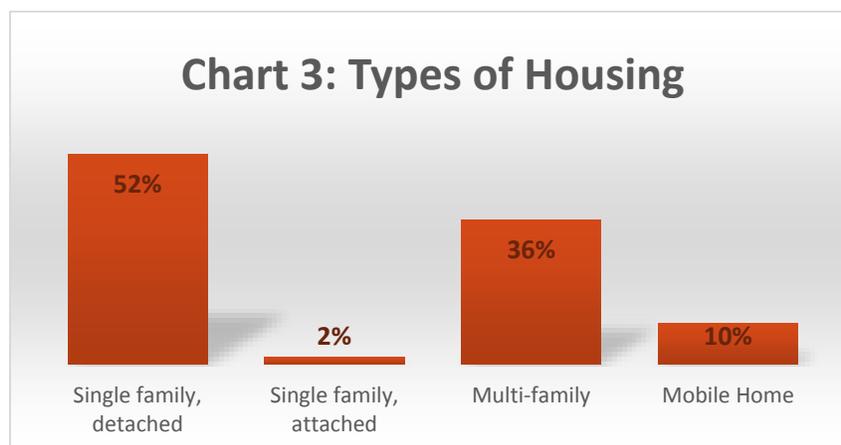
basically stayed the same, interestingly enough the preschool and primary school cohorts have increased slightly. This increase could be an indicator of young families starting to have children and choosing Beverly as the place they want to raise their families. A younger population will want different types of services than an older population, such as park and recreation facilities and a good educational system. The childbearing and childrearing age cohorts are also important to communities, as they tend to comprise the workforce of a community and therefore have more disposable income.



Source: US Census, 2010

### Housing

According to the US Census, the Town of Beverly has a diverse housing stock, with 52 percent of homes being single family units and 36 percent being multi-family units, as shown on *Chart 3: Types of Housing*. The large percentage of multi-family units can be attributed to the Beverly Manor, an income restricted and handicap accessible apartment complex. It is important to note, however, that Beverly Manor is not located within town limits, even though it's shown on maps and is included in census data. There is a discrepancy between the current map and municipal boundary that were received for this planning effort.

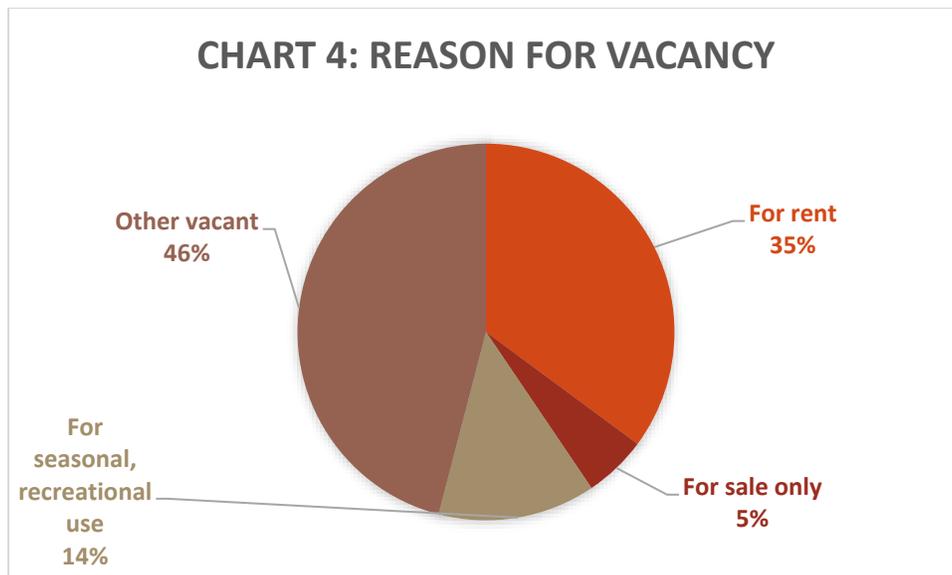


Source- American Community Survey, 2014

Of the housing units in the town, 90 percent are occupied and 10 percent are considered vacant. There has been a slight increase in the amount of vacant homes since 2000, when the vacancy rate was 9 percent. Of the homes that are vacant, the majority are vacant due to classification called “other vacant” by the US Census Bureau, as shown on, *Chart 4: Reason for Vacancy*. This classification means that homes are held vacant for personal reasons by the owner. Common reasons include:

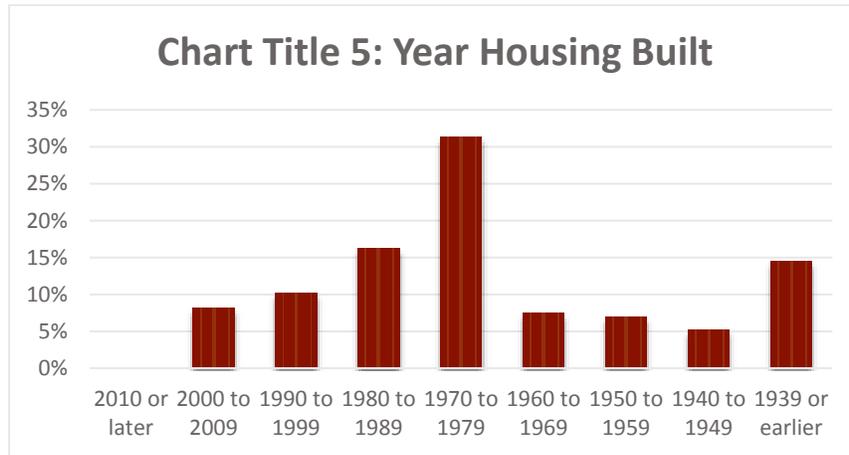
- No one lives in the unit and the owner is making repairs
- Owner does not want to rent or sell
- Owner is using the home for storage
- Owner is elderly and living in a nursing home or elsewhere

The second highest reason for vacancy is that the home is trying to be rented but has not been rented yet.



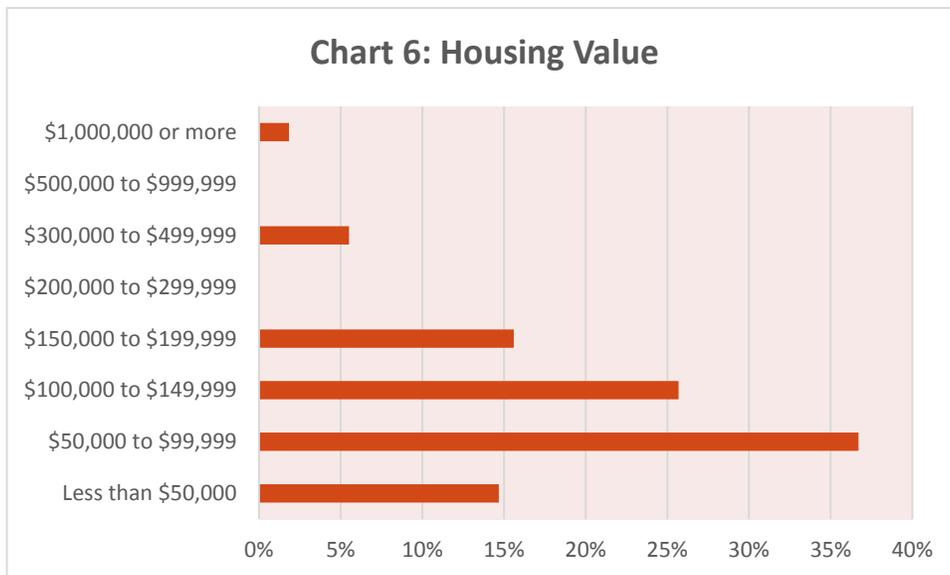
Source: US Census, 2010

The age of housing is a significant factor in the occupancy rate of a community. If housing is too old, owners will have to maintain and renovate, which poses additional expenses. This is a concern, especially for those that live on a fixed budget, and could lead to homes becoming abandoned and dilapidated. On the other hand, older homes appeal to some homeowners and offer opportunities for historic preservation of quality historic homes. Over 30 percent of homes in Beverly were built between 1970 and 1979, as shown on *Chart 5: Year Housing Built*. Almost 15 percent were built earlier than 1939. Most of these homes are located in the town’s historic district. Very few homes have been built in the past 10 years.



Source: American Community Survey, 2014

Housing values were examined to better understand the housing market and vacancy rates in Beverly. The average housing value in Beverly is \$98,900. As displayed on *Chart 6: Housing Value*, over 35 percent of homes are valued between \$50,000 and \$99,999. Over 42 percent of homes are valued between \$100,000 and \$199,000. The high housing value could be correlated to the historic character of the town and the many historic homes that have been restored.



Source: American Community Survey, 2014

*Economic Characteristics*

According to the American Community Survey (2014) the unemployment rate in Beverly is 4.4 percent.

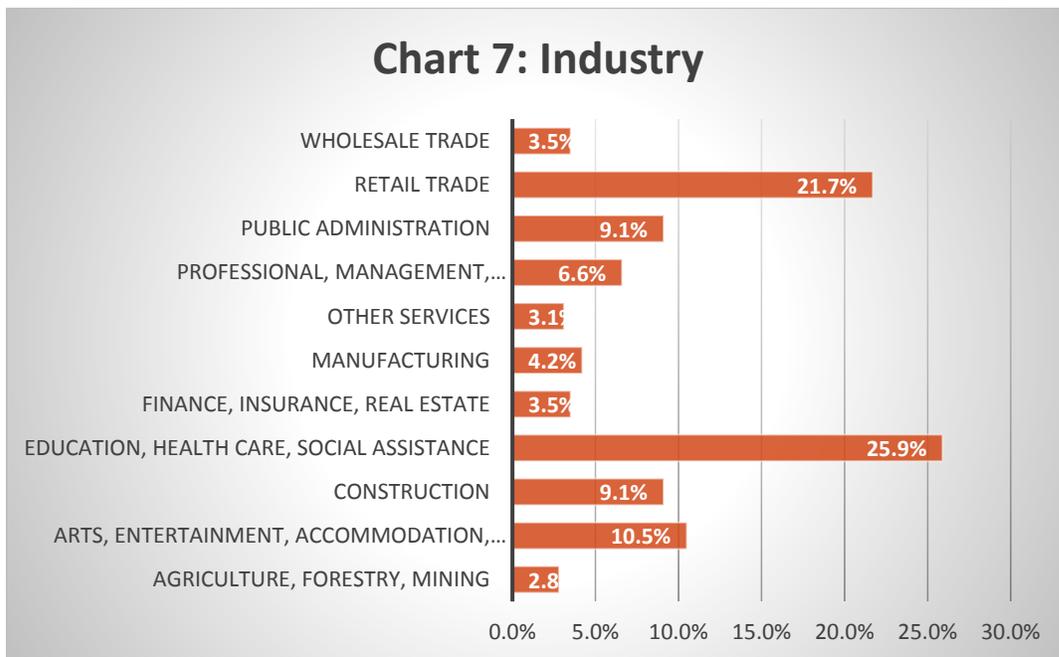
Many of the top employers in Randolph County are within an easy driving distance to the Town of Beverly. The 3<sup>rd</sup> largest employer in the county is the Armstrong Hardwood Flooring Company, located within a few minutes of the town. The Beverly Plant is one of Armstrong’s largest facilities on the East Coast and manufactures solid wood floor products. The plant has over 600 employees (Armstrong Hardwood Flooring Company, 2016).

**Top Employers in Randolph County (2016)**

1. Davis Memorial Hospital
2. Randolph County Board of Education
3. Armstrong Hardwood Flooring Company
4. Wal-Mart Stores, Inc.
5. Huttonsville Correctional Center
6. Davis and Elkins College
7. West Virginia’s Choice, Inc.
8. West Virginia Department of Highways
9. TRG Customer Solutions, Inc.
10. Select in Home Services, Inc.

Source: Workforce West Virginia, 2017

Over a quarter of the population in Beverly work in the educational services, health care, and social services industry, shown on *Chart 7: Industry*. The second highest industry in regards to employment is retail trade. There are no residents employed in transportation or information industry.



The median income in Beverly is \$31,429, which is significantly lower than Randolph's median income of \$40,146 and the state average of \$41,576. Almost a quarter of the population, as shown on **Table 1: Income and Benefits (2014)**, has an income of less than \$10,000. Almost 45 percent of the residents in town make less than \$25,000. However, 33 percent make more than \$50,000, which is higher than the median income of Randolph County and the state. A reason for the low median income and correlating lower income numbers could be that approximately 37 percent of residents are living off of retirement income and/or social security income. More than a quarter of the population (29%) in Beverly also receive Food Stamps/SNAP benefits.

Income and Benefits	Percentage
Less than \$10,000	23.6%
\$10,000 to \$14,999	8.0%
\$15,000 to \$24,999	13.8%
\$25,000 to \$34,999	9.8%
\$35,000 to \$49,999	12%
\$50,000 to \$74,999	14.9%
\$75,000 to \$99,999	11.6%
\$100,000 to \$149,999	3.3%
\$150,000 to \$199,999	1.1%
\$200,000 or more	2.2%

## Needs Assessment

### Public Involvement

Public input is essential to the success of a comprehensive plan and is required by the West Virginia Code. The West Virginia Code requires public input procedures and two public hearings by the Planning Commission and Town Council respectively. The Beverly Planning Commission adopted public input procedures in August of 2015, included in Appendix 1.

The Planning Commission is responsible for the development of the comprehensive plan. The Planning Commission was established in 2015 and consists of five members. The commission was essential in spearheading the planning process and providing initial input on the issues and concerns in the town. A public meeting was held to gather information from as many residents as possible. The meeting was held in March 2016, with a total attendance of 23 people.

An online survey was also created to solicit additional feedback on issues and concerns in the town. A total of 39 people took the survey. A final survey was created to solicit feedback on the action items developed by the planning commission. A total of 39 people also took the final survey. Results of the online surveys can be found in Appendix 2.

Numerous stakeholder surveys were also conducted. Stakeholders provided valuable insight on specific needs within the town. The Planning Commission identified stakeholders and sent a questionnaire, asking about the function of their organization and any issues or concerns they may have regarding the future of the Town of Beverly. Stakeholders identified included those

A planning commission shall include public participation throughout the process of studying and preparing a comprehensive plan and amending a comprehensive plan. A planning commission shall adopt procedures for public participation throughout the process of studying and preparing or amending a comprehensive plan.

West Virginia Code 8A-3-6(c)

involved in economic development efforts, public safety organizations, water/sewer services, housing, historic preservation, and various community organizations. The stakeholder list can be found in Appendix 3.

### Vision Statement

A vision statement was created to lead the planning efforts in Beverly. The vision statement captures residents' hopes for Beverly in the future. The comprehensive plan will examine issues and concerns of residents and identify solutions to help fulfill this vision.

*The Town of Beverly, located at the base of the Allegheny Mountains along the Tygart Valley River, is a quaint town that has preserved much of its historic past. Visitors flock to the town to experience the rich history and explore local shops and restaurants. Beverly is surrounded by acres of scenic and natural beauty and recreational attractions, which has attracted people to the town to raise their families or establish their retirement home. Recent planning efforts have led to a completed sidewalk network, revitalization of abandoned and dilapidated buildings, additional recreational opportunities, and revised land use ordinances.*

### Goals and Objectives

The vision statement gives the town direction on what they need to achieve in the future. Goals and objectives were then identified to provide specific focus for the town. Goals will help guide everyday decisions and actions and are related directly to the vision statement. Goals don't always have measurable results; therefore, objectives were also developed. Objectives are specific and support attainment of the goal. The objectives identified focus on the critical issues identified during the planning process. Eight (8) critical issues were identified during the planning process, as shown below.



**Identified Critical Issues**

The following goals were then developed to address the identified critical issues.



**Figure 1: Comprehensive Plan Goals**



Goal 1 focuses on heritage tourism and was developed from the strengths, weaknesses, opportunities and threats (SWOT) analysis conducted by Beverly during the comprehensive plan process. The West Virginia Code requires that the comprehensive plan review strengths, weaknesses, and opportunities in regards to economic development.



#### **Strengths**

One of the biggest strengths in regards to the local economy in the Town of Beverly is its small town character and well-preserved historic resources. The unique character attracts residents and visitors to Beverly because the town's image is not that of the typical commercial, big-box development that you see in most towns throughout the country. The quaint town includes a small grocery store, dollar store, restaurant, gift shops, gas station, auto body repair shop, daycare, flower shop, assisted living facility and bank. Many of the businesses rely on local residents for support.

Another strength for the Town of Beverly is that, in 2009, the Town of Beverly was selected to participate in the ON TRAC program through the West Virginia Development Office. The program assists with community development, capacity building, and revitalization of downtown areas.

Beverly ON TRAC has completed numerous community projects over the last several years. Projects include the development of a community garden, organization of festivals and events, and various historic preservation efforts. Beverly ON TRAC was awarded a Growing Healthy Communities grant in 2015 to assist with planning related to healthy lifestyles and community revitalization.

### Opportunities

There are many opportunities for increased economic development in Beverly. Increased marketing and promotion of the town can attract business owners, visitors, and new residents. Currently there is no inventory of vacant retail space, which makes it hard for both locals and outsiders to know what is available to people interested in opening a business.

One way to increase visitation is through improvement of exhibits and events, a goal of the Beverly Heritage Center is already working towards. The town should also work with Randolph County Convention and Visitors Bureau to highlight Beverly in the County Visitors Guide.

Another opportunity is the expansion of the Durbin and Greenbrier Valley Railroad (DGVR), a popular tourist train, to Beverly. However, the track and two bridges in between Elkins and Beverly are in poor condition. One bridge needs a considerable amount of repair, and the other bridge has been condemned by the state bridge engineer. Until the state is able to repair the two bridges, it will not be possible for the DGVR to travel to Beverly.



Residents were asked during the planning process about what they feel are opportunities in regards to economic development in Beverly. The following opportunities were identified:

- Carriage rides
- Bicycle routes
- Outdoor recreation
- Train depot
- Marketing to bus groups
- Bed and Breakfast or small hotel

*To unite the citizens of Beverly, West Virginia in utilizing the town's historical past as a means to stimulate appropriate economic prosperity, community revitalization, and civic pride.*

### Regional Attractions in the Town of Beverly:

*Beverly Heritage Center  
Lemuel Chenoweth Museum  
Beverly Heritage Days  
Beverly Cemetery  
Rich Mountain Battlefield Civil War Site  
Randolph County Meseum*

There is also prime real estate right outside of town limits that could be ideal for commercial and/or industrial development, especially in the hardwoods sector. This could help the community in attracting new residents and could also increase traffic to local business.



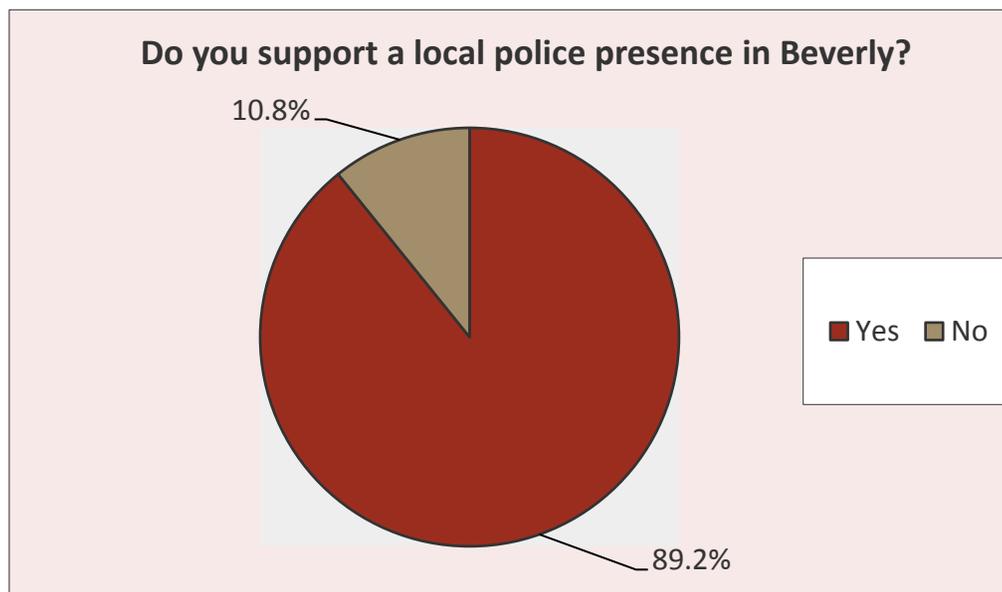
### **Weaknesses**

While there are many strengths and opportunities for the local economy, there are several weaknesses, as well. With increased development comes the chance for sprawl and undesirable development that does not fit into the character of the town. There are also abandoned and dilapidated buildings in the heart of town that are a threat to the town's character and detract from visitors' experiences.



Public safety emerged as a major concern during the comprehensive plan process. Goal 2 addresses this issue. The Town of Beverly currently does not have a local police department. The town relies on the Randolph County Sheriff's Office and the West Virginia State Police. The lack of a local police presence and increased drug activity is a concern by many in the town. In order to address the concerns, town council has recently created a neighborhood watch program. Plans of the program include installing neighborhood watch signs around town and in stores. Some residents would also like additional lighting installed.

On the online survey, residents were asked if they would support a local police department. Approximately 89 percent of respondents support a local police presence. When asked about the most important improvement for Beverly, 28 percent responded police protection (the highest of any other service).



Fire protection services are provided through the Town of Beverly Volunteer Fire Department. The service area is 85 square miles, serviced by 35 active volunteers. The VFD responded to 328 calls in 2015. Needs of the fire department include additional hydrants, a new engine, replacement of air packs, and member retention.

The VFD station also serves as the emergency shelter for residents of Beverly. The 4H camp is an additional shelter. All shelters have an emergency generator, as well as the municipal building, in case of a loss of power occurs.

The Randolph County Ambulance Authority provides emergency medical services to the town. The nearest hospital to residents of Beverly is the Davis Medical Center, located in Elkins. As Elkins is home to a hospital, there are also many doctors within a reasonable driving distance of Beverly. However, there currently are no medical facilities in town limits, which is an issue for those that don't drive and the elderly.

A concern in regards to emergency management is that there is also no specific plan on alerting residents in the case of an emergency.

The town participated in the most recent Regional Hazard Mitigation Plan that was completed by Region VII Planning and Development Council.

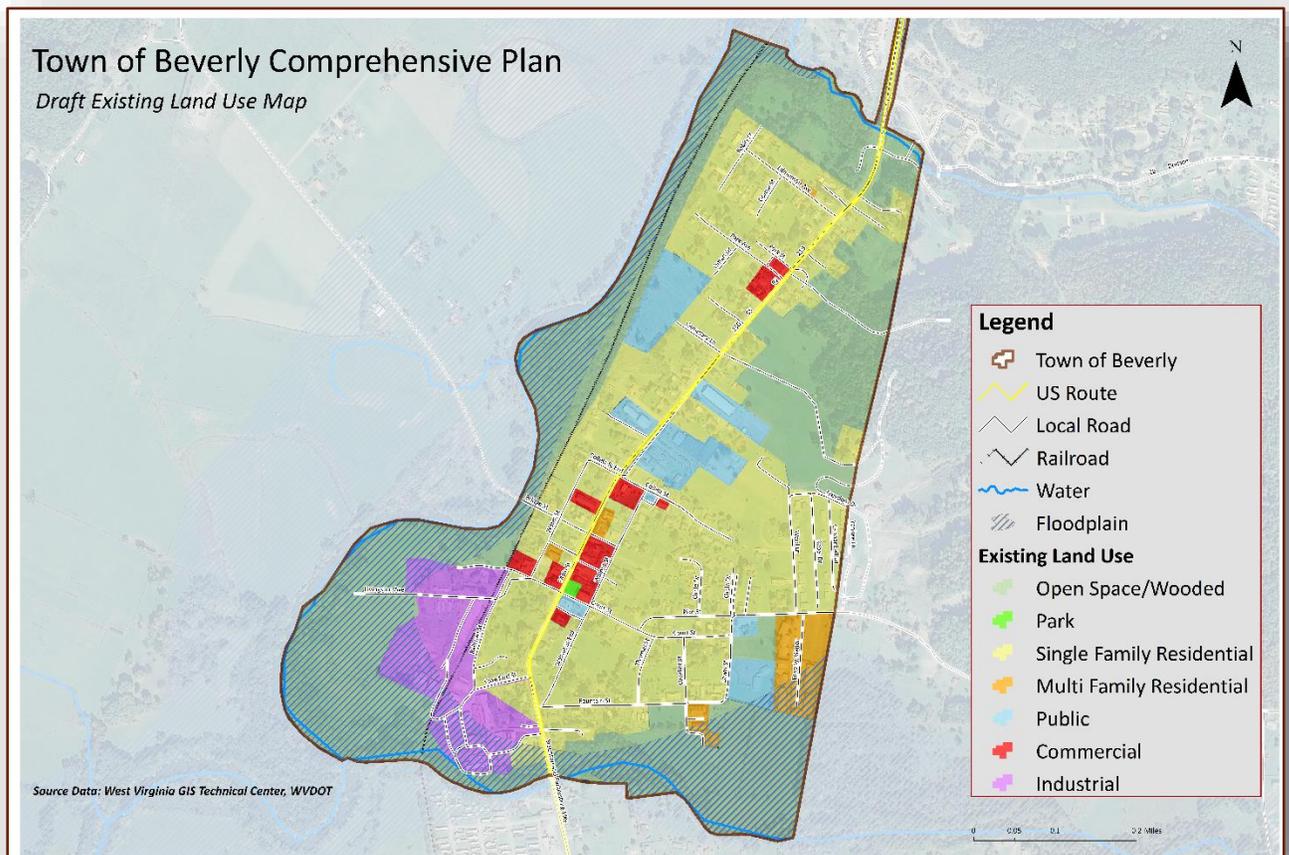


**Goal 3: Preserve the small town character of the town through land use planning**

Objective 1: Revise and enforce ordinances to achieve the vision of the comprehensive plan

Objective 2: Continue beautification efforts to improve the appearance of Beverly

Goal 3 focuses on preserving the small town character of Beverly. Beverly is a small town with a population density of 1,560 people per square mile. The majority of land use in the Town of Beverly is single-family residential, as shown on the Existing Land Use Map. Public uses include



several churches, an elementary school, a volunteer fire department, a town hall, and a post office. There are few multi-family residential uses in town. Those that are located in town are scattered throughout and either consist of apartments or duplexes. Commercial uses are concentrated in the central business district and industrial uses can be found on US Route 219 close to the municipal boundary. Industrial uses include a mill and a plant that makes wooden handles for tools.

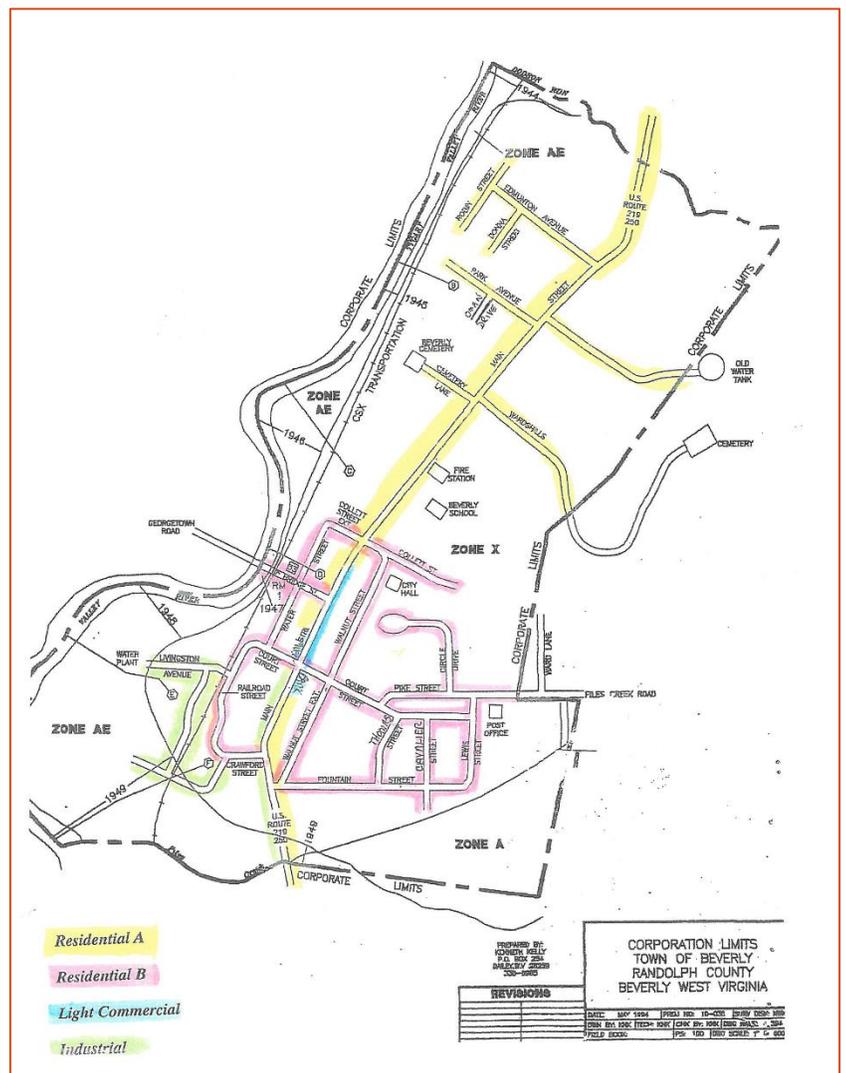
There is a fair amount of land classified as open space and/or wooded area. Most of that land is located in the floodplain. The town adopted a floodplain ordinance. There are no subsidence issues that the town is aware of at this time.

In 2007, the Town of Beverly enacted a zoning ordinance in order to regulate the location of commerce, business, trades, and industry. The town is divided into four zoning districts:

- Industrial
- Light Commercial
- Residential A
- Residential B

The town's zoning ordinance is in need of a complete revision so that it is in compliance with the West Virginia Code 8A and is consistent with the vision of this comprehensive plan. One of the top concerns of those that took the online survey is the visual appearance of Beverly and the enforcement of ordinances. Without proper land use controls in place, the character of the town is in jeopardy. The following should be considered with any zoning ordinance update:

- Landscaping and buffering requirements
- Sign regulations
- Fence requirements
- Historical district overlay with additional protections, such as design guidelines



The town also enforces the international property maintenance code (IPMC).



During the planning process, the enforcement of existing ordinances was identified as a high priority of residents. The town recognizes that better planning is needed and thus created a planning commission to help develop the comprehensive plan. The planning commission will also help with implementation efforts after the comprehensive plan is adopted by town council.

Beautification efforts have been focused primarily on preserving and protecting historical resources. Community gardens have been created at the Collett House on Main Street or behind the Historic Beverly antique store. The town would like to see new banners, flower planters, and period lighting in the downtown area.

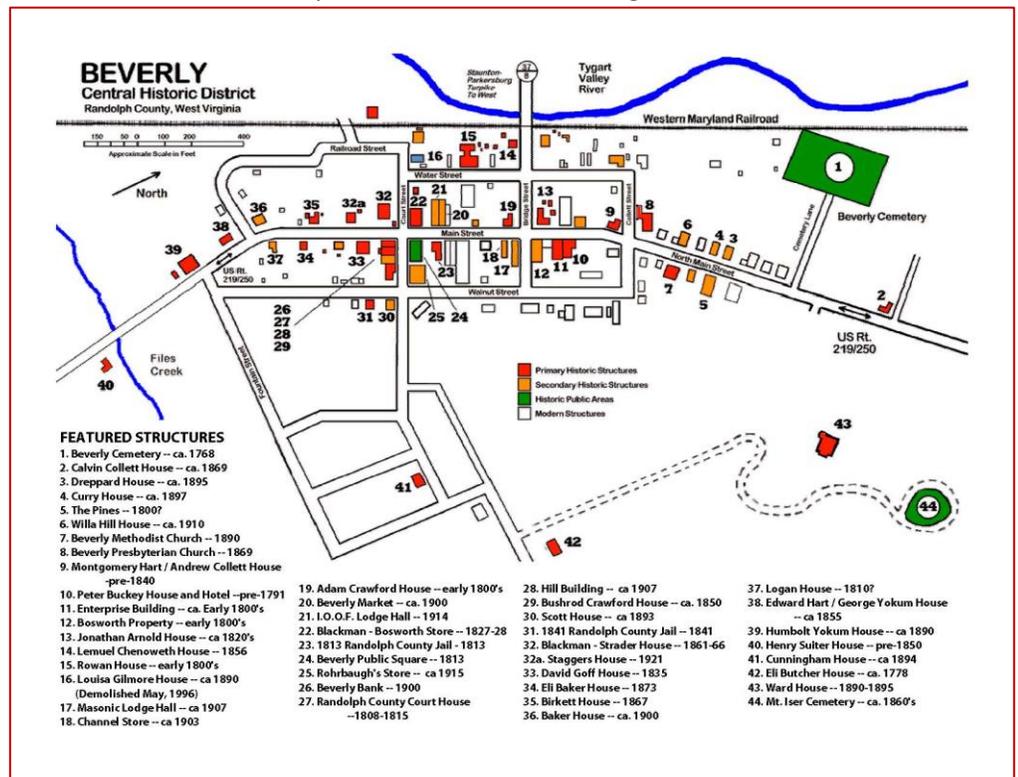
**Goal 4: Encourage the continued preservation of historic resources**

**Objective 1: Protect historical resources through zoning regulations**

**Objective 2: Continue to preserve historic resources for future generations**

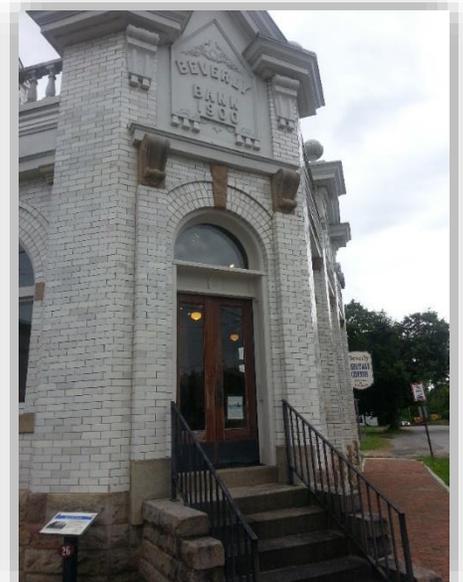
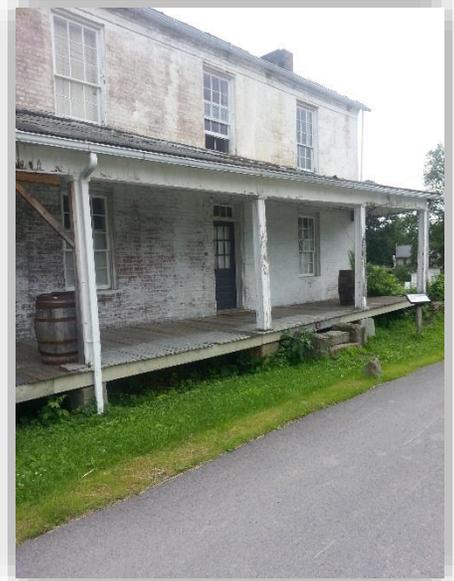
Another common thread running through citizen input into the comprehensive plan revolves around the historic character of Beverly. Goal 4 seeks preserve the historic resources of the town. The greatest asset to the Town of Beverly is its historic resources. Beverly was founded in 1790 as the county seat of Randolph County. During the Civil War, Beverly was a gathering place for Confederate troops. After the battle at Rich Mountain, many southern sympathizers left town, and Union troops moved in. The town stayed in Union control through the entire Civil War. The county seat was moved in the late 1800s, due to the rapid growth of Elkins, largely due to the railroad.

Due to the historic nature of Beverly, the downtown area was listed on the National Register of Historic Places in 1980. Recently an update to the National Register nomination form was completed and approved. The update includes additional historic information and expands the current historic district boundary.



There are several organizations working in Beverly to help preserve and protect historic resources for future generations. Those organizations include:

- **Historic Beverly Preservation, Inc. (HBP)**
  - Historic preservation organization
  - Co-operator of the Beverly Heritage Center
  - Sponsoring organization for Beverly ON TRAC
  - Owner of four buildings; the Goff House (houses Historic Beverly Antiques), the Beverly IOOF building (houses Gretel's Moon in the front and the IOOF Lodge in the downstairs, and the renovated Beverly Community Room upstairs), Collett House, and the 1841 Jail Building
- **Rich Mountain Battlefield Foundation**
  - Working to preserve the Rich Mountain Battlefield and Camp Garnett
  - Co-operator of the Beverly Heritage Center, with offices and museum exhibits regarding the battle
  - Owner of Logan House, Bushrod Crawford House
- **Beverly Heritage Center**
  - Combination of 4 historic buildings; 1900 Beverly Bank Building, 1808 Randolph County Court House, 1912 Hill Building, and 1856 Bushrod Crawford / McClellan's Headquarters building
  - Museum exhibits, visitor info, restrooms, gift shop, and research archives
  - Operated by Historic Beverly Preservation, Inc. and Rich Mountain Battlefield Foundation
- **Beverly Historic Landmarks Commission**
  - Official commission of the Town of Beverly for historic preservation
  - Consists of five members appointed by town council



- Surveyed and updated the town's Historic District National Register nomination
- Continues to educate public about town's heritage and preservation issues
- Developed interpretation projects (signs, walking tour brochures, etc.)
- Randolph County Historical Society
  - Operates Randolph County Museum in Beverly
  - Housed in 1828 Blackman-Bosworth Store
  - Hosts regular informative programs

During the planning process, the preservation of historic resources was listed as a priority. The town zoning ordinance includes regulations regarding specific properties; however, at this time, the ordinances are not enforced. The Beverly Historic Landmarks Commission has developed a homeowner's booklet that provides voluntary guidelines and suggestions for appropriate maintenance and treatment of historic properties. If there is sufficient public support, enacting design review ordinances should be considered. The BHLC would help the town support these ordinances and would provide technical assistance to property owners.



During the open house, residents also stated that while the history of the town is a strength, there is concern regarding ongoing maintenance of historic buildings.

Historic Beverly Preservation concerns include funding and time to rehabilitate historic buildings currently owned by the organization. Two of the buildings (Collett House and 1841 Jail) need significant improvements, and ongoing maintenance is always needed. The Rich Mountain Battlefield Foundation would also like to rehabilitate the Logan House.



One historic resource, Mt. Iser Cemetery, is currently not accessible to visitors. The cemetery is a Confederate cemetery owned by the Randolph County Historical Society. A hiking trail to Mt. Iser Cemetery could be a significant additional tourism destination, as well as an amenity for residents both to recognize Beverly's heritage and encourage exercise.

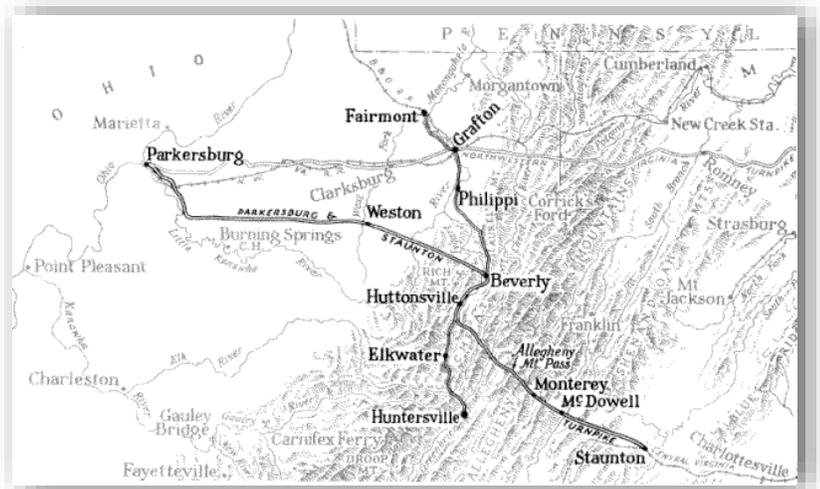
## Goal 5: Improve the transportation network to provide for multiple methods of travel

Objective 1: Improve walkability and pedestrian safety of the town

Objective 2: Improve public transportation options

Goal 5 addresses improving Beverly's transportation network.

Transportation has always played an important role in the development of Beverly. The town was a major stopping point on the Staunton-Parkersburg Turnpike that traveled from Virginia, across West Virginia, and into Ohio. Due to the location of the town along the turnpike, Beverly served as a staging and supply point for troops during the Civil War. The Staunton-Parkersburg Turnpike, present day US 250, still serves as a major roadway in Beverly.



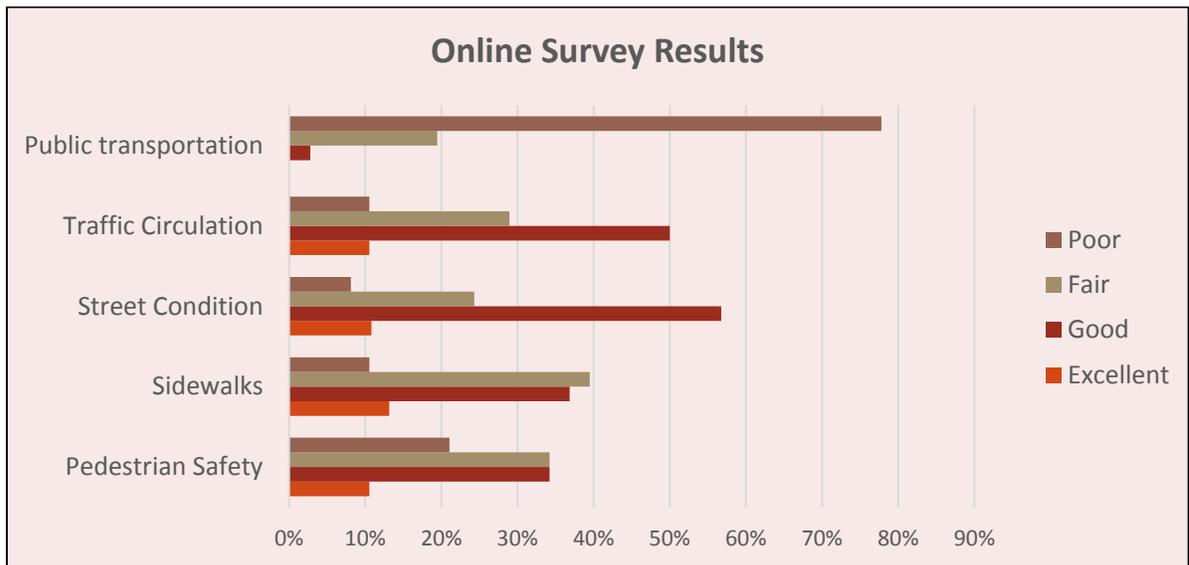
In regards to other types of transportation, the Elkins-Randolph County Regional Airport is located four (4) miles from Beverly. There is no port due to the fact that the Tygart Valley River is not accessible to boat and/or barge traffic. There is a railroad but currently it is not in use.

Beverly is a walkable community with sidewalks located along most of Main Street and around the Beverly Heritage Center. Beverly ON TRAC recently developed a walking trail at the 4-H camp on the outskirts of town. There is also a desire to develop a walking trail that would make Mt. Iser Cemetery accessible for visitors. Many residents would like a walking trail along the river or a designated walking route around and throughout town. There are no parking issues at this time. Parking is available on both sides of Main Street. Parking is also available on other streets throughout Beverly.

While there are sidewalks on the Main Street, many residents feel that traffic calming efforts are needed on Main Street to reduce the negative impact of traffic and increase safety for pedestrians. Main Street is a highly traveled road, and many motorists travel above the posted speed limit. The current speed limit is 35 mph. The town would like to see it lowered to 25 mph. In addition, the painted crosswalks are not effective in slowing drivers and yielding to pedestrians.



There is no public transportation available to residents of Beverly. This is a concern by many, as evidenced by the response regarding public transportation on the online survey. Public transportation is available in Elkins by Country Roads Transit; however, at this time, regular stops are not scheduled in Beverly. Country Roads Transit operates a demand response service for all residents in Randolph County Monday through Friday from 8 AM to 4 PM. Riders must call the day before and make a reservation. At this time, there are also no intermodal transportation options for the town.





Housing, including abandoned and dilapidated housing, causes concerns within the town. Goal 6 addresses these concerns. The majority of housing in the Town of Beverly is comprised of older, single-family homes. There is not affordable or accessible housing for persons with disabilities currently within town limits. However, Beverly Manor is located right outside the boundaries of the town and is in close proximity to all of the town's amenities and attractions.

While many homes have been restored in town, there are a few that have become abandoned and dilapidated. According to the US Census information, approximately 10 percent of housing in town is considered vacant, which is considerably lower than the county's vacancy rate of 18 percent. Abandoned and dilapidated homes are a concern as they can increase crime, create safety hazards, and deter economic development. There are several tools that can be used to help with revitalization efforts:

- International Building Code (Town of Beverly has only enacted the International Property Maintenance Code)
- On site citations (Home Rule Program)
- Vacant property program registration
- Public pressure

The town is interested in several of the available tools, especially the Home Rule Program.

Randolph County Housing Authority was awarded a Rural Community Development Initiative Grant. The authority plans on helping the town with a survey of vacant properties and redevelopment planning of the historic areas.

**Goal 7: Ensure public services meet the needs of current and future residents**

**Objective 1: Update infrastructure to support current and future development**

Public services and infrastructure are key issues in all communities, including Beverly. Goal 7 addresses these issues. The Town of Beverly is well served by public water and sewer. Of those that completed the online survey, 89 percent stated that the infrastructure provided is excellent to fair. The source of drinking water is the Tygart Valley River. The town recently completed a \$3.9 million water project that updated the treatment plant, replaced old water lines, and installed a new storage tank and booster pump. The sewer system covers the Town of Beverly. Recent improvements to the system include two new sludge return pumps and two new pumps at lift station one. A rotor rebuild at the sewer plant has also occurred. Continual maintenance of both the water and sewer systems is a concern. The sewer plant (36 years old) is near or at capacity. The plant needs redesigned and upgraded. There is also a need for manhole replacement and repairs to reduce inflow and infiltration (I&I) of storm water into sewer pipes.

## Goal 8: Provide additional recreational opportunities for residents and visitors

Objective 1: Explore areas for new walking trails

Objective 2: Offer recreational events and programming for residents of all ages

The location and setting of Beverly provide ideal circumstances for outdoor recreation. Goal 8 seeks to maximize those opportunities. The town does not own any park facilities. However, Beverly Elementary School is located within town limits. The school has a small playground, walking trail, basketball court, and soccer field that can be used when school is not in session. Currently, over 200 children attend the school, with enrollment projecting to increase due to the closure of another

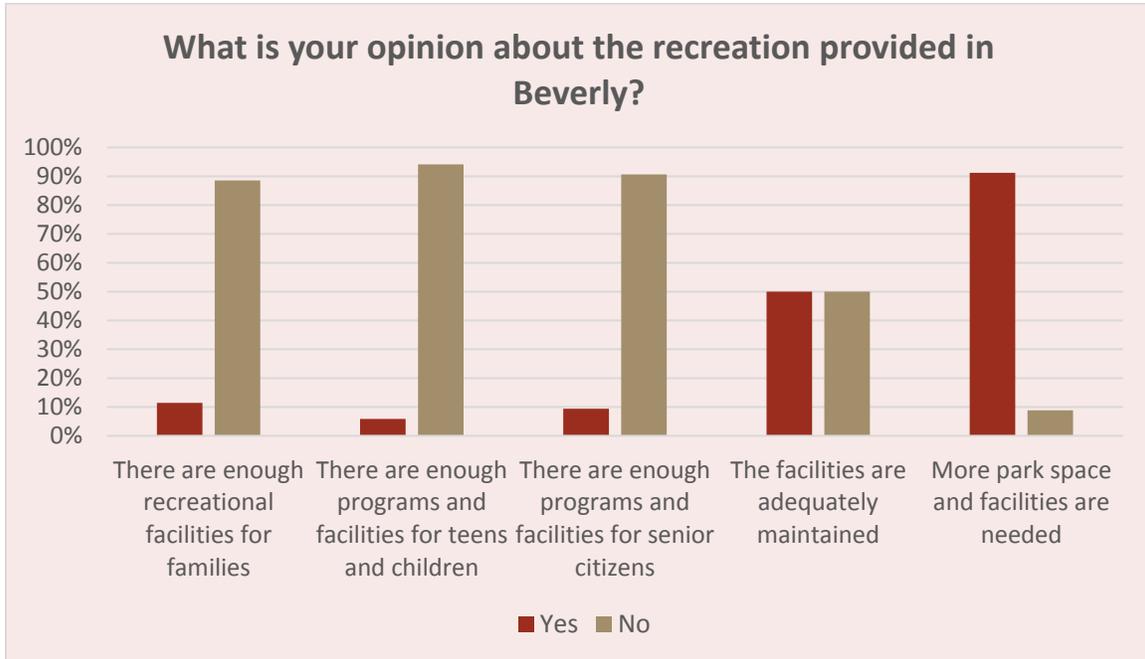


elementary school. The school is a huge asset to the community, and the students often hold fieldtrips in the main historic attractions in town.

Residents of the town are fortunate that historic, cultural, community, and social opportunities are available in town, as well as nearby Elkins. However, residents would like to see additional opportunities within town limits.

Realizing that the lack of recreational and social opportunities are a concern, Beverly ON TRAC and Historic Beverly

Preservation initiated an active community plan related to healthy lifestyles, walking opportunities, and community revitalization.



During the public participation portion of the study, the following ideas were given regarding recreational opportunities:

- River trail with interpretive signage for Native American artifacts
- Exercise stations along a trail
- Horse shoe pitching park
- Health fair with checkups and screenings
- Youth-oriented activities, such as "hooked on fishing" fishing clubs or hiking clubs
- Tennis courts
- Capitalize on sportsmen tourism
- Sidewalk safety

The Beverly Active Community Plan was completed in the summer of 2016 and lists the following opportunities for the town to explore:

- Improvement of the town's historic walking route
- Development of the Mt Iser Walking Route
- Further exploration of the feasibility of public river access
- Creation of bike routes and signage
- Traffic calming
- Sidewalk improvements
- Development of community wellness programming



Due to the high interest in additional recreational facilities in the town, the town should explore the creation of a town park.

## Action Plan

### Implementation

The Town of Beverly Comprehensive Plan was developed according to the issues and concerns of residents. By developing the plan based on identified needs, it is the hope of the Planning Commission that the plan will not merely sit on the shelf and collect dust. However, it is important to note that successfully developing a comprehensive plan depends on whether or not that plan is actually implemented. The town should use the plan's vision when preparing budgets and planning for future projects. Community organizations should also be engaged with the town in developing projects that were identified as priorities. The plan should always be referenced in any grant application.



### Regional Planning

Land use planning does not simply stop at the municipal borders. Therefore, the Town of Beverly should engage with Randolph County and surrounding jurisdictions as much as possible. The town should continue their working relationships with Randolph County and state agencies. The town should also consider forming relationships with other communities to gain insights on ways in which they have implemented planning projects. Additionally, the town should collaborate with Region VII Planning and Development Council to implement and fund projects detailed in the comprehensive plan.

### Financial Implications

Implementation of several of the projects detailed in the Action Plan will be costly for the Town of Beverly. However, there are many other funding sources that the Town should consider when budgeting for implementation. A list of funding opportunities that should be considered for implementing the plan can be found in Appendix 5.

### Implementation Matrix

An implementation matrix is part of the Action Plan. The matrix is very important for the Town, as it details the priorities, potential partners, estimate of probable costs, and potential funding sources.

With limited funds available, it is important to establish priorities. While many of the action steps are important to implement, only a few can be implemented at one time due to funding and staff capacity. Action steps are identified as either high, medium, or low priority. High

priorities are those that were identified by the public and town as being the most important. A timeframe for each action item was also identified by the Planning Commission. Short-term projects are those that are expected to take between 1-3 years to complete. Mid-term projects are projects that are expected to take between 4-7 years to complete. Long-term projects will take the longest to complete and may still be in process when the time comes for the comprehensive plan to be updated, which is every 10 years.

Potential partners are important to implementation of the plan. Fortunately, many community groups are working to improve the Town. The Planning Commission should hold a meeting with all community groups, as well as Town Council, to kick-start the implementation of the plan and get stakeholders on the same page. The implementation matrix details probable costs, as well as funding sources. This is not an exhaustive list of funding sources, but a list of grants that are common for communities to consider. Probable costs are only estimates and are not accurate reflections of the total cost of a project.

The Planning Commission should use this implementation matrix to help begin implementation of the plan immediately after the plan is adopted by Town Council. The purpose of the implementation matrix is to help guide the Planning Commission during implementation, so that the plan does not sit on the shelf. The Planning Commission should also review the plan annually to determine the status of each project and any obstacles that have been encountered.



## Goal 1: Encourage heritage tourism to provide economic development opportunities

### Objective 1: Increase marketing of tourism opportunities in the Town of Beverly

- Action Step- Work with the Randolph County Convention and Visitors Bureau to attract visitors into Beverly
- Action Step- Develop a marketing campaign
- Action Step- Create an inventory of existing businesses
- Action Step- Market to bus groups
- Action Step- Develop a comprehensive signing system
- Action Step- Publicize town Facebook Page

### Objective 2: Encourage new businesses to locate in Beverly

- Action Step- Create an inventory of existing retail space for new business
- Action Step- Develop marketing materials that tout benefits of having a business in Beverly

### Objective 3: Identify new tourist attractions

- Action Step- Work with the State Rail Authority to find funding to fix the railroad
- Action Step- Install a temporary structure in the town square to hold events
- Action Step- Create an artist community

The biggest opportunity for the Town of Beverly is its unique, historic character; thus, capitalizing upon historic resources can contribute to the local economy. The town needs to work with the Randolph County Convention and Visitors Bureau (CVB) to have a more prominent presence on the CVB website. Historic Beverly Preservation should work with the town on developing a marketing campaign. This campaign should include an updated online presence for Beverly and all of its attractions, as well as brochures. The campaign should also include coordination with the City of Elkins. A stakeholder interview with the Elkins Depot Welcome Center revealed that the lack of public knowledge of all that Beverly has to offer to visitors is an issue. The depot would like to have information (brochures and rack cards) for all attractions within the Town of Beverly. All tourist attractions in Elkins should have this information.

There is a lack of knowledge of what existing businesses are located in Beverly. Some of the existing shops and restaurants in Beverly are listed on the interactive map on the CVB website but are not detailed in the visitors guide. An inventory of all local businesses needs to be created and displayed on the updated webpage and any other promotional materials.

- Creation of a rack card (or insert to the Historic Beverly Walking Tour map) promoting the downtown walking trail and all of the downtown businesses along its path. This should be full-colored, with photos.
- The Historic Beverly website should create a new page to promote businesses.

Beverly Action Plan  
Recommendations (2016)

In addition, the town needs to work with the CVB to promote the Town of Beverly to major tour operators on the eastern coast. If the CVB is currently not a member of any tour operator organizations, the town should consider such a membership.

The town currently has a Facebook page, however not many people have liked the page, as people may not be aware that the page exists. The town should make an effort to post to the page at least weekly and publicize the page to as many people as possible. The town should also consider a website to post documents, ordinances, and other important information.

While Beverly has several existing businesses, additional vacant retail space can be utilized by for new businesses that are wishing to locate within the town. Part of the marketing campaign of the town should include a listing of existing inventory of space available for rent or purchase. All promotional materials regarding the town should also include the benefits of working/living in Beverly and its proximity to other regional attractions.

The Beverly Active Community Plan, completed in 2016, recommends that the following types of businesses be targeted for business recruitment: antique stores and unique thrift shops, local art and handmade crafts, farm to table or locally processed foods, and a bed and breakfast.

The active community plan also recommends that Historic Beverly considers the temporary sharing of owned space with businesses that wish to locate to Beverly, especially during the busiest months.

#### Case Study- The Town of Fayetteville Arts Coalition

The Town of Fayetteville has been very successful in promoting the arts due to the creation of an arts coalition. The coalition has advocated for art in sight in Fayetteville, which is to install at least one outdoor mural or sculpture annually. A mural was completed on the side of a local business, and a sculpture was installed at a highly visible intersection. The coalition is a sponsor of Bridge Jam, a music and art festival taking place on Bridge Day weekend. The coalition holds monthly art classes and promotes various events to showcase local artists.

During the planning process, the need for additional attractions to attract visitors was discussed as a top priority. The biggest opportunity are the abandoned railroad tracks in Beverly and the possibility of the Durbin and Greenbrier Valley Railroad (DGVR) running trains to Beverly. However, the track and the two bridges in between Elkins and Beverly are not in running condition. One bridge needs a considerable amount of repair, and the other bridge has been condemned by the state bridge engineer. Until repairs are made to the track and bridges, DGVR will not be able to make runs to Beverly. The town needs to meet with the county commission and county convention and visitor's bureau to discuss the feasibility of them spearheading the effort to bring the train to town. Bringing the train to Beverly will improve tourism in both the town and the county.

The town would also like to attract artists to the community to help with revitalization efforts. There are potential plans to house artists in the historic Collett House with shops on the bottom and living quarters upstairs.

A travel attraction sign was recently placed on Corridor H, directing visitors to Beverly. However, once travelers exit Corridor H, signage is basically nonexistent. There are some small signs in Elkins, but they are difficult to read. Beverly is in need of a wayfinding signage system that includes directional signage to help direct people toward town and toward attractions.



## Goal 2: Address public safety concerns to enhance quality of life of residents

### Objective 1: Continue to improve fire and police services

- Action Step- Support the newly created police department
- Action Step- Rejuvenate the neighborhood watch program
- Action Step- Install neighborhood watch signs and lighting
- Action Step- Continue to support the fire department

### Objective 2: Ensure adequate emergency services

- Action Step- Work with Randolph County to create 911 addresses
- Action Step- Prepare a plan to alert residents in case of an emergency
- Action Step- Participate in Community Ratings System

The Town of Beverly is in the process of creating a police department to protect Beverly's citizens and businesses owners. The department is projected to consist of one police officer. The town should work with the new police officer to develop community programs and build a relationship with the citizens and business owners in the town. A perfect opportunity for partnerships between local citizens and the police department is the neighborhood watch program. A neighborhood program was started in early 2016 that had good attendance at first, but attendance has dropped off in recent months. The town and police department should work together to address issues and identify crime through the neighborhood watch program. Projects to be considered should include installing neighborhood watch signs and additional lighting in high need areas. The town and police department should also consider the use of a Facebook page and/or a text messaging system to alert residents of any issues and concerns in regards to public safety. Other programs that can establish partnerships include a youth police academy and a citizen's police academy. Classes could be conducted at the local high school. The town could perhaps partner with the City of Elkins on conducting these types of classes.

The town should also continue their support of the volunteer fire department by assisting the department with funding requests or grant applications. There is a need for additional hydrants in certain areas, and gear and air packs will eventually need to be replaced. At this time the Town of Beverly cannot add any more fire hydrants because of the size of the water lines.

### Case Study- Community Orientated Policing in West Virginia

The Nitro Police Department community-oriented measures include crime watch meetings, a Facebook page, an email system through which citizens can contact police, and a text messaging system that alerts residents of accidents, emergencies, and crimes.

The City of Dunbar's Police Department Facebook Page is very popular with over 2,000 likes. The department posts updates concerning criminal activity, accidents, and community events.

The Fayetteville Youth Police Academy is free to children ages 10-15. The academy provides an opportunity for children to see the inside workings of a police department. Topics include use of force, SWAT, patrolling, fire and gun safety, K-9, drug awareness, forensics, crime scene investigation, and traffic concepts.

Emergency management should also be a priority of the town. A plan for alerting residents in the case of an emergency also needs to be established.

Flooding is a concern for residents along Files Creek. The town has adopted the state sample floodplain ordinance, however additional mitigation efforts may be beneficial to homeowners. The Federal Emergency Management Agency's (FEMA) Community Rating System (CRS) program recognizes communities' floodplain management efforts and discounts floodplain insurance rates based on the type of floodplain management activity completed. The town should consider this program in the future.



### Goal 3: Preserve the small town character of the town through land use planning

#### Objective 1: Revise and enforce ordinances to achieve the vision of the comprehensive plan

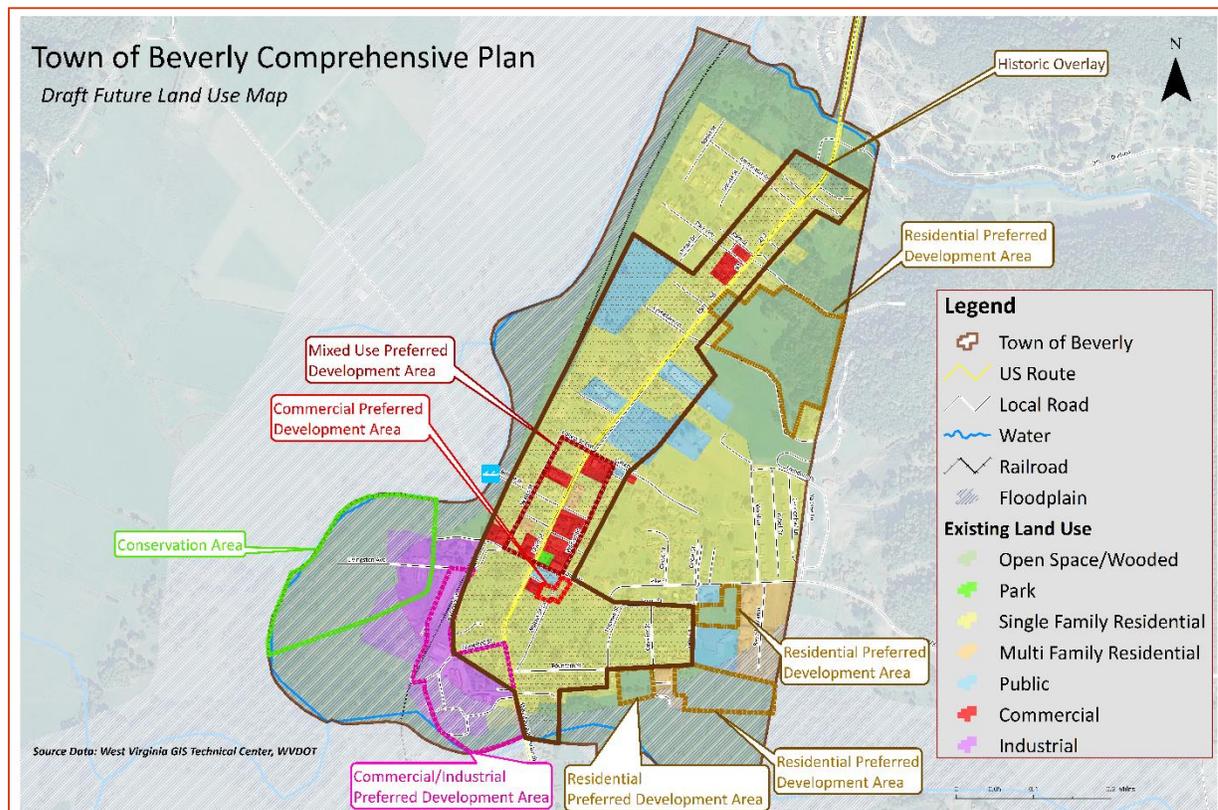
- Action Step- Enact the current sample floodplain ordinance
- Action Step- Revise the zoning ordinance to be consistent with the Comprehensive Plan
- Action Step- Improve the aesthetics of the town

#### Objective 2: Continue beautification efforts to improve the appearance of Beverly

- Action Step- Determine the feasibility of burying the utility lines
- Action Step- Determine the feasibility of obtaining gas lights in the downtown area
- Action Step- Educate property owners on how to maintain historic properties

One of the highest priorities of the town in implementing this comprehensive plan should be the revision of the current zoning ordinance. The zoning ordinance update should include the inclusion of a user-friendly format and regulations regarding landscaping, buffering, signs, and fences. The zoning map should be revised to reflect the vision of the future land use map. The town should also adopt the 2016 sample model of the floodplain ordinance. The future land use categories are as follows:

- Open Space/Wooded- designated to stay as either open space or wooded
- Park- areas intended for parks and recreation uses
- Single Family Residential- intended to provide for low density residential uses
- Multi-Family Residential- intended to provide for single-family and multi-family residential uses
- Public- land owned by the government or a non-profit
- Commercial- intended to provide for small-scale businesses in the downtown area
- Industrial- intent of this classification is to accommodate industrial uses



The future land use map also illustrates areas that are preferred for development in accordance with the West Virginia Code, Chapter 8A: Land Use Planning. The town desires additional commercial development to help support the tax base and attract visitors to Beverly.

Residents and local officials desire to keep the historic character of the town, therefore any new development should be in harmony with surrounding land uses. No areas in the town are identified as renewal and/or redevelopment, as there are not areas of the town that are considered blighted. The town has identified one area as conservation, due to the presence of the floodplain. This area would also classify as rural in accordance with the West Virginia Code. The town would like to see this area used as recreation in the future. A historic overlay is also identified on the future land use map, which would allow additional requirements to preserve the historic character of the town.

Population projections helped determine if Beverly will experience growth or decline in population over the next several years, so that the town can better understand the future demand for community services and housing. Determining actual population projections are difficult, as many circumstances are not taken into account when developing the models. West

#### PREFERRED DEVELOPMENT AREAS

CONSISTENT WITH THE LAND USE COMPONENT, IDENTIFY AREAS WHERE INCENTIVES MAY BE USED TO ENCOURAGE DEVELOPMENT, INFILL DEVELOPMENT OR REDEVELOPMENT IN ORDER TO PROMOTE WELL DESIGNED AND COORDINATED COMMUNITIES AND PREVENT SPRAWL.

Virginia does not have projections for incorporated areas, making it harder to determine specific numbers.

Past population numbers illustrate that Beverly has gained population over the last 30 years. While population gain dipped in 2000, numbers rebounded in 2010. While the census projections predict the town losing population, it could be assumed, based on recent trends that Beverly may continue to gain population. By 2030, the population of the town could be approximately 800 people. Based on the 2010 average household size, the town may need over 50 additional housing units to support a growing population. It is important to note that these projections use a 0.8 percent growth rate per year based on the last 40 years population numbers. This is a high growth rate and represents the highest scenario possible for population and housing growth in the town. It is probable that population growth may not be this high in the future or could level out in the next several years.

At this time however, there is not a need for construction of additional housing. There are opportunities for apartments above existing businesses. Some commercial buildings have been converted into housing in the past.

In order to preserve the character of the town, residents would also like beautification efforts to continue throughout the town. One of the highest priorities is the installation of period gas lights. The town would also like to determine the feasibility and cost of burying utility lines.

The town would also like to educate property owners on how to maintain historic properties. This type of educational program could include lectures, demonstrations, and hands-on experience. In the past, the Beverly Historic Landmarks Commission, Beverly Heritage Center, and Beverly ON TRAC have held workshops in partnership with Preservation Alliance of West Virginia (PAWV) and WV State Preservation Office. These types of efforts should be continued and held yearly. Most recently a workshop was held to teach principles and practical tips for maintenance and improvement of a historic home.

#### Population gain/decline since 1970

- 1970-1980: 1% gain in population
- 1980-1990: 32% gain in population
- 1990-2000: 7% decline in population
- 2000-2010: 8% gain in population

Source: US Census





## Goal 4: Encourage the continued preservation of historic resources

### Objective 1: Protect historical resources through zoning regulations

- Action Step- Enact design guidelines in the historic district
- Action Step- Develop a historic zoning overlay district

### Objective 2: Continue to preserve historic resources for future generations

- Action Step- Fill empty, historic buildings with new businesses
- Action Step- Rebuild the historic train station
- Action Step- Reach out to other historic communities for ideas
- Action Step- Determine the feasibility of rebuilding the covered bridge
- Action Step- Improve the existing historic walking route

The Town of Beverly's Zoning Ordinance includes regulations regarding historic homes. However, the existing language is vague and may be difficult to enforce. In 1997, design guidelines were developed for the town; however, at this time, they are only voluntary. During the public participation process, key stakeholders stated that the designated National Historic District should be cared for by all residents, including maintenance and rehabilitation of historic properties. The town should review the existing design guidelines for applicability and include them in the zoning ordinance as part of a historic zoning overlay district. The historic overlay could include specific regulations regarding signage, setbacks, buffering, landscaping, or parking.

#### Purpose of historical zoned areas:

- To regulate development of historical areas by requiring that it be in keeping with the quality of life and historical nature of the Town
- To regulate the up keep of historical buildings and sidewalks
- To prevent abuses of historic homes such as demolition or radical alteration, subdivision of property, and usage of home other than single-family residence

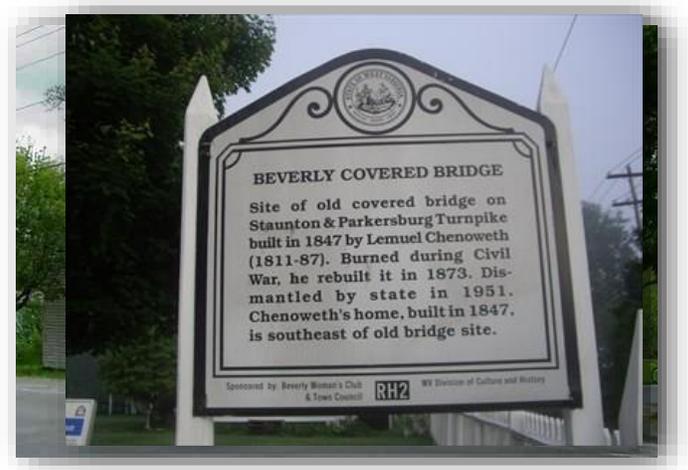
Beverly Zoning Ordinance (2007)

The Collett House, 1841 Jail Building, and the Logan House are all in need of rehabilitation. After rehabilitation, a productive use for these buildings needs to be found; for example, these buildings could potentially be rented for new business opportunities. It is the hope of residents that new businesses will be attractive to both visitors and local residents.

There is also a desire to rebuild the historic train station in Beverly, which could serve as a stopping point if the tourist train comes into town at some point in the future.

For the relatively small size of Beverly, the organizations involved in the preservation of historic resources have been widely successful. Historic Beverly Preservation, Beverly ON TRAC, Beverly Landmarks Commission, and the Beverly Heritage Center have promoted historic preservation and have been instrumental in preserving specific historic buildings and promoting the town to visitors for several years. It is always a good idea to reach out to other communities for ideas on managing historic preservation efforts and continuing maintenance of historic properties. The town planning commission specifically felt that the City of Lewisburg would be a good source of information.

Residents would like to explore the feasibility of rebuilding the Beverly covered bridge. The bridge was built in 1847 across the Tygart River by Lemuel Chenoweth. The bridge was burned during the Civil War and was eventually rebuilt. In the 1950's, the bridge was dismantled by the state due to safety reasons. The town should consult with West Virginia Department of Transportation to determine if funding would be available to rebuild the bridge and if it could be constructed to replace the current bridge.





## Goal 5: Improve the transportation network to provide for multiple methods of travel

### Objective 1: Improve walkability and pedestrian safety of the town

- Action Step- Lower the speed limit on Main Street
- Action Step- Consider traffic calming measures on Main Street
- Action Step- Install sidewalks in high need areas

### Objective 2: Improve public transportation options

- Action Step- Expand public transit service to Beverly
- Action Step- Market the demand response service of Country Roads Transit
- Action Step- Determine the feasibility of a rural Uber type service

As discussed earlier, the speed limit in Beverly is 35 mph, which local elected officials and residents feel is too fast for current conditions. The amount of pedestrian traffic and residential development in Beverly along and near the Main Street warrants a lower speed limit. To expedite this, the Planning Commission invited a representative from the West Virginia Department of Transportation (WV DOT) to a meeting to discuss the process to have the speed limit lowered. A traffic study must first be initiated. The Planning Commission should recommend that town council request this traffic study from WV DOT. The study should also consider additional traffic calming measures on Main Street. The existing crosswalks in the downtown are faded and most vehicles do not yield to pedestrians. The crosswalks need to be repainted and pedestrian crossing signage installed. The installation of a flashing light would also be beneficial, similar to the light in the City of Elkins. Any light should also include pedestrian push buttons and countdown pedestrian signal heads. The town should also consider the use of thermoplastic zebra-stripe crosswalk pavement markings at Campbell's Market, Bobbie's Gas Station, and the intersections of Collett Street/US Route 219 and Court Street/US Route 219. Thermoplastic lasts five times longer than regular paint.

There is also a need to replace stop signs throughout town. Many of the stop signs are missing or faded.

Property owners are responsible for maintenance of sidewalks. However, it is unclear if property owners are even aware of this responsibility. Sidewalk concerns need to be mapped to gain a better understanding of the areas in need and citizens need to be informed of their responsibilities as property owners.

The Town of Beverly also needs to lobby for a designated bus route to Beverly at least once a week, if not more. Currently, County Road Transit only offers Demand Response Service to residents of Beverly. This service only provides public transportation if the rider calls ahead. The Planning Commission feels that residents do not take advantage of the Demand Response Service and more marketing of the service is needed to residents. The town should contact County Road Transit to work with them on a marketing plan. Simple ways to get the word out could include fliers and mailers.

During the planning process, residents suggested the use of Uber as an alternative to public transportation. Recently, Uber became available in West Virginia in Charleston, Morgantown, and Huntington. When deciding where to locate, the company looks at the town's population, as well as reliability and affordability of existing transportation options. Since the population of Beverly is relatively low, the chance of Uber locating to Randolph County may be small. However, if residents check the Uber app, this will alert the company that there may be a demand somewhere that they didn't think about. This may also require educating residents on Uber, as many people are unfamiliar with the service.



## Goal 6: Identify housing initiatives to address abandoned and dilapidated housing

### Objective 1: Enact specific regulations and develop programs to ensure quality housing

- Action Step- Consider the Home Rule Program
- Action Step- Enact a vacant property registry

### Objective 2: Identify abandoned and dilapidated buildings

- Action Step- Create an inventory of abandoned and dilapidated buildings and their condition

The Home Rule Program has tremendously helped municipalities in dealing with abandoned and dilapidated buildings. The Home Rule Program allows municipalities to experiment with ideas currently not permitted via statewide code. The town should consider applying for Home Rule to deal with specific problems relating to abandoned and dilapidated buildings, as well as other issues. If the town is awarded Home Rule Status, local elected officials should consider the use of on-site citations, which would allow city officials to issue citations to a property owner for sanitation and nuisance violations, without the need to go to court.

A tool in dealing with abandoned and dilapidated buildings that was started under Home Rule but is now open to all communities is the vacant property registry. This program allows municipalities to require all owners of vacant buildings and properties to register their properties and pay an annual registration fee. The town should enact the vacant property registry, which could incentivize residents to either sell or demolish properties so that they don't have to pay the annual registration fee. Applying public pressure may also help with maintenance and upkeep of buildings throughout town.

Historic Beverly is currently working with Randolph County Housing Authority on a "dilapidated buildings" initiative to help improve, rehabilitate, and bring into use more of Beverly's vacant historic buildings. This initiative should be expanded to include an inventory of all buildings in town, regardless of their location. 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, Beverly will gain a better understanding of the vacancy problem within the town.



## Goal 7: Provide and maintain existing infrastructure to support current and future development

### Objective 1: Update the sewer infrastructure in town

- Action Step- Redesign and upgrade the sewer plant
- Action Step- Replace manholes
- Action Step- Repair system to reduce stormwater overflow

The current sewer plant is over 30 years old and is near or at capacity. A high priority of the town should be redesigning and upgrading the plant. The town should work with Regional VII Planning and Development Council (RPDC) to find funding to complete this project. The project should also include replacement of manholes and should seek to repair the system to reduce stormwater overflow. The Utility Board is also currently looking into funding to install a clarifier and holding tank at the wastewater treatment plant. The bar screen will be installed in a few months.



## Goal 8: Provide additional recreational opportunities for residents and visitors

### Objective 1: Explore areas for new walking/biking trails

- Action Step- Develop the Mt. Iser Walking Trail
- Action Step- Develop signed bicycle routes
- Action Step- Create a local walking tour

### Objective 2: Offer recreational facilities, events and programming for residents of all ages

- Action Step- Create new events that can be held at the IOOF building
- Action Step- Explore the feasibility of public river access
- Action Step: Explore the feasibility of creating a town park.

The potential for a trail to Mt. Iser Cemetery would be a huge recreational asset for both residents and visitors. Currently, access to the cemetery derives from easements and unofficial agreements. As part of the Active Community Plan, the need for a formal agreement was determined, as well as the need for a hiking loop. Coordination with existing landowners will be essential. A potential hiking loop, leading from a small parking area and interpretive sign at the base of the hill, could provide access to the Cemetery and the Civil War earthworks which surround it.

Currently there is no designated walking/biking trails located in Beverly. The Beverly Active Community Plan recommends development of a signed bicycle route, as well as a local walking tour, as shown on the maps below. The town should review the recommended routes for safety. If the routes are adequate, they should be published and marketed. Signage will be essential.

A priority for residents in regards to recreation is establishing public access to the Tygart River. It was the hope of many residents that a small park and trail could be developed along the river. However, during the planning process for the Active Community Plan, it was determined that property owners along the river are not in favor of public access at this time. Therefore, the town should explore the possibility of public access on both sides of the bridge near the

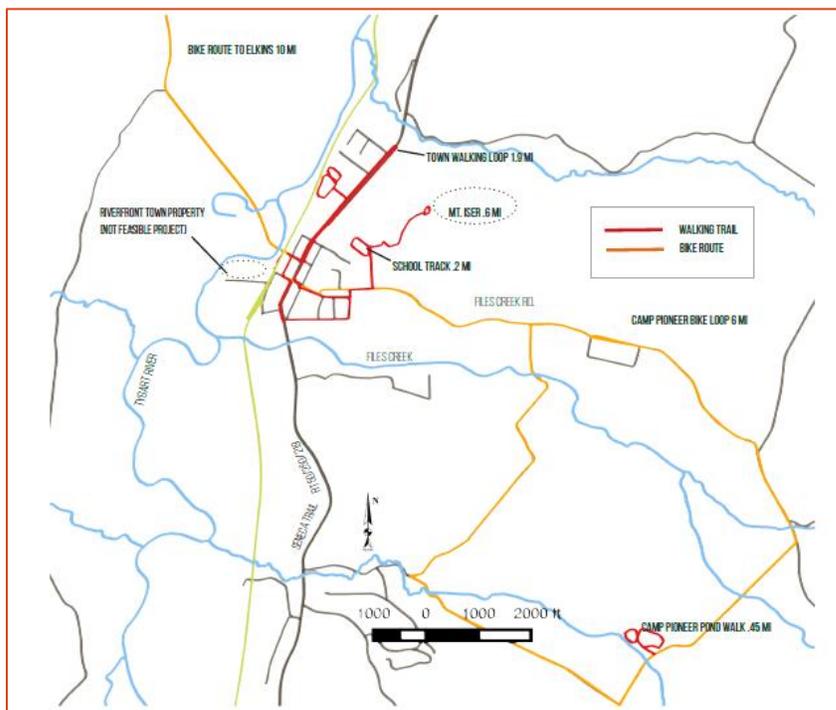
Chenoweth House. This area is already currently being used by residents and visitors to access the river for fishing and kayaking. The area is most likely in the state highway right of way. The town should contact both the West Virginia Department of Transportation and West Virginia Department of Natural Resources to determine how this location could become an official public access point. By becoming an official public access point, the location would be identified online and on maps, and signage could be purchased to make residents and visitors aware of its location.

The International Order of Odd Fellows (IOOF) Building was recently renovated and is now used as a community center and can be used for public and private events. Residents overwhelmingly would like to see recreational programming offered for people of all ages. The Active Community Plan recommends the following activities:

- Classes, events, and workshops that address healthy eating, group exercise, and other interests which encourage economic and environmental sustainability

The town should also consider holding events for children. Ideas include movie nights, craft nights, art lessons, book clubs, and other events specific for children, both young and older.

Lastly, the town should explore the feasibility of creating a town park. Residents overwhelming stated they desire additional recreational opportunities and more public green space. The Active Community Plan completed in 2016 revealed that residents would like a walking trail, exercise stations, horse shoe pitching park, additional basketball courts, tennis courts, and outdoor classes. These types of facilities and programs should be considered in the development of a town park.



*Surrounding Recreational Opportunities (Source: Active Community Plan, 2016)*

## Implementation Matrix

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Recommended Partners	Estimated Costs	Funding Sources
<b>Goal: Encourage heritage tourism to provide economic development opportunities</b>							
Work with the Randolph County Convention and Visitors Bureau to attract visitors into Beverly	High	Short-term	34	Beverly Town Council; Beverly Heritage Center	Randolph County CVB	Staff Time	Randolph County Commission; Randolph County CVB
Develop a marketing campaign	High	Short-term	34	Beverly On TRAC	Beverly Heritage Center, Randolph County CVB, Randolph County Chamber of Commerce	Staff Time	Randolph County Commission; Randolph County CVB
Create inventory of existing businesses and existing retail space for new business	Low	Short-term	34	Beverly On TRAC	Beverly Heritage Center	Staff Time	N/A
Market to bus groups	High	Short-term	35	Beverly Heritage Center	Randolph County CVB	N/A	N/A
Develop a comprehensive signing system	High	Short-term	35	Town of Beverly, Beverly On TRAC	Beverly Heritage Center, Historic Beverly Preservation	Interpretive Kiosk- \$3,000-\$5,000 Pedestrian directional mini-kiosk- \$1,500-\$2,400 Parking directional signage- \$300-\$1,000 Vehicular signage- \$2,000-\$3,000	General Fund, Grants
Market the municipal Facebook page and post updates more frequently	High	Mid-term	35	Town of Beverly	N/A	Staff Time	General Fund
Work with the State Rail Authority to find funding to fix the railroad	High	Long-term	35	Beverly Town Council	Randolph County Commission; Randolph County Convention and Visitors Bureau; Beverly Heritage Center, Durban and Greenbrier Railroad	Dependent on scope of project	Grant sources
Install a temporary structure in the town square to hold events	High	Short-term	35	Beverly Town Council	Beverly Woman's Club	\$4,000	Fundraising
Create an artist community	Low	Long-term	35	Residents	Beverly ON TRAC Artists at Work, Arts Bank, Randolph County Arts Center, Mountain Arts District	N/A	N/A

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Recommended Partners	Estimated Costs	Funding Sources
<b>Goal: Address public safety concerns to enhance quality of life of residents</b>							
Support the newly created police department	High	Short-term	36	Beverly Town Council	Randolph County Sheriff's Department, WV State Police	Dependent on scope of project	General Fund; Grants
Rejuvenate the neighborhood watch program	High	Short-term	36	Beverly Town Council	Randolph County Sheriff's Department, WV State Police	Dependent on scope of project	General Fund; Grants
Install neighborhood watch signs and lighting	High	Short-term	36	Beverly Town Council	Beverly Neighborhood Watch Group	Dependent on size of sign; range from \$20 for small sign to \$800 for large sign Cost for street lighting dependent on height of pole; ranges from \$1,500-\$6,000 per light pole	General Fund; Grants
Continue to support the fire department	Medium	Long-term	36	Beverly Town Council	Randolph County Fire Protection Association	Dependent on scope of projects	General Fund; Grants
Develop a municipal emergency management plan	Medium	Long-term	37	Beverly Town Council	Randolph County Office of Emergency Management; WV Division of Homeland Security	Dependent on scope of projects	General Fund; Grants
Participate in Community Ratings System	Medium	Mid-term	37	Beverly Town Council	WV Division of Homeland Security	Staff Time	General Fund
<b>Goal: Preserve the small town character of the town through land use planning</b>							
Enact the current sample floodplain ordinance	High	Short-term	38	Beverly Town Council	WV Division of Homeland Security	Staff Time	N/A
Revise the zoning ordinance to be consistent with the Comprehensive Plan	High	Mid-term	38	Beverly Town Council; Beverly Planning Commission	WVU Land Use and Sustainable Development Law Clinic	New zoning ordinance-\$20,000-\$30,000	General Fund
Determine the feasibility of burying the utility lines	Low	Long-term	39	Beverly Town Council	Power Company	Dependent on scope of project	Grants
Determine the feasibility of obtaining gas lights in the downtown area	Low	Long-term	39	Beverly Town Council, Beverly Heritage Center, Beverly Woman's Club	Beverly On TRAC	Historic lights-\$2,000 each	General Fund; Grants
Continue to educate property owners on how to maintain historic properties	Medium	Long-term	39	Beverly Historic Landmarks Commission	Beverly Heritage Center, Historic Beverly Preservation, WV State Preservation Office	Dependent on scope of projects	General Fund; Grants

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Recommended Partners	Estimated Costs	Funding Sources
<b>Goal: Encourage the continued preservation of historic resources</b>							
Enact design guidelines in the historic district	High	Mid-term	41	Beverly Town Council	Beverly Historic Landmarks Commission, Beverly Heritage Center, Historic Beverly Preservation, WV State Preservation Office	Design guidelines can range from \$5,000 to \$20,000	General Fund; Grants
Develop a historic zoning overlay district	High	Mid-term	41	Beverly Town Council; Beverly Planning Commission	WVU Land Use and Sustainable Development Law Clinic	N/A	N/A
Fill empty, historic buildings with new businesses	High	Long-term	42	Beverly On TRAC	Randolph County Redevelopment Authority, Woodlands Development Group	N/A	N/A
Rebuild the historic train station	Medium	Long-term	42	Beverly Town Council, Historic Beverly Preservation	Durbin and Greenbrier Valley Railroad	Dependent on scope of project	Grants
Reach out to other historic communities for ideas	Medium	Long-term	42	Historic Beverly Preservation, Beverly Heritage Center	City of Lewisburg, Town of Durbin, Monterey, VA, Moundsville, WV	Staff Time	N/A
Determine the feasibility of rebuilding the covered bridge	Low	Long-term	42	Beverly Town Council, Historic Beverly Preservation, Beverly Heritage Center	National Society for the Preservation of Covered Bridges, WVU Engineering Department, Michigan Institute of Technology, WV DOH	Dependent on scope of project	Grants
<b>Goal: Improve the transportation network to provide for multiple methods of travel</b>							
Lower the speed limit on Main Street	High	Short-term	43	WV Department of Transportation	Beverly Town Council	N/A	WV DOT
Consider traffic calming measures on Main Street	High	Short-term	43	WV Department of Transportation	Beverly Town Council, Beverly ON TRAC	N/A	WV DOT
Install sidewalks in high need areas	High	Short-term	43-44	Town of Beverly	Historic Beverly Preservation	Dependent on scope of project	General Fund; Grants
Expand public transit service to Beverly	Medium	Long-term	44	Town of Beverly	County Road Transit	N/A	County Roads Transit
Market the demand response service of County Roads Transit	High	Short-term	44	Town of Beverly	County Road Transit	Dependent on scope of project	County Roads Transit

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Recommended Partners	Estimated Costs	Funding Sources
<b>Goal: Identify housing initiatives to address abandoned and dilapidated housing</b>							
Consider applying to join the Home Rule Program	High	Short-term	45	Town of Beverly	WVU Land Use and Sustainable Development Law Clinic	Staff Time	General Fund
Enact a vacant property registry	High	Short-term	45	Town of Beverly	WVU Land Use and Sustainable Development Law Clinic	Staff Time	General Fund
Create an inventory of abandoned and dilapidated buildings	High	Short-term	45	Town of Beverly, Historic Beverly Preservation	Randolph County Housing Authority, WV Bad Buildings Program	Staff Time	Grants
<b>Goal: Provide and maintain existing infrastructure to support current and future development</b>							
Redesign and upgrade the sewer plant	High	Long-term	46	Town of Beverly	Regional Planning and Development Council VII	Dependent on scope of project	Grants
Replace manholes	Medium	Long-term	46	Town of Beverly	Regional Planning and Development Council VII	Dependent on scope of project	Grants
Repair system to reduce stormwater overflow	High	Long-term	46	Town of Beverly	Regional Planning and Development Council VII	Dependent on scope of project	Grants
<b>Goal 8: Provide additional recreational opportunities for residents and visitors</b>							
Develop the Mt. Iser Walking Trail	Medium	Mid-term	47	Beverly ON TRAC, Randolph County Historical Society	Historic Beverly Preservation, Town of Beverly	Dependent on scope of project	Grants
Develop signed bicycle routes	Medium	Long-term	47	Town of Beverly	WV Department of Transportation	Dependent on number of signs	General Fund, Grants
Create a local walking tour	Medium	Mid-term	47	Beverly On TRAC, Historic Beverly Preservation	Beverly Heritage Center, Beverly Women's Club	\$200-\$1,000	General Fund, Grants
Coordinate with the Department of Natural Resources on public access to the Tygart River	Medium	Mid-term	47-48	Town of Beverly	WV Department of Transportation, WV Department of Natural Resources	Dependent on scope of project	N/A
Create new events that can be held at the IOOF building	Medium	Mid-term	48	Beverly Heritage Center	N/A	Dependent on types of events and programs	N/A
Explore the feasibility of creating a town park.	Low	Long-term	48	Town of Beverly	Beverly Heritage Center, Beverly Elementary School, residents	Dependent on types of events and programs	General Fund, Grants

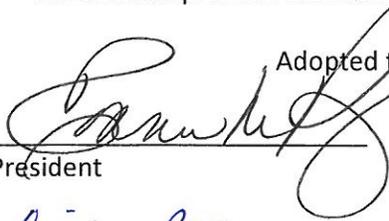
**APPENDIX 1:  
PUBLIC INPUT  
PROCEDURES**

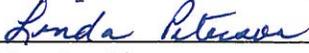
Town of Beverly West Virginia  
Planning Commission  
Comprehensive Plan Public Input Procedures

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

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

Adopted this 10th day of August, 2015.

  
\_\_\_\_\_  
President

  
\_\_\_\_\_  
Vice-President

  
\_\_\_\_\_  
Member

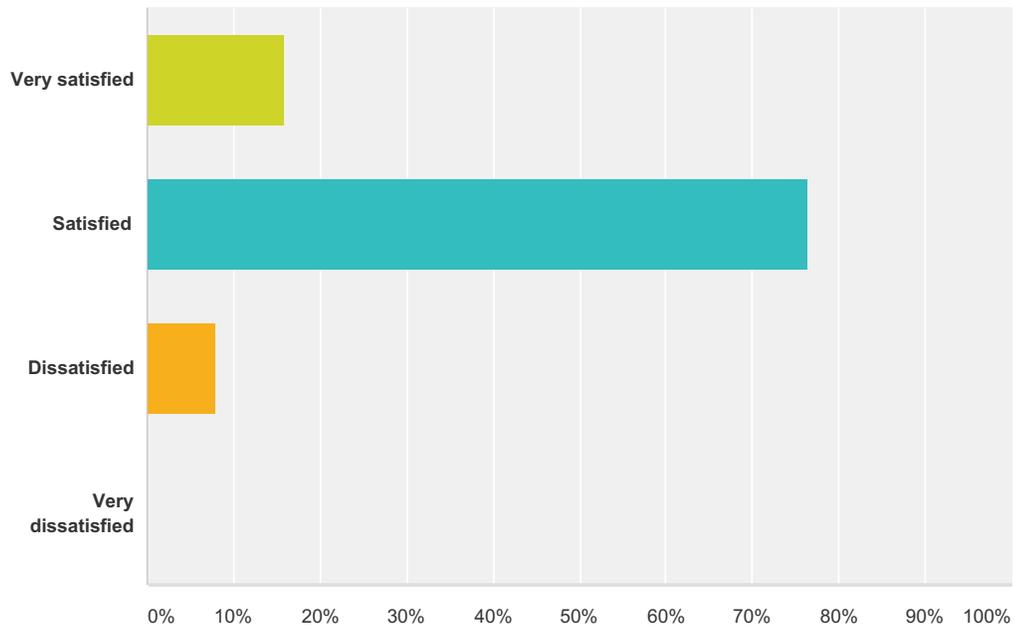
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Member

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Member

**APPENDIX 2:  
ONLINE SURVEY  
RESULTS**

### Q1 How do you feel about the quality of life in Beverly?

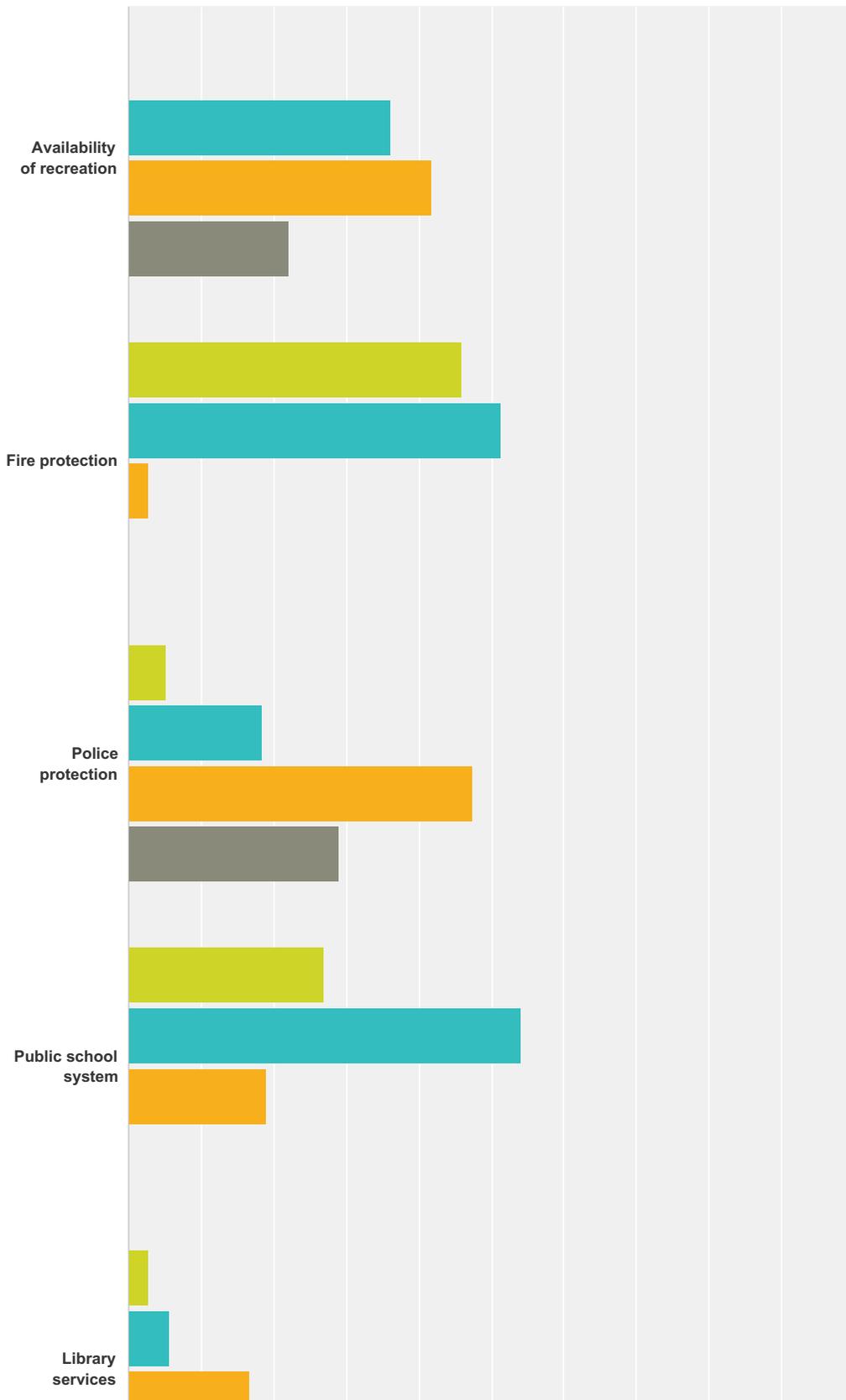
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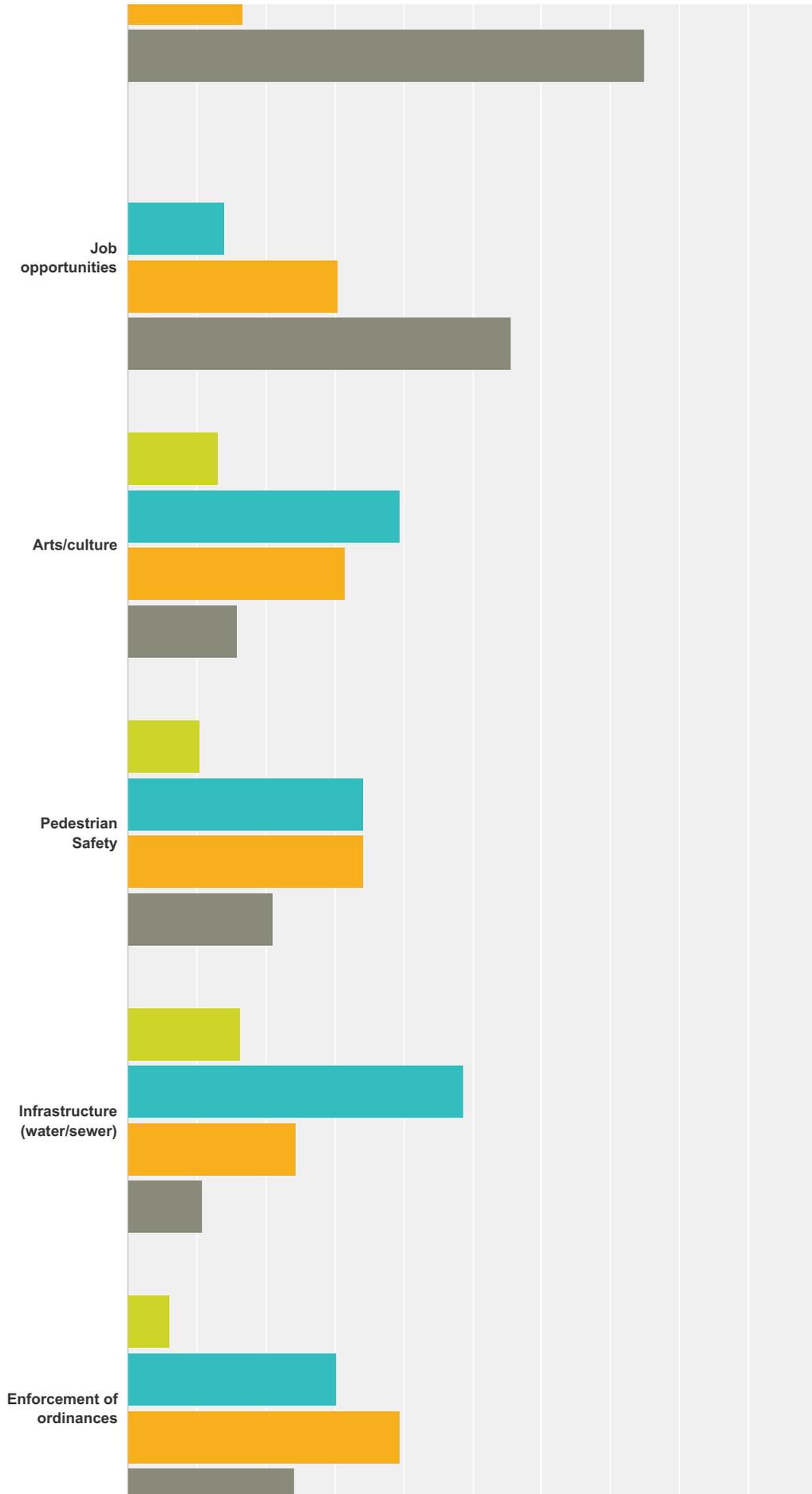


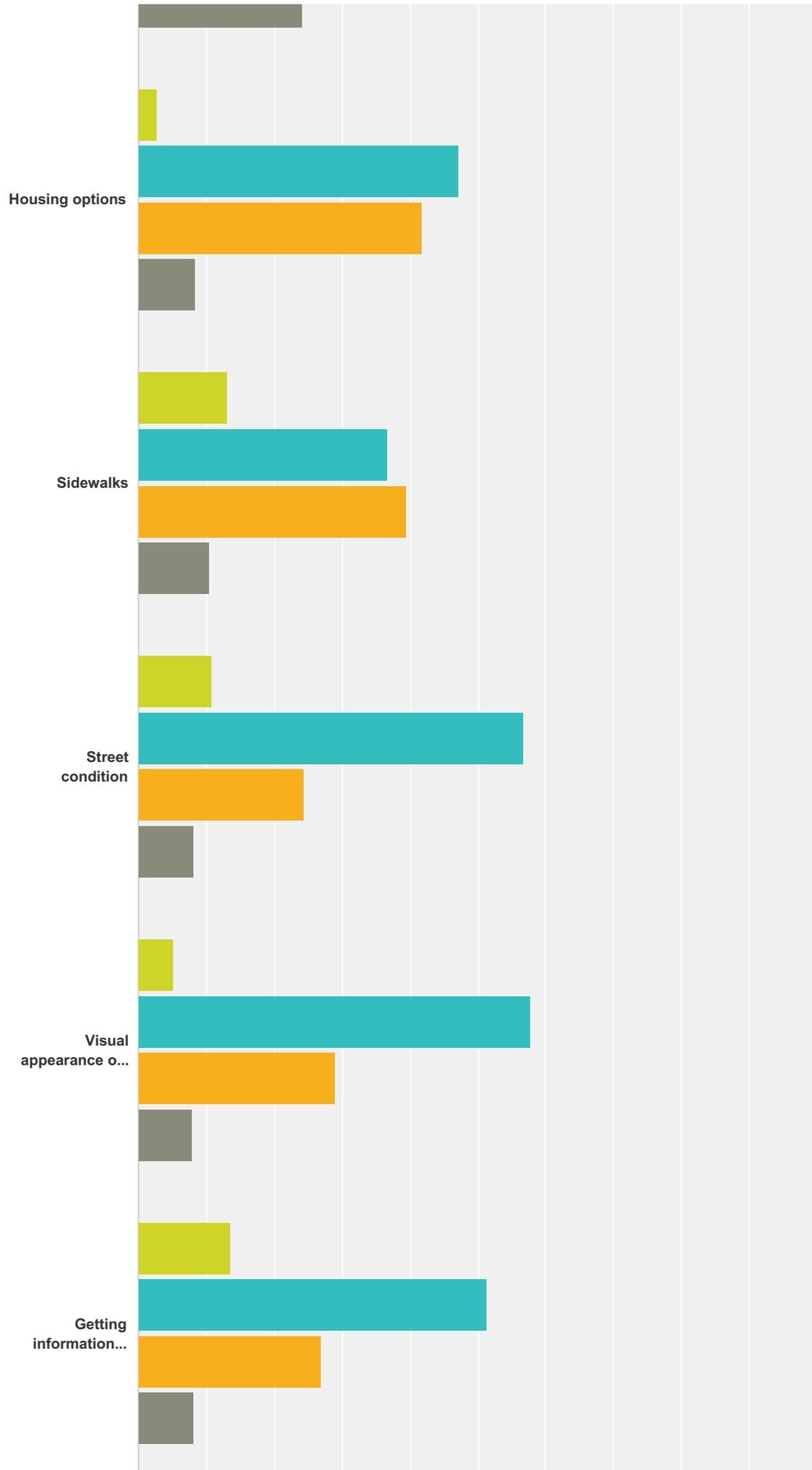
Answer Choices	Responses
Very satisfied	15.79% 6
Satisfied	76.32% 29
Dissatisfied	7.89% 3
Very dissatisfied	0.00% 0
<b>Total</b>	<b>38</b>

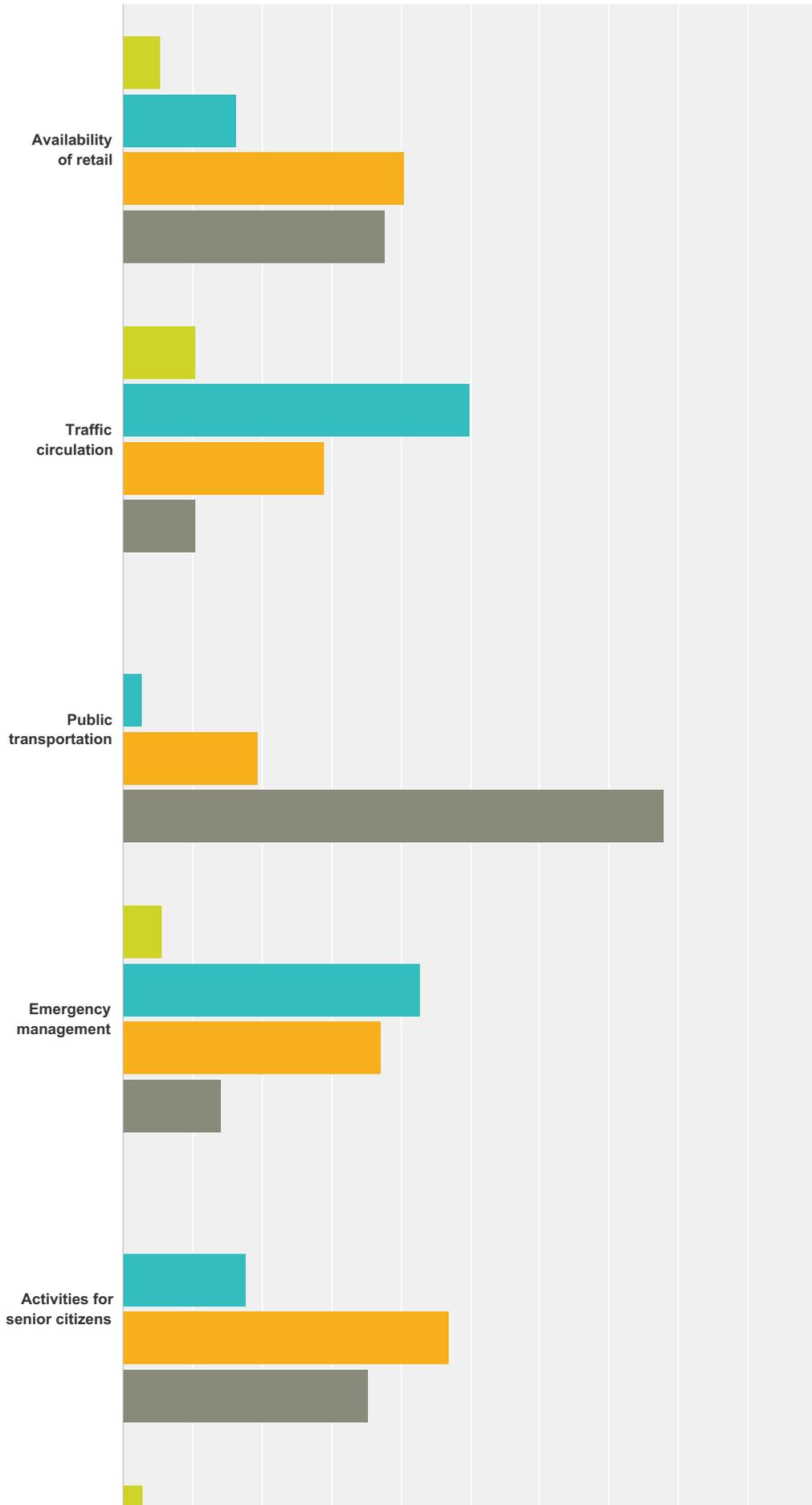
### Q2 Please rate your level of satisfaction for each of the following:

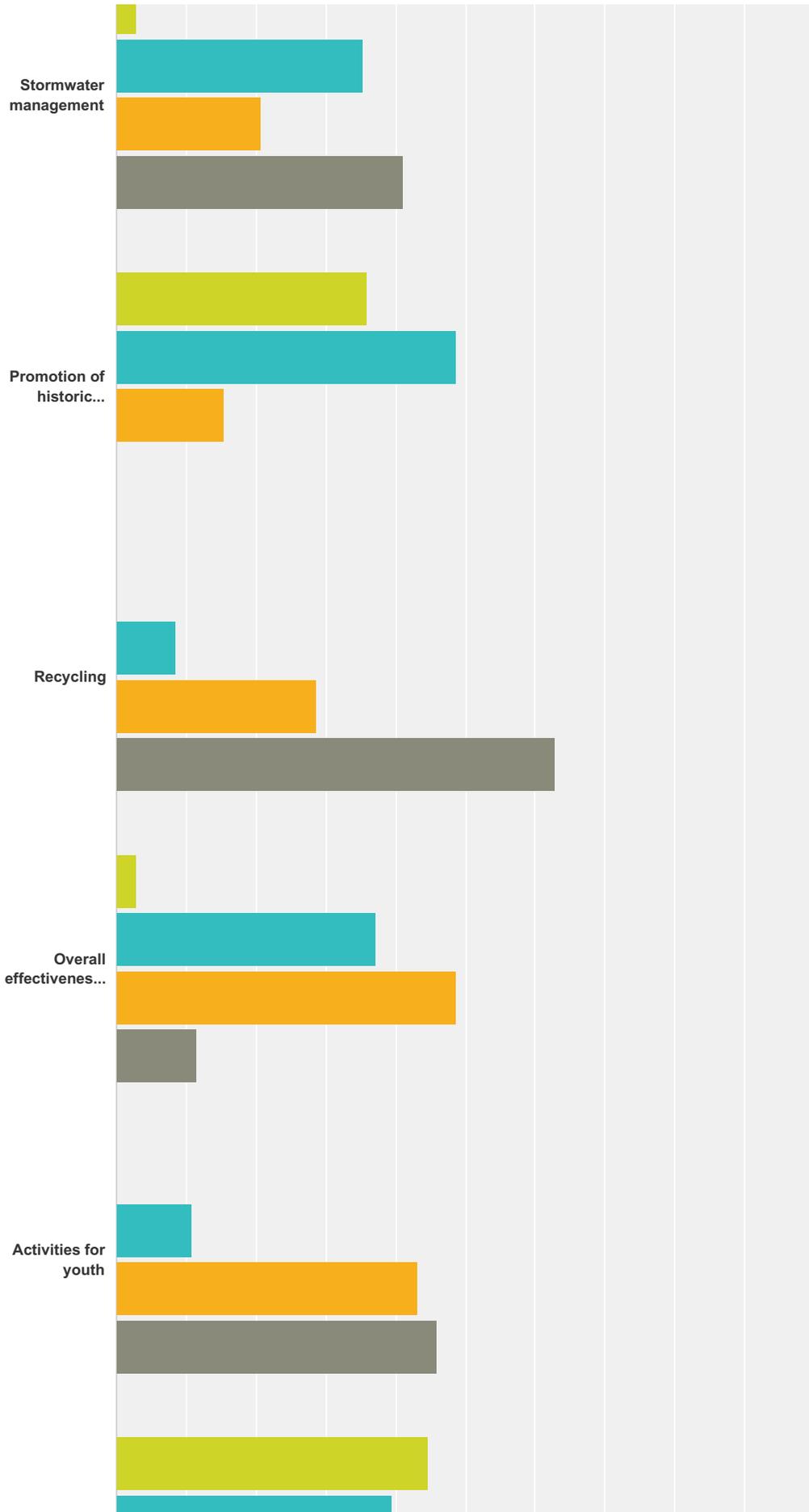
Answered: 39 Skipped: 0

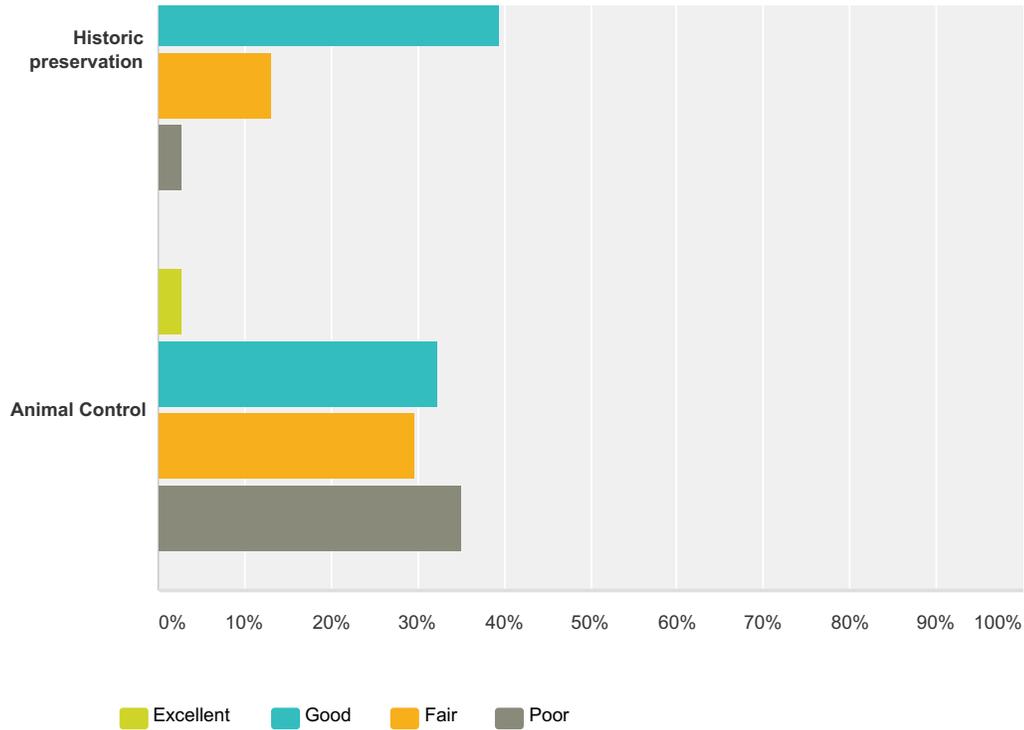










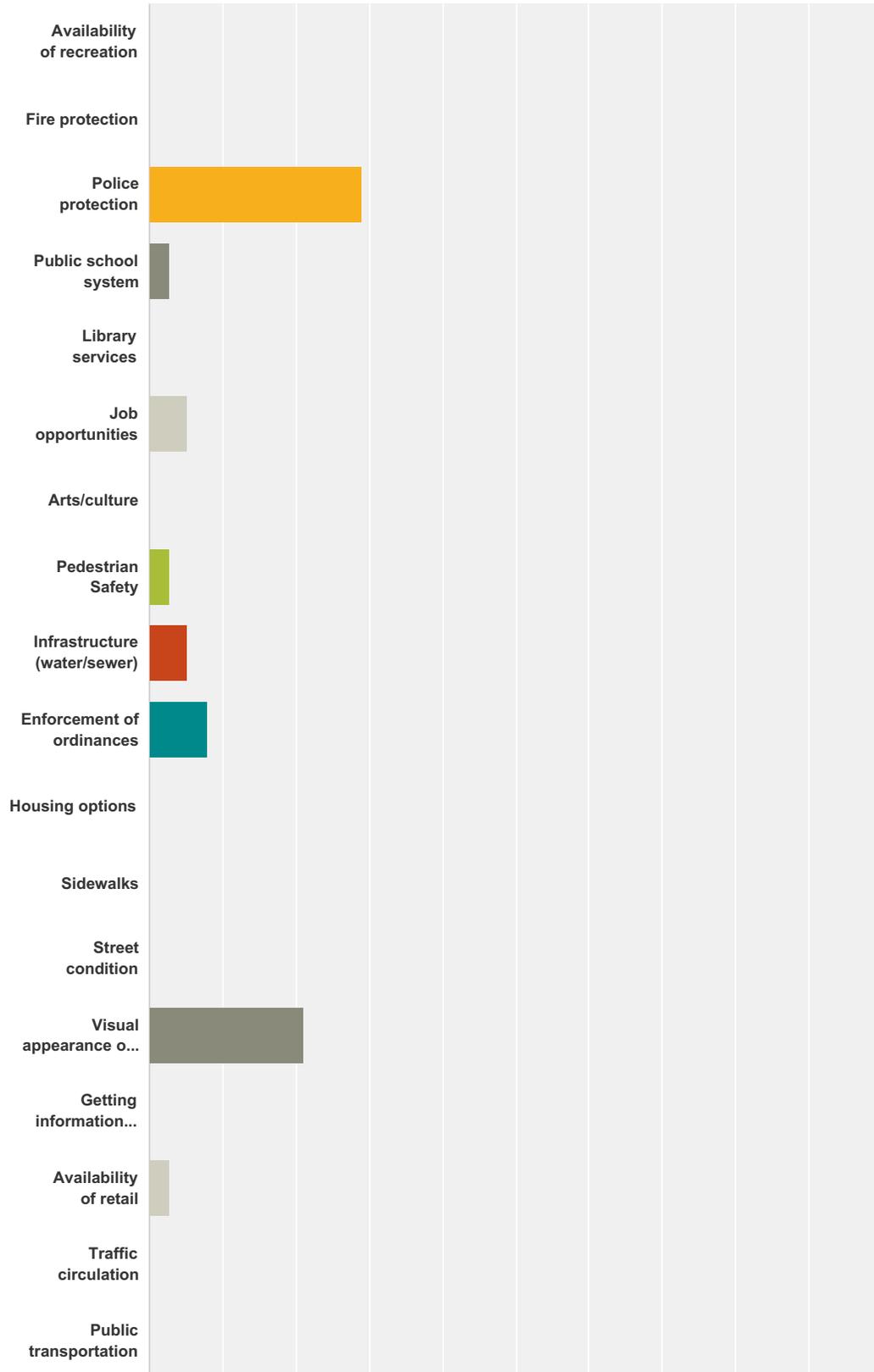


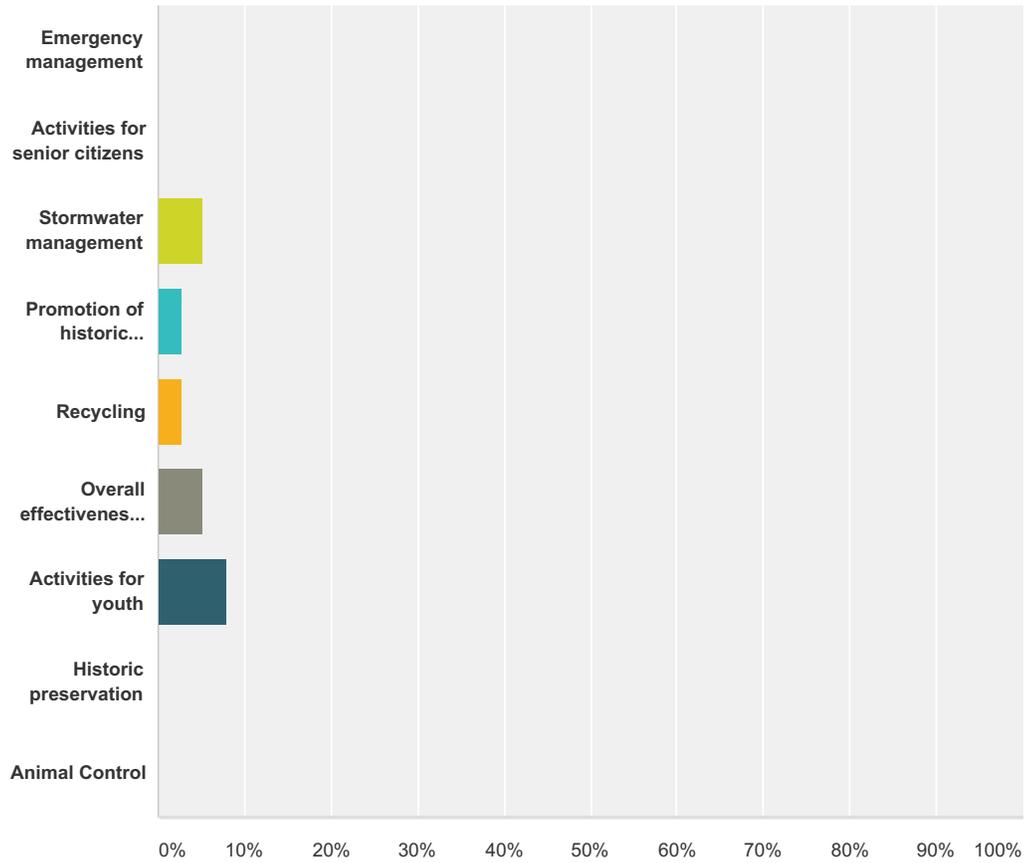
	Excellent	Good	Fair	Poor	Total
Availability of recreation	0.00% 0	36.11% 13	41.67% 15	22.22% 8	36
Fire protection	45.95% 17	51.35% 19	2.70% 1	0.00% 0	37
Police protection	5.26% 2	18.42% 7	47.37% 18	28.95% 11	38
Public school system	27.03% 10	54.05% 20	18.92% 7	0.00% 0	37
Library services	2.78% 1	5.56% 2	16.67% 6	75.00% 27	36
Job opportunities	0.00% 0	13.89% 5	30.56% 11	55.56% 20	36
Arts/culture	13.16% 5	39.47% 15	31.58% 12	15.79% 6	38
Pedestrian Safety	10.53% 4	34.21% 13	34.21% 13	21.05% 8	38
Infrastructure (water/sewer)	16.22% 6	48.65% 18	24.32% 9	10.81% 4	37
Enforcement of ordinances	6.06% 2	30.30% 10	39.39% 13	24.24% 8	33
Housing options	2.78% 1	47.22% 17	41.67% 15	8.33% 3	36
Sidewalks	13.16% 5	36.84% 14	39.47% 15	10.53% 4	38
Street condition	10.81% 4	56.76% 21	24.32% 9	8.11% 3	37

Visual appearance of Beverly	<b>5.26%</b> 2	<b>57.89%</b> 22	<b>28.95%</b> 11	<b>7.89%</b> 3	38
Getting information about Town events and matters	<b>13.51%</b> 5	<b>51.35%</b> 19	<b>27.03%</b> 10	<b>8.11%</b> 3	37
Availability of retail	<b>5.41%</b> 2	<b>16.22%</b> 6	<b>40.54%</b> 15	<b>37.84%</b> 14	37
Traffic circulation	<b>10.53%</b> 4	<b>50.00%</b> 19	<b>28.95%</b> 11	<b>10.53%</b> 4	38
Public transportation	<b>0.00%</b> 0	<b>2.78%</b> 1	<b>19.44%</b> 7	<b>77.78%</b> 28	36
Emergency management	<b>5.71%</b> 2	<b>42.86%</b> 15	<b>37.14%</b> 13	<b>14.29%</b> 5	35
Activities for senior citizens	<b>0.00%</b> 0	<b>17.65%</b> 6	<b>47.06%</b> 16	<b>35.29%</b> 12	34
Stormwater management	<b>2.94%</b> 1	<b>35.29%</b> 12	<b>20.59%</b> 7	<b>41.18%</b> 14	34
Promotion of historic downtown	<b>35.90%</b> 14	<b>48.72%</b> 19	<b>15.38%</b> 6	<b>0.00%</b> 0	39
Recycling	<b>0.00%</b> 0	<b>8.57%</b> 3	<b>28.57%</b> 10	<b>62.86%</b> 22	35
Overall effectiveness of government	<b>2.86%</b> 1	<b>37.14%</b> 13	<b>48.57%</b> 17	<b>11.43%</b> 4	35
Activities for youth	<b>0.00%</b> 0	<b>10.81%</b> 4	<b>43.24%</b> 16	<b>45.95%</b> 17	37
Historic preservation	<b>44.74%</b> 17	<b>39.47%</b> 15	<b>13.16%</b> 5	<b>2.63%</b> 1	38
Animal Control	<b>2.70%</b> 1	<b>32.43%</b> 12	<b>29.73%</b> 11	<b>35.14%</b> 13	37

### Q3 Of the things listed above, what is the one that you feel is MOST important for Beverly to improve?

Answered: 38 Skipped: 1



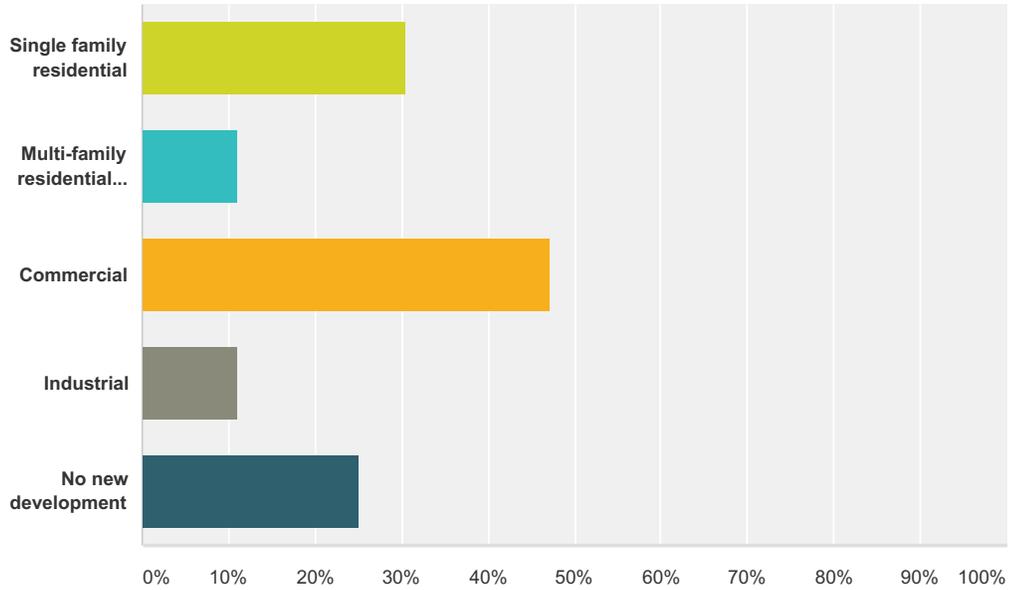


Answer Choices	Responses
Availability of recreation	0.00% 0
Fire protection	0.00% 0
Police protection	28.95% 11
Public school system	2.63% 1
Library services	0.00% 0
Job opportunities	5.26% 2
Arts/culture	0.00% 0
Pedestrian Safety	2.63% 1
Infrastructure (water/sewer)	5.26% 2
Enforcement of ordinances	7.89% 3
Housing options	0.00% 0
Sidewalks	0.00% 0
Street condition	0.00% 0
Visual appearance of Beverly	21.05% 8
Getting information about Town events and matters	0.00% 0
Availability of retail	2.63% 1

Traffic circulation	0.00%	0
Public transportation	0.00%	0
Emergency management	0.00%	0
Activities for senior citizens	0.00%	0
Stormwater management	5.26%	2
Promotion of historic downtown	2.63%	1
Recycling	2.63%	1
Overall effectiveness of government	5.26%	2
Activities for youth	7.89%	3
Historic preservation	0.00%	0
Animal Control	0.00%	0
<b>Total</b>		<b>38</b>

### Q4 What type of new development would you like to see in Beverly? Please check all that apply.

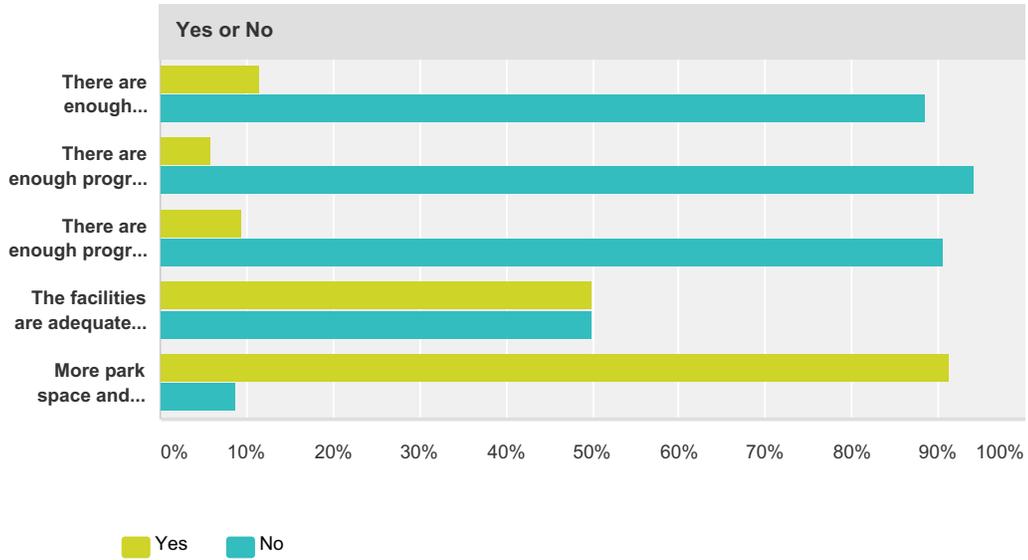
Answered: 36 Skipped: 3



Answer Choices	Responses
Single family residential	30.56% 11
Multi-family residential (includes townhouses, condos, and apartments)	11.11% 4
Commercial	47.22% 17
Industrial	11.11% 4
No new development	25.00% 9
<b>Total Respondents: 36</b>	

### Q5 What is your opinion about the recreation provided in Beverly? Please answer yes or no.

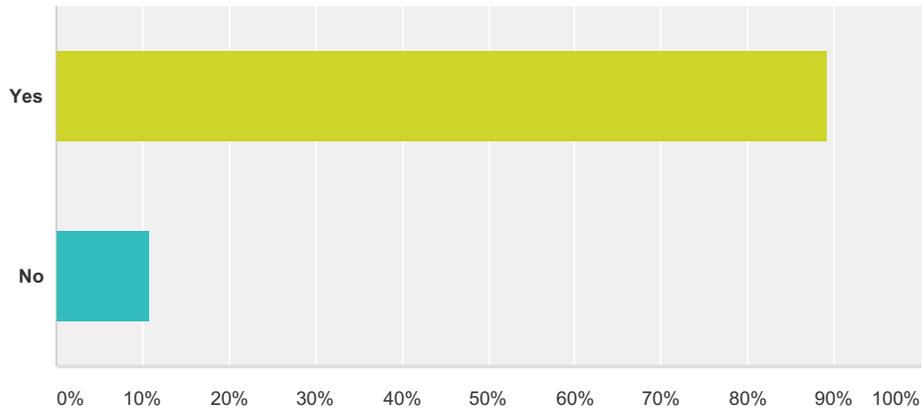
Answered: 36 Skipped: 3



Yes or No			
	Yes	No	Total
There are enough recreational facilities for families	11.43% 4	88.57% 31	35
There are enough programs and facilities for teens and children	5.88% 2	94.12% 32	34
There are enough programs and facilities for senior citizens	9.38% 3	90.63% 29	32
The facilities are adequately maintained	50.00% 15	50.00% 15	30
More park space and facilities are needed	91.18% 31	8.82% 3	34

### Q6 Do you support a local police presence in Beverly?

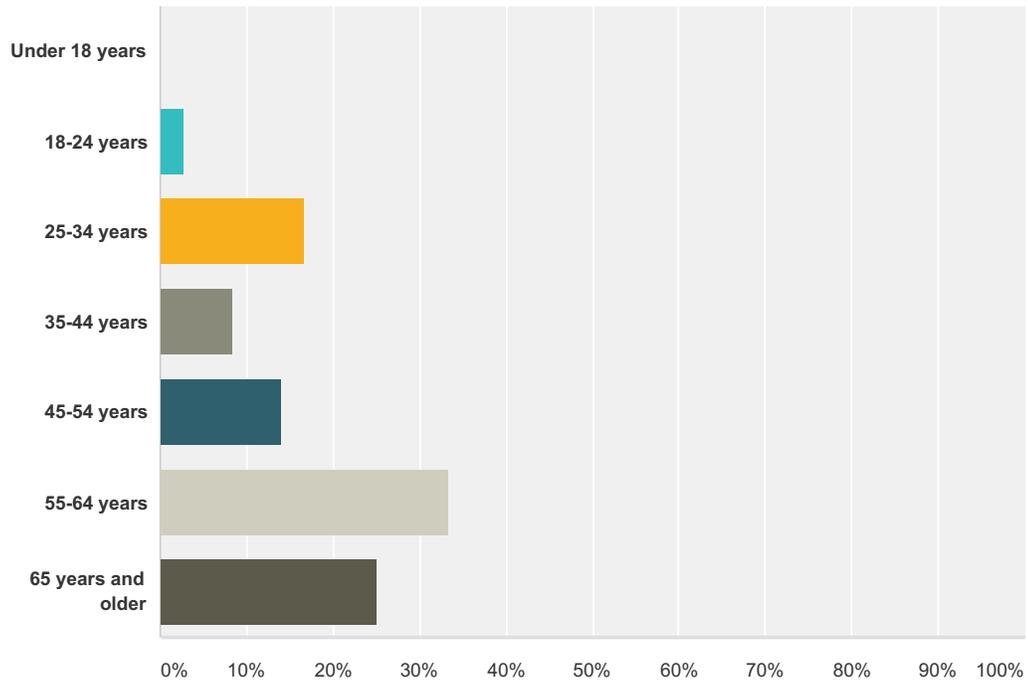
Answered: 37 Skipped: 2



Answer Choices	Responses
Yes	89.19% 33
No	10.81% 4
<b>Total Respondents: 37</b>	

### Q7 How old are you?

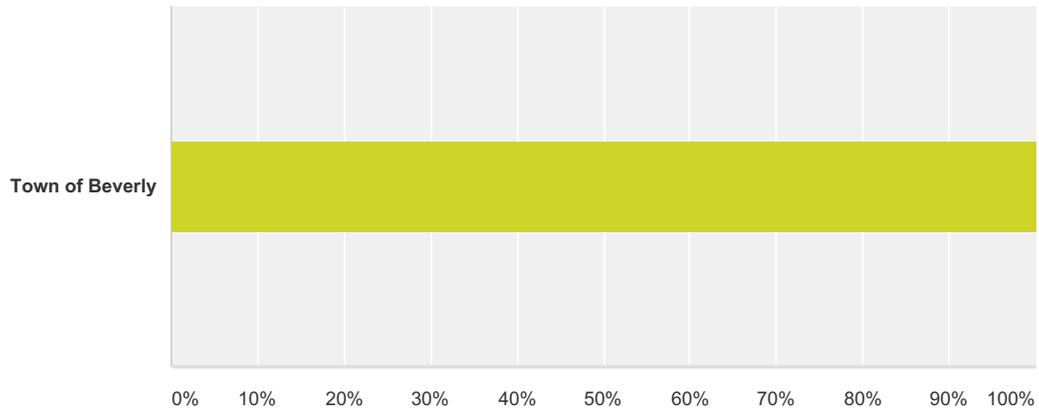
Answered: 36 Skipped: 3



Answer Choices	Responses
Under 18 years	0.00% 0
18-24 years	2.78% 1
25-34 years	16.67% 6
35-44 years	8.33% 3
45-54 years	13.89% 5
55-64 years	33.33% 12
65 years and older	25.00% 9
<b>Total</b>	<b>36</b>

### Q8 Where do you live?

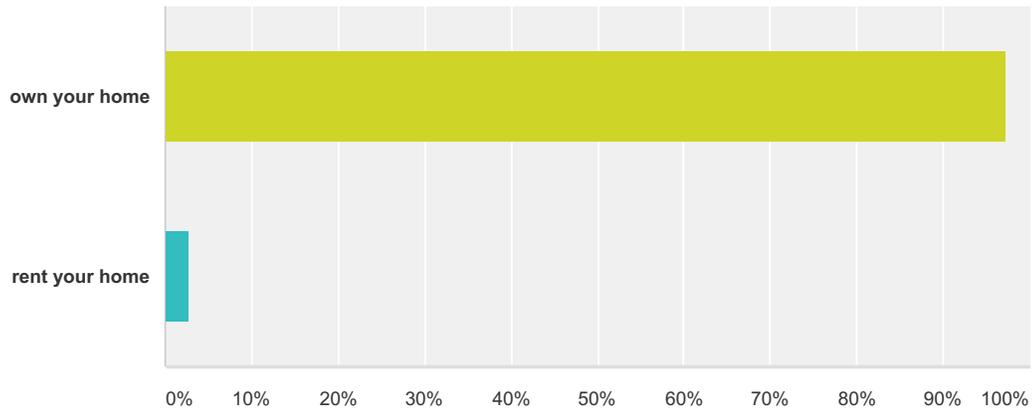
Answered: 22 Skipped: 17



Answer Choices	Responses
Town of Beverly	100.00% 22
<b>Total</b>	<b>22</b>

### Q9 Do you

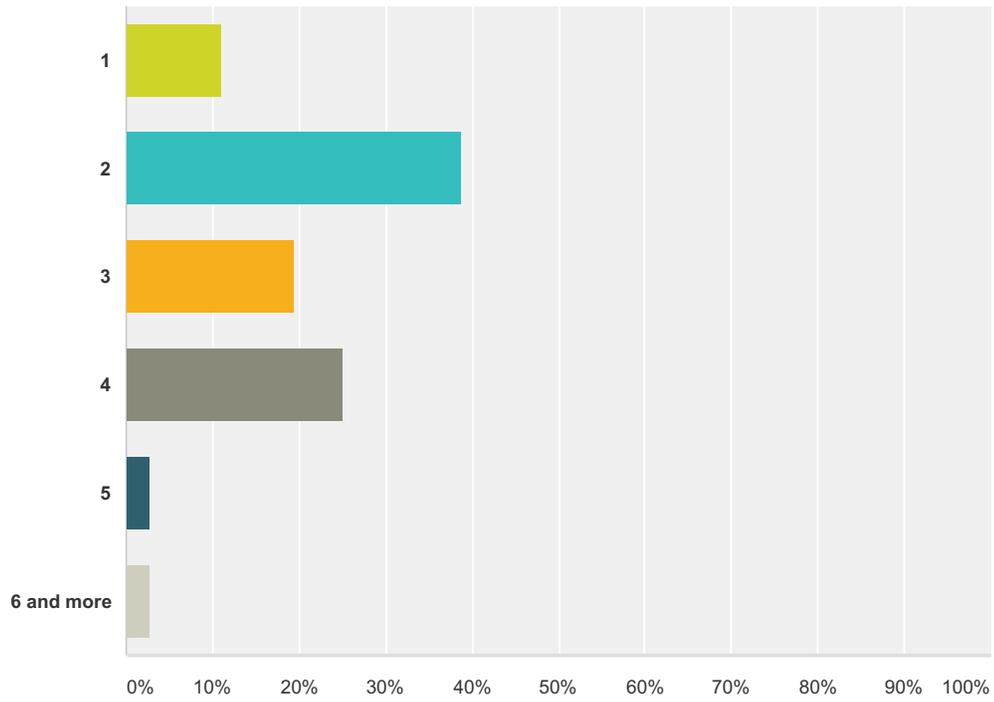
Answered: 36 Skipped: 3



Answer Choices	Responses
own your home	97.22% 35
rent your home	2.78% 1
<b>Total</b>	<b>36</b>

### Q10 Number of people in your household

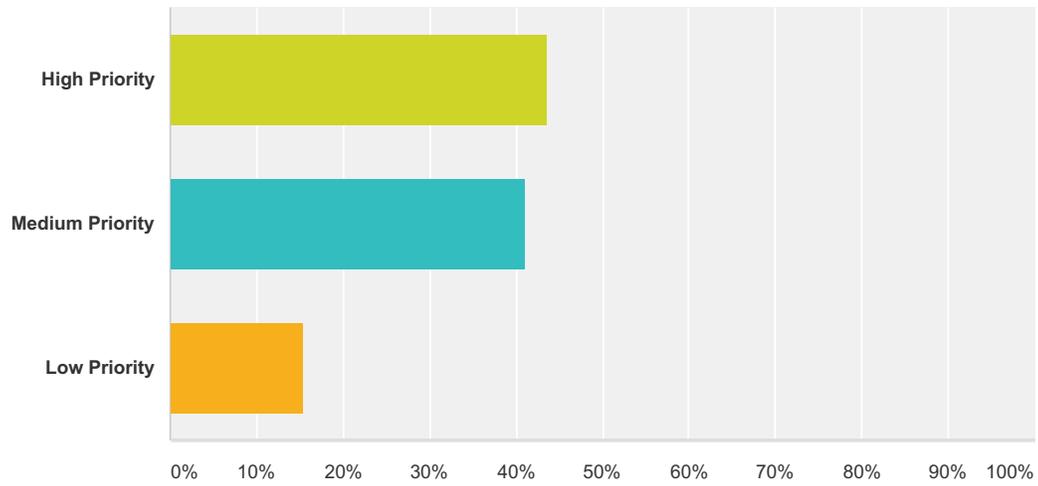
Answered: 36 Skipped: 3



Answer Choices	Responses	
1	11.11%	4
2	38.89%	14
3	19.44%	7
4	25.00%	9
5	2.78%	1
6 and more	2.78%	1
<b>Total</b>		<b>36</b>

### Q1 Work with the Randolph County CVB and Visitors Bureau to attract visitors into Beverly

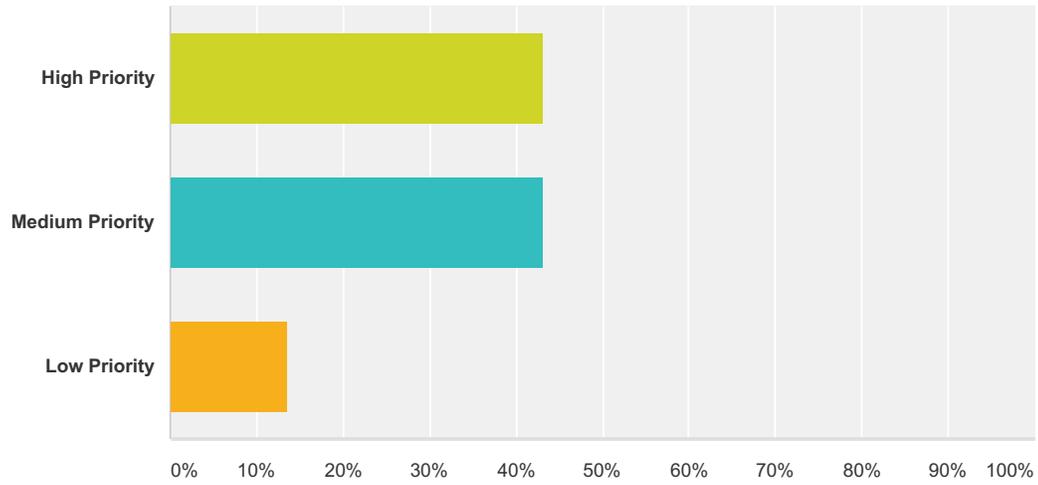
Answered: 39 Skipped: 0



Answer Choices	Responses
High Priority	43.59% 17
Medium Priority	41.03% 16
Low Priority	15.38% 6
<b>Total</b>	<b>39</b>

### Q2 Develop a marketing campaign

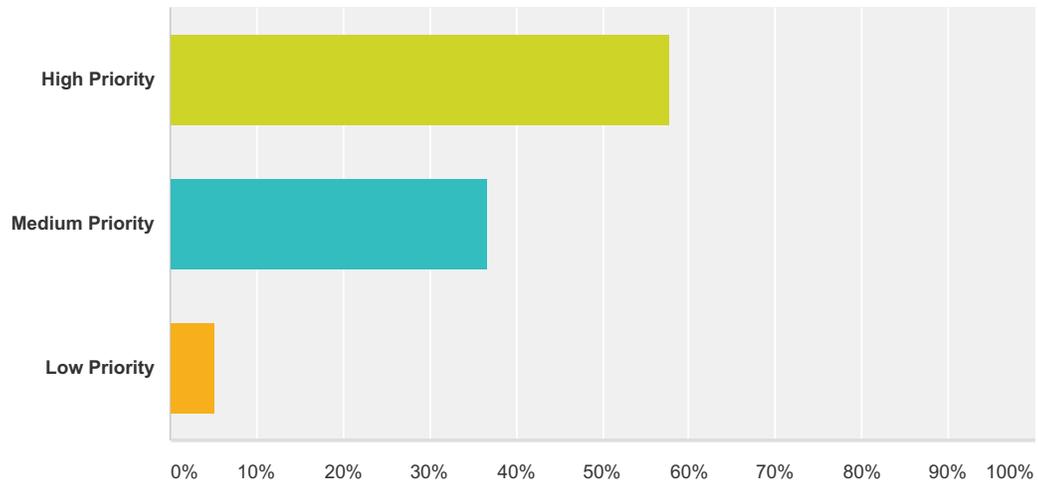
Answered: 37 Skipped: 2



Answer Choices	Responses	
High Priority	43.24%	16
Medium Priority	43.24%	16
Low Priority	13.51%	5
<b>Total</b>		<b>37</b>

### Q3 Create an inventory of existing businesses and existing retail space for new business

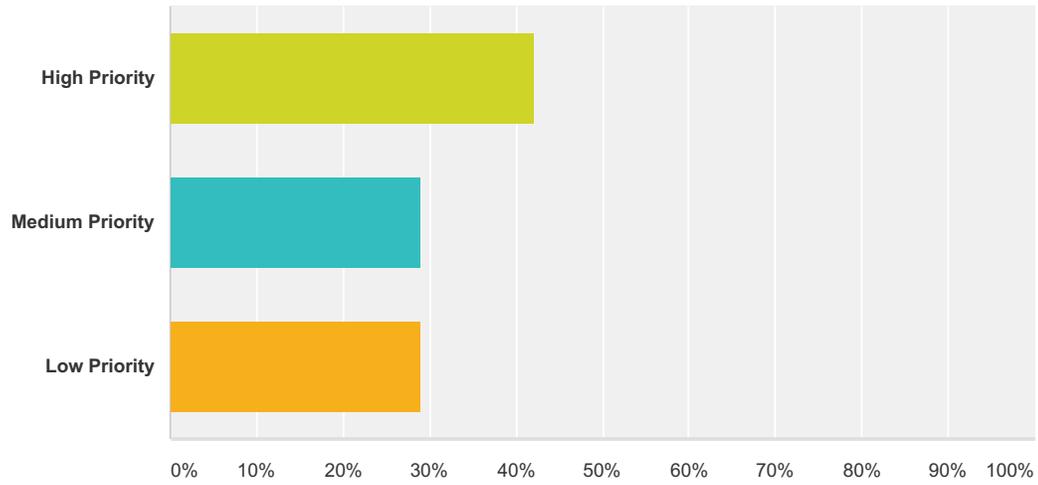
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	57.89% 22
Medium Priority	36.84% 14
Low Priority	5.26% 2
<b>Total</b>	<b>38</b>

### Q4 Market to bus groups

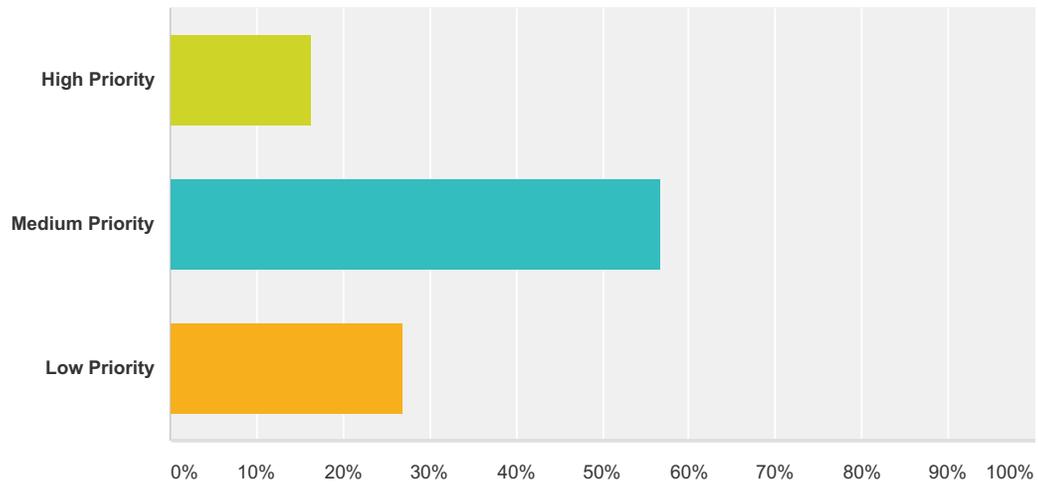
Answered: 38 Skipped: 1



Answer Choices	Responses	Count
High Priority	42.11%	16
Medium Priority	28.95%	11
Low Priority	28.95%	11
<b>Total</b>		<b>38</b>

### Q5 Develop a comprehensive signing system

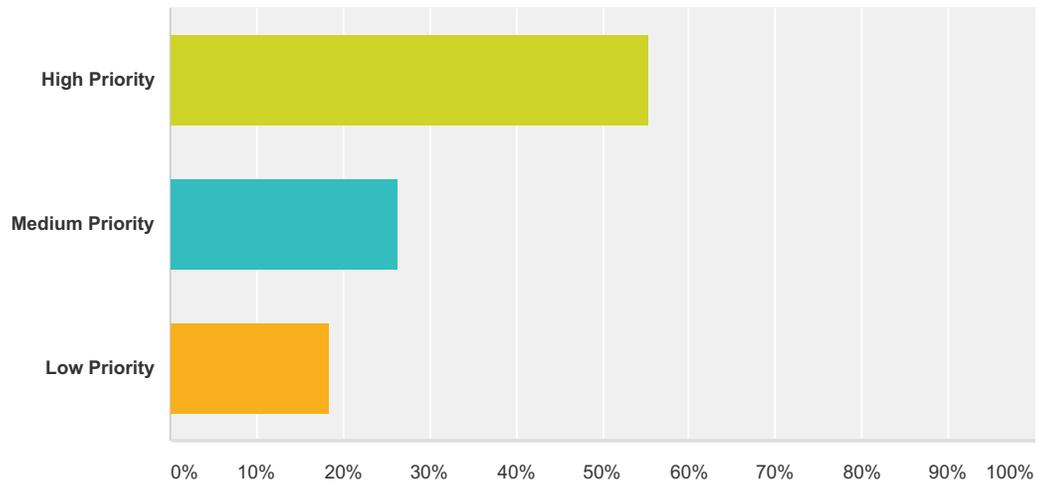
Answered: 37 Skipped: 2



Answer Choices	Responses
High Priority	16.22% 6
Medium Priority	56.76% 21
Low Priority	27.03% 10
<b>Total</b>	<b>37</b>

### Q6 Market the municipal Facebook page and post updates more frequently

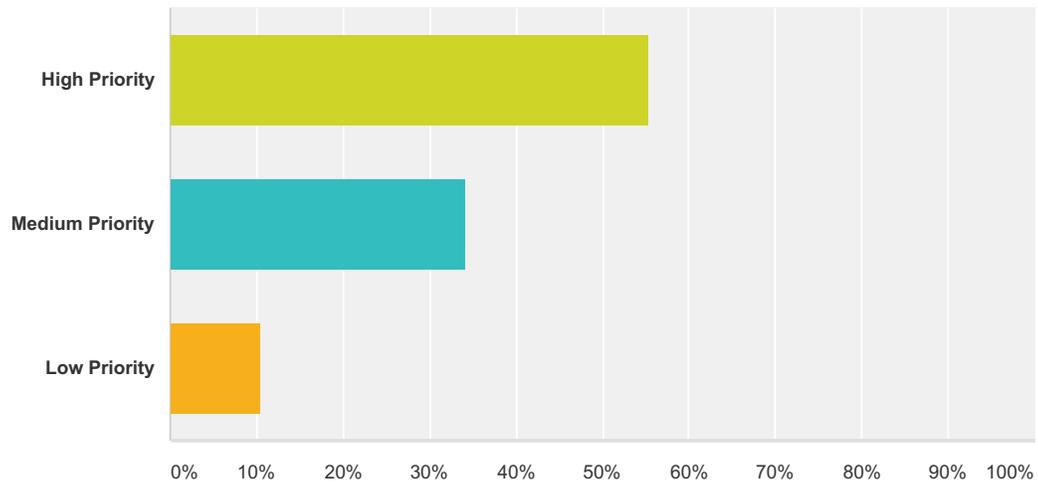
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	55.26% 21
Medium Priority	26.32% 10
Low Priority	18.42% 7
<b>Total</b>	<b>38</b>

### Q7 Work with the State Rail Authority to find funding to fix the railroad

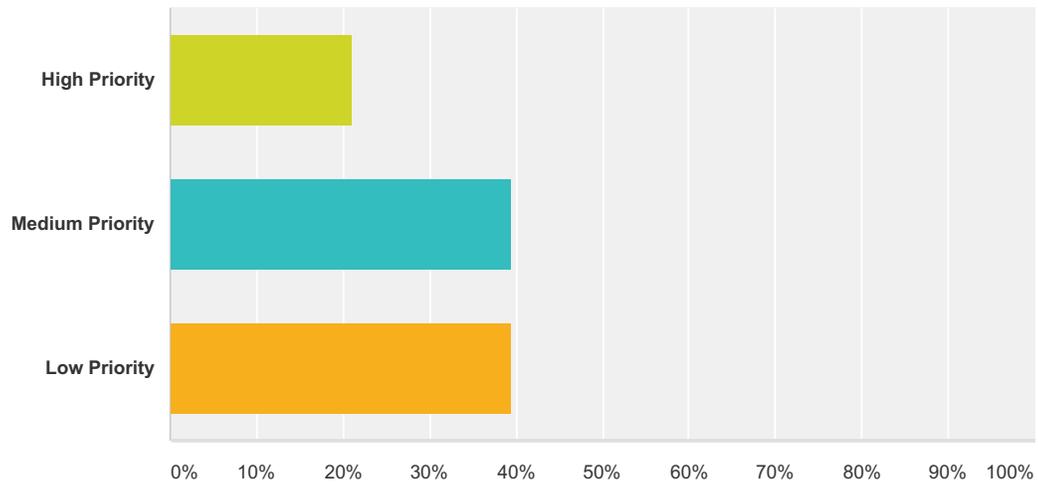
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	55.26% 21
Medium Priority	34.21% 13
Low Priority	10.53% 4
<b>Total</b>	<b>38</b>

### Q8 Install a temporary structure in the town square to hold events

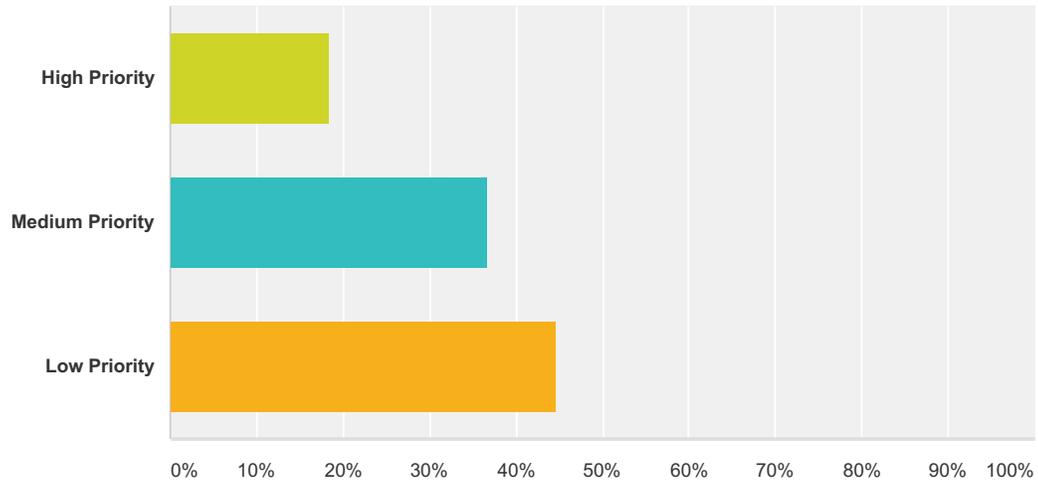
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	21.05% 8
Medium Priority	39.47% 15
Low Priority	39.47% 15
<b>Total</b>	<b>38</b>

### Q9 Create an artist community

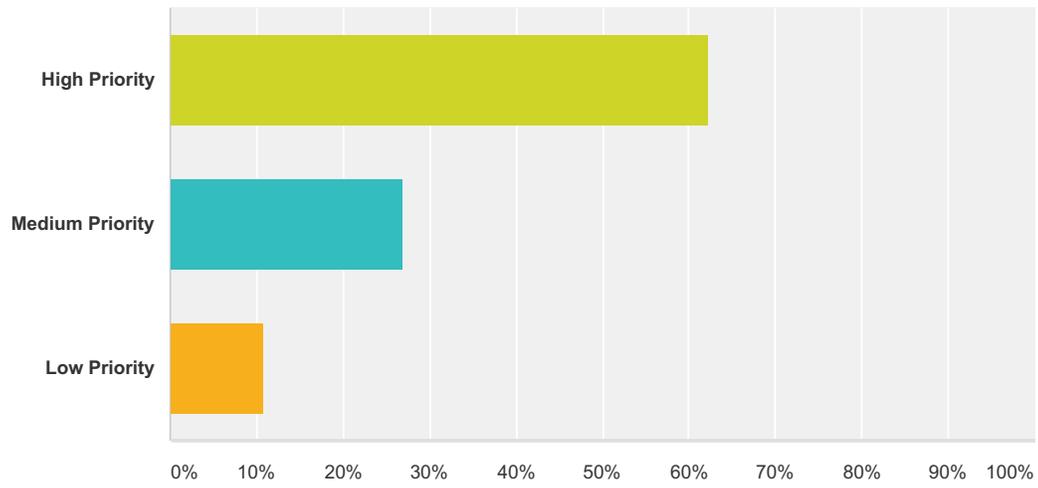
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	18.42% 7
Medium Priority	36.84% 14
Low Priority	44.74% 17
<b>Total</b>	<b>38</b>

### Q10 Support the newly created police department

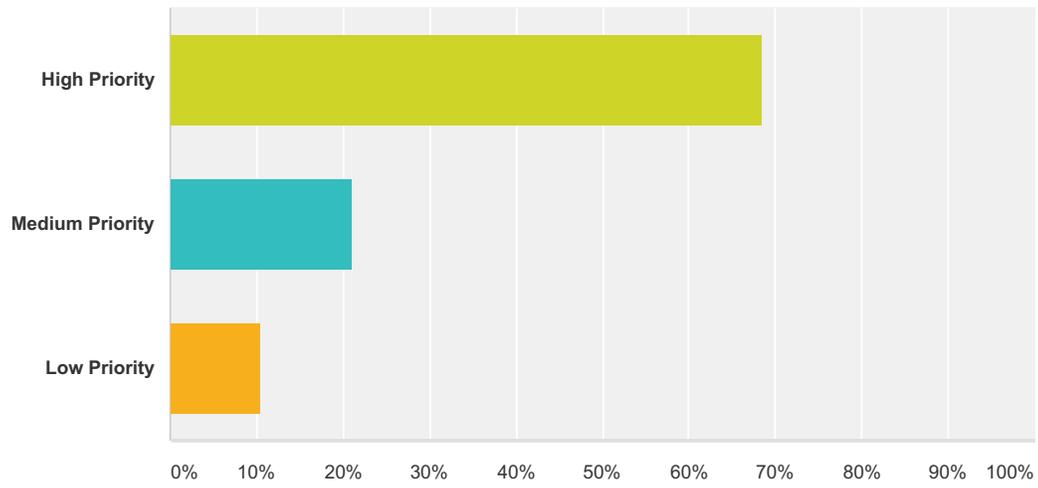
Answered: 37 Skipped: 2



Answer Choices	Responses
High Priority	62.16% 23
Medium Priority	27.03% 10
Low Priority	10.81% 4
<b>Total</b>	<b>37</b>

### Q11 Rejuvenate the neighborhood watch program

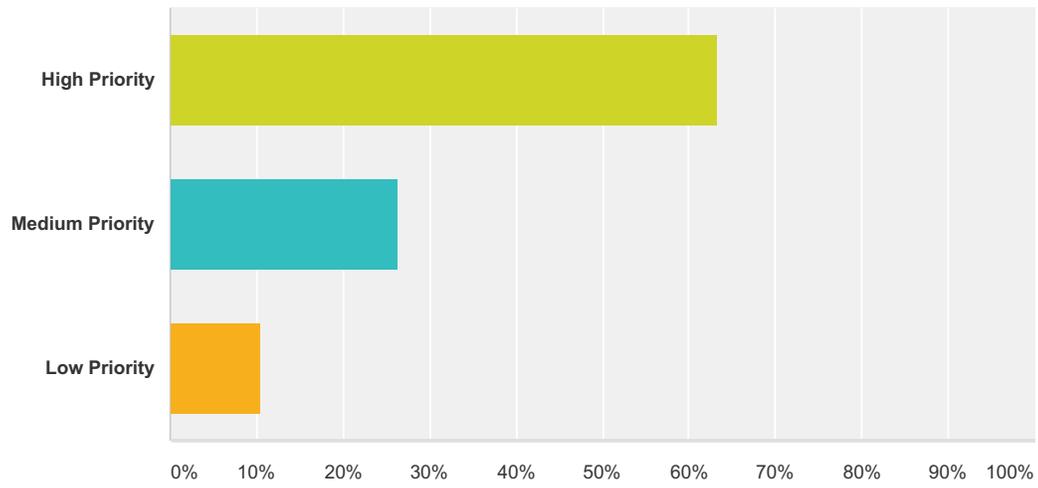
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	68.42% 26
Medium Priority	21.05% 8
Low Priority	10.53% 4
<b>Total</b>	<b>38</b>

### Q12 Install neighborhood watch signs and lighting

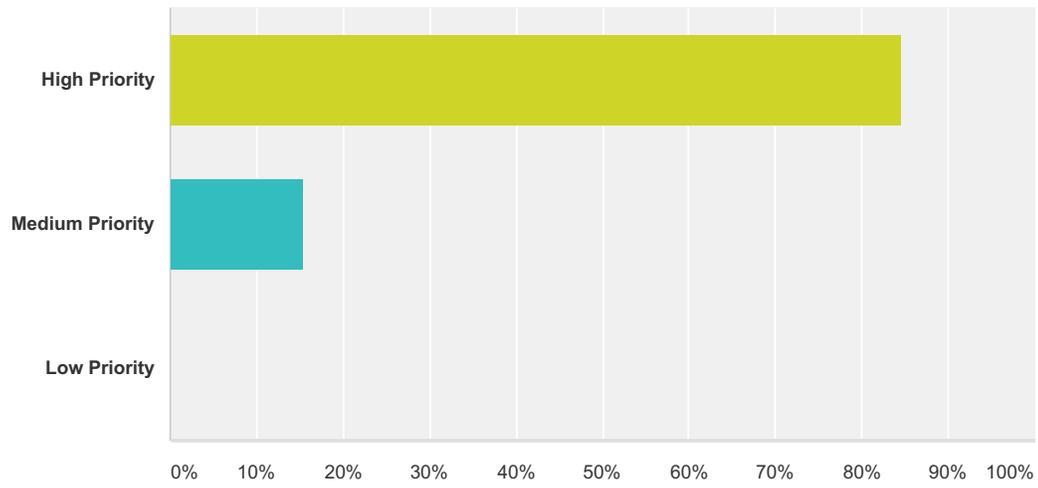
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	63.16% 24
Medium Priority	26.32% 10
Low Priority	10.53% 4
<b>Total</b>	<b>38</b>

### Q13 Continue to support the fire department

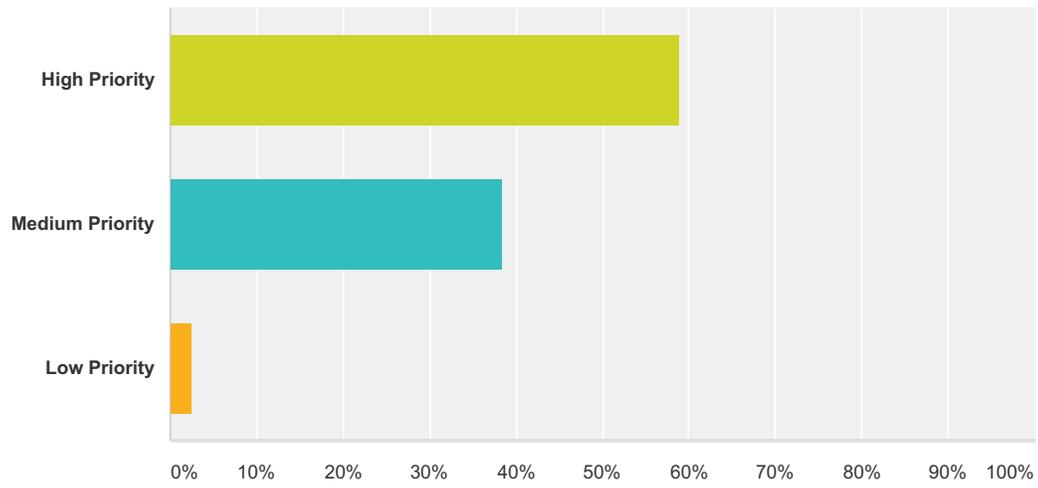
Answered: 39 Skipped: 0



Answer Choices	Responses
High Priority	84.62% 33
Medium Priority	15.38% 6
Low Priority	0.00% 0
<b>Total</b>	<b>39</b>

### Q14 Develop a municipal emergency management plan

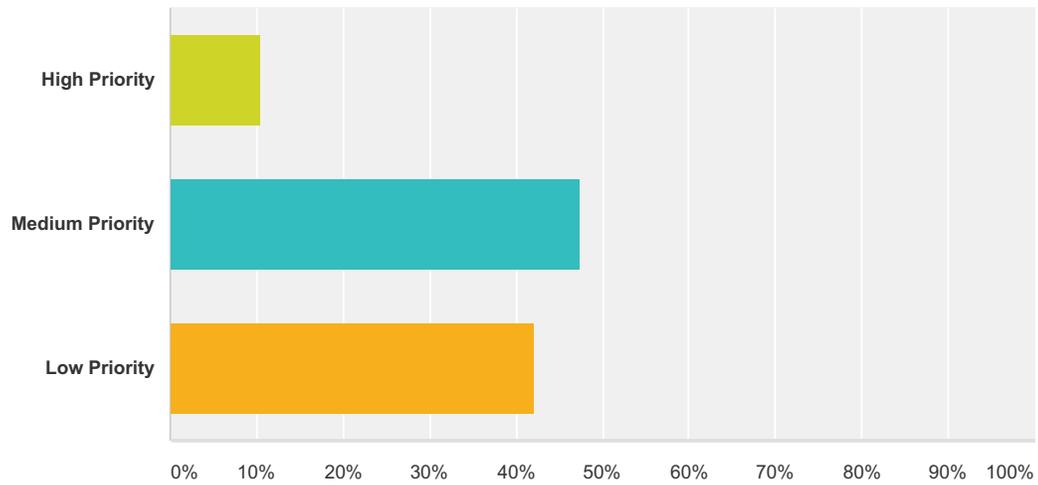
Answered: 39 Skipped: 0



Answer Choices	Responses
High Priority	58.97% 23
Medium Priority	38.46% 15
Low Priority	2.56% 1
<b>Total</b>	<b>39</b>

### Q15 Participate in the Community Ratings System

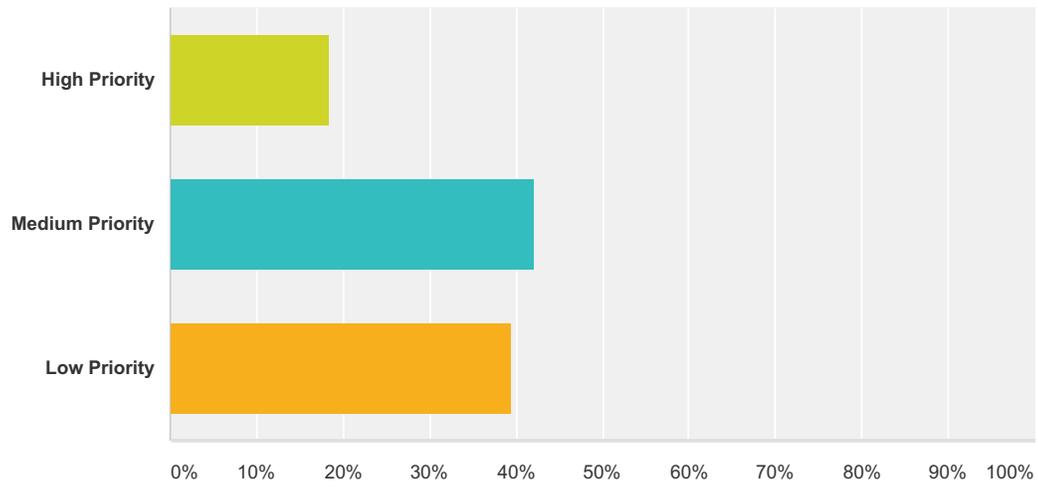
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	10.53% 4
Medium Priority	47.37% 18
Low Priority	42.11% 16
<b>Total</b>	<b>38</b>

### Q16 Enact the current sample floodplain ordinance

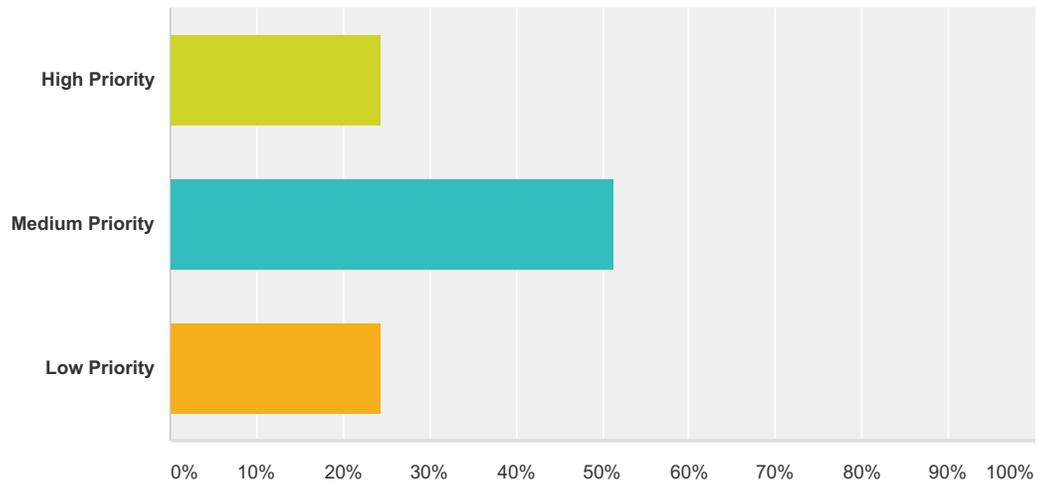
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	18.42% 7
Medium Priority	42.11% 16
Low Priority	39.47% 15
<b>Total</b>	<b>38</b>

### Q17 Revise the zoning ordinance to be consistent with the Comprehensive Plan

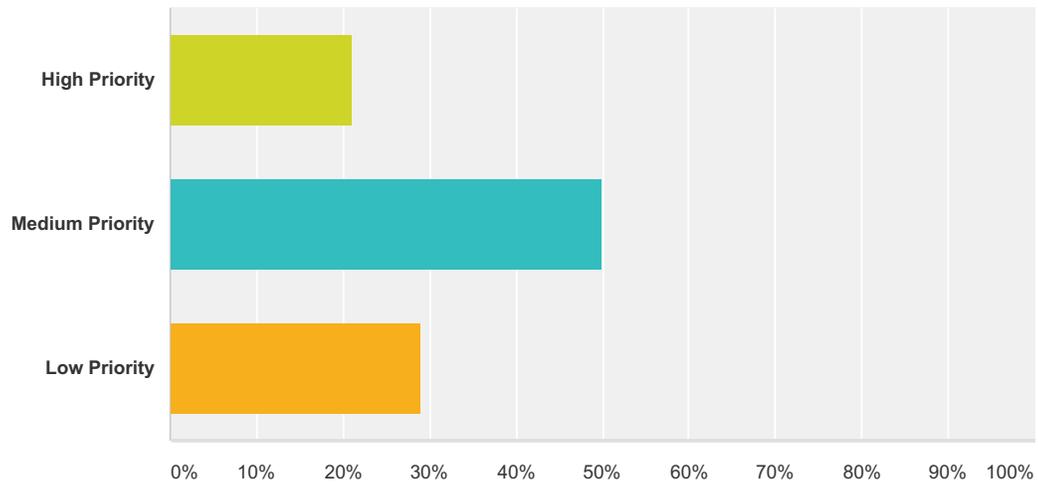
Answered: 37 Skipped: 2



Answer Choices	Responses
High Priority	24.32% 9
Medium Priority	51.35% 19
Low Priority	24.32% 9
<b>Total</b>	<b>37</b>

### Q18 Determine the feasibility of burying the utility lines

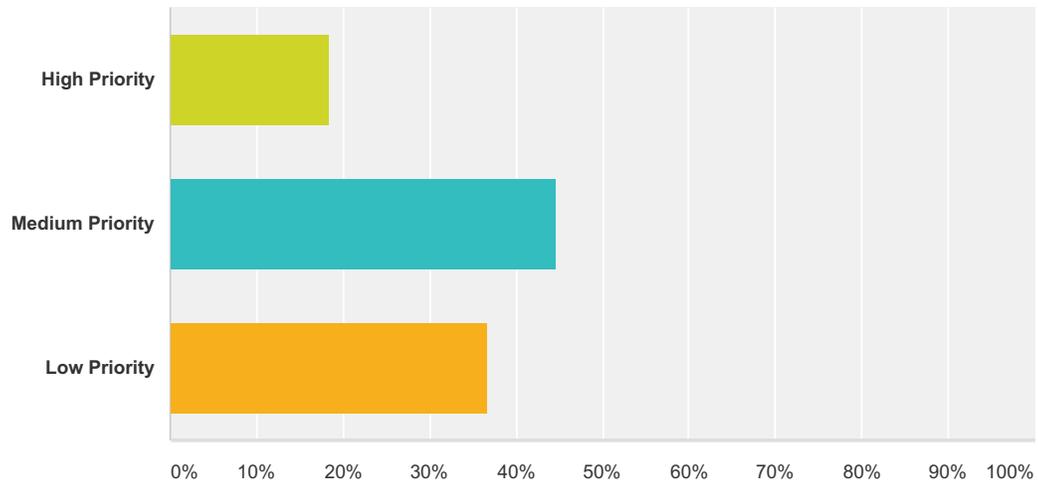
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	21.05% 8
Medium Priority	50.00% 19
Low Priority	28.95% 11
<b>Total</b>	<b>38</b>

### Q19 Determine the feasibility of obtaining decorative lights in the downtown area

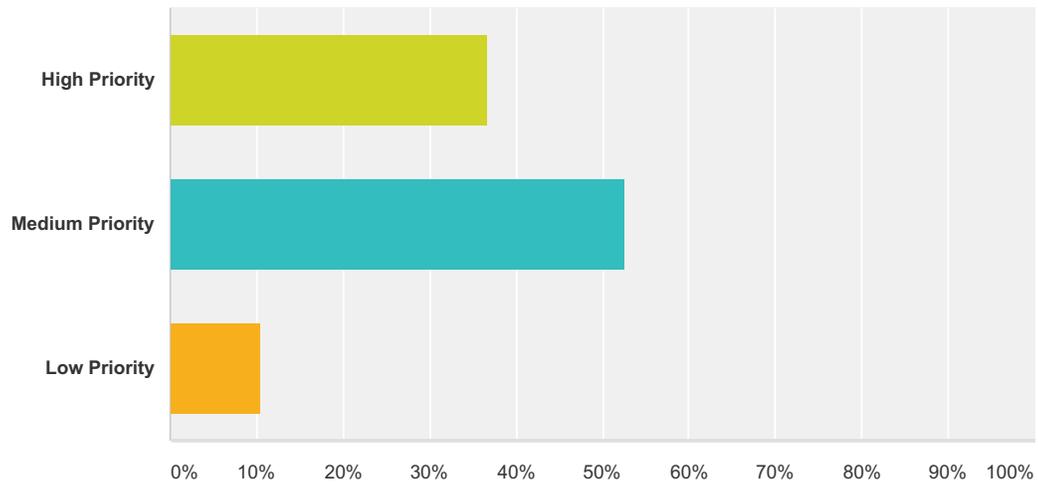
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	18.42% 7
Medium Priority	44.74% 17
Low Priority	36.84% 14
<b>Total</b>	<b>38</b>

### Q20 Continue to educate property owners on how to maintain historic properties

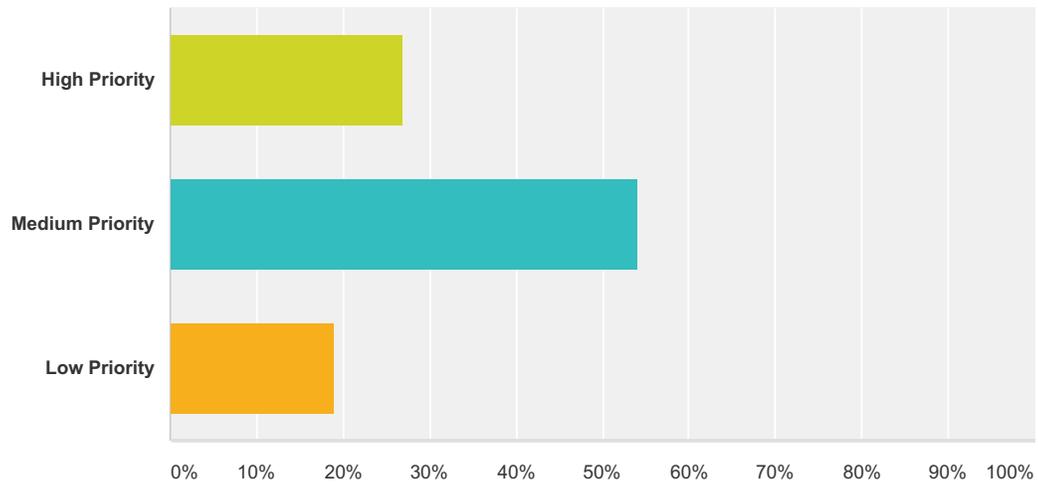
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	36.84% 14
Medium Priority	52.63% 20
Low Priority	10.53% 4
<b>Total</b>	<b>38</b>

### Q21 Enact design guidelines in the historic district

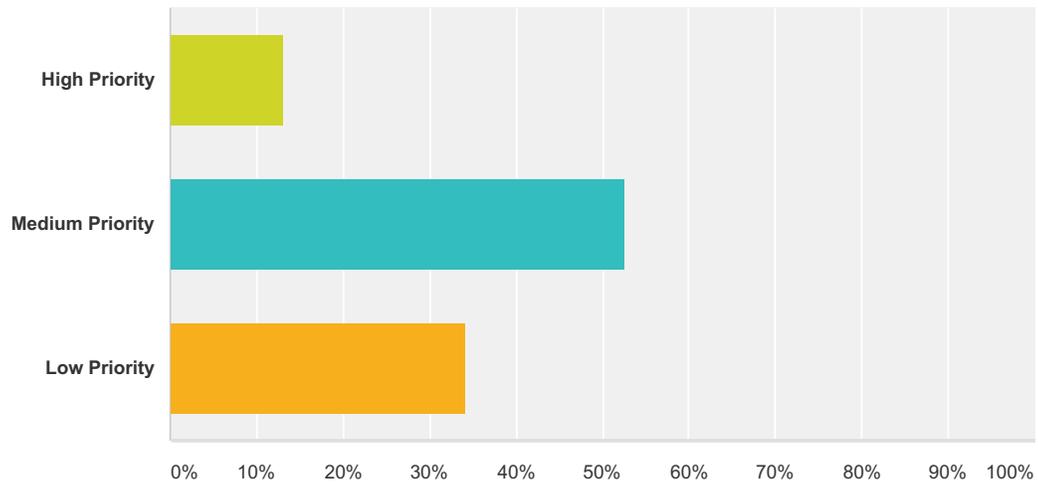
Answered: 37 Skipped: 2



Answer Choices	Responses
High Priority	27.03% 10
Medium Priority	54.05% 20
Low Priority	18.92% 7
<b>Total</b>	<b>37</b>

### Q22 Develop a historic zoning overlay district

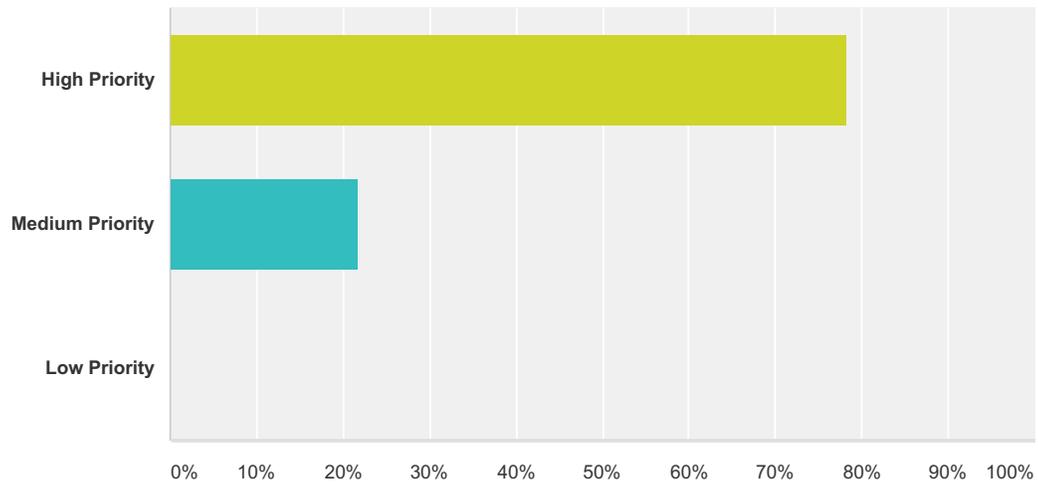
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	13.16% 5
Medium Priority	52.63% 20
Low Priority	34.21% 13
<b>Total</b>	<b>38</b>

### Q23 Fill empty, historic buildings with new business

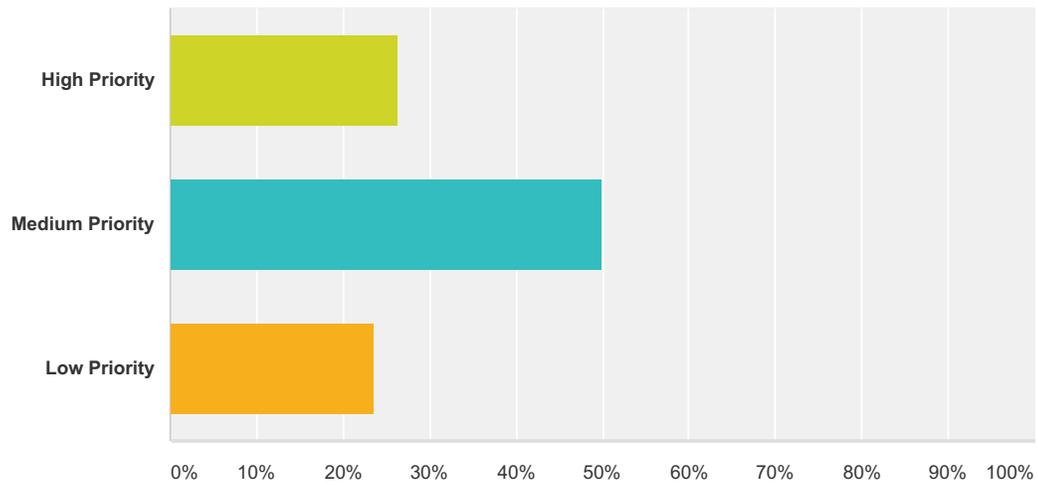
Answered: 37 Skipped: 2



Answer Choices	Responses
High Priority	78.38% 29
Medium Priority	21.62% 8
Low Priority	0.00% 0
<b>Total</b>	<b>37</b>

### Q24 Rebuild the historic train station

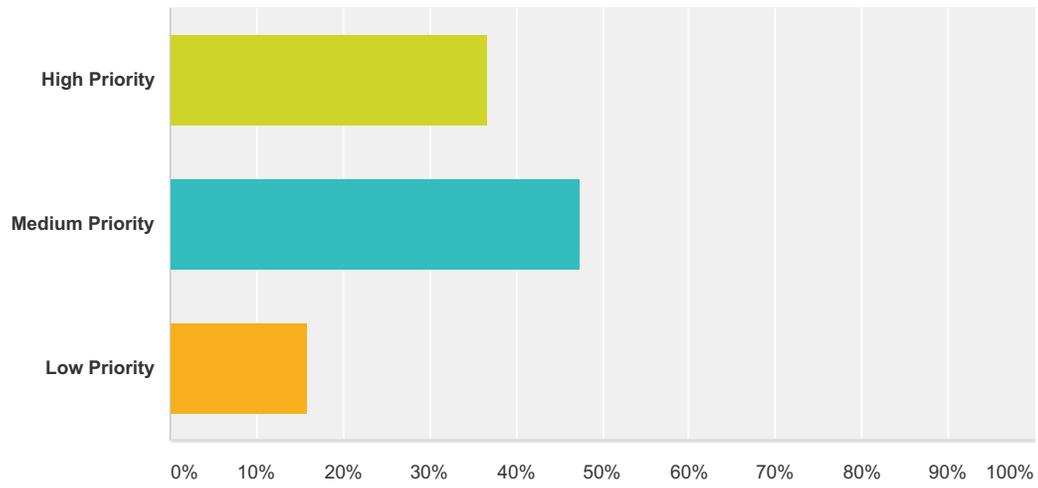
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	26.32% 10
Medium Priority	50.00% 19
Low Priority	23.68% 9
<b>Total</b>	<b>38</b>

### Q25 Reach out to other historic communities for ideas

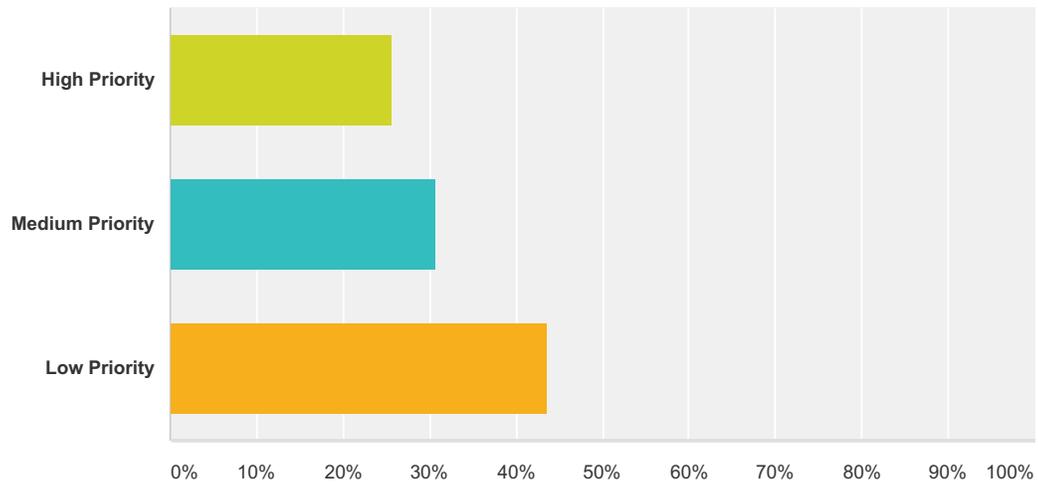
Answered: 38 Skipped: 1



Answer Choices	Responses	
High Priority	36.84%	14
Medium Priority	47.37%	18
Low Priority	15.79%	6
<b>Total</b>		<b>38</b>

### Q26 Determine the feasibility of rebuilding the covered bridge

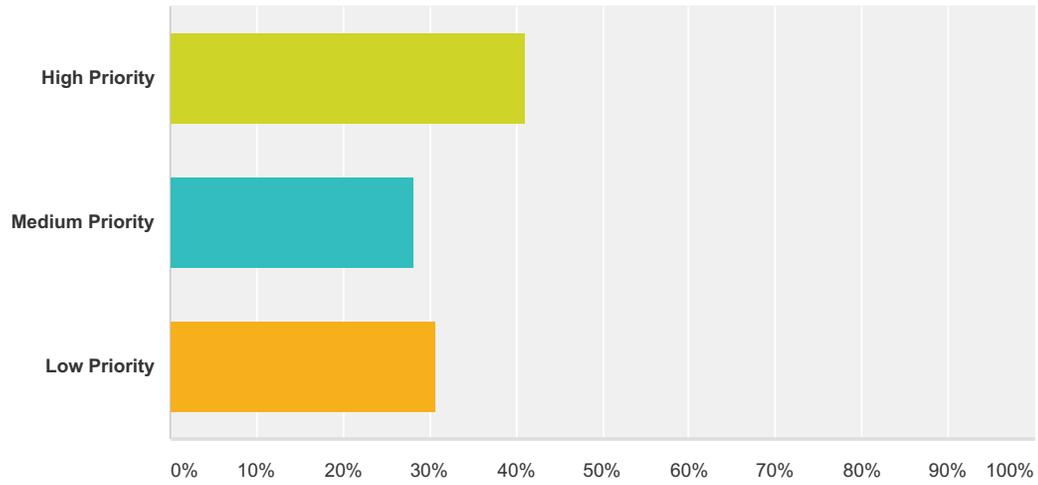
Answered: 39 Skipped: 0



Answer Choices	Responses
High Priority	25.64% 10
Medium Priority	30.77% 12
Low Priority	43.59% 17
<b>Total</b>	<b>39</b>

### Q27 Lower the speed limit on Main Street

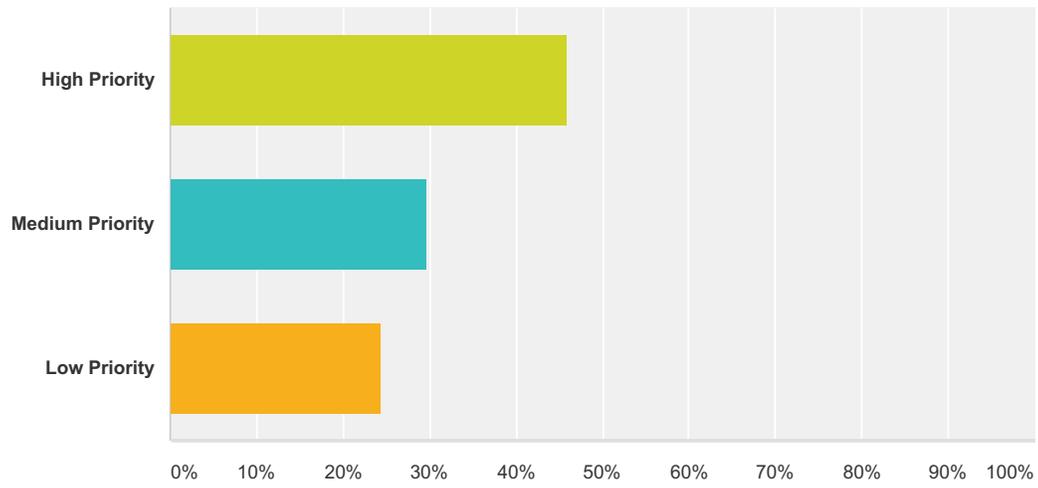
Answered: 39 Skipped: 0



Answer Choices	Responses	Count
High Priority	41.03%	16
Medium Priority	28.21%	11
Low Priority	30.77%	12
<b>Total</b>		<b>39</b>

### Q28 Consider traffic calming measures on Main Street

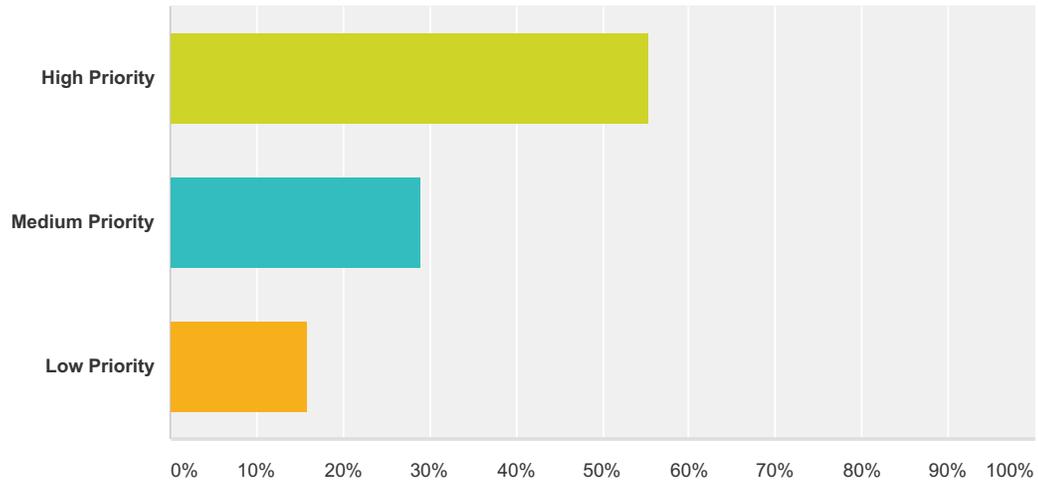
Answered: 37 Skipped: 2



Answer Choices	Responses	
High Priority	45.95%	17
Medium Priority	29.73%	11
Low Priority	24.32%	9
<b>Total</b>		<b>37</b>

### Q29 Install sidewalks in high need areas

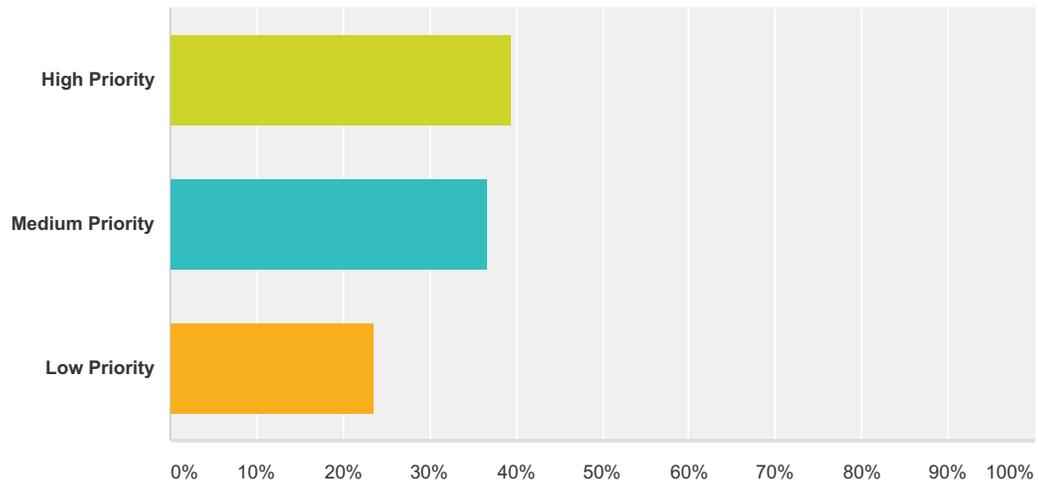
Answered: 38 Skipped: 1



Answer Choices	Responses	Count
High Priority	55.26%	21
Medium Priority	28.95%	11
Low Priority	15.79%	6
<b>Total</b>		<b>38</b>

### Q30 Expand public transit service to Beverly

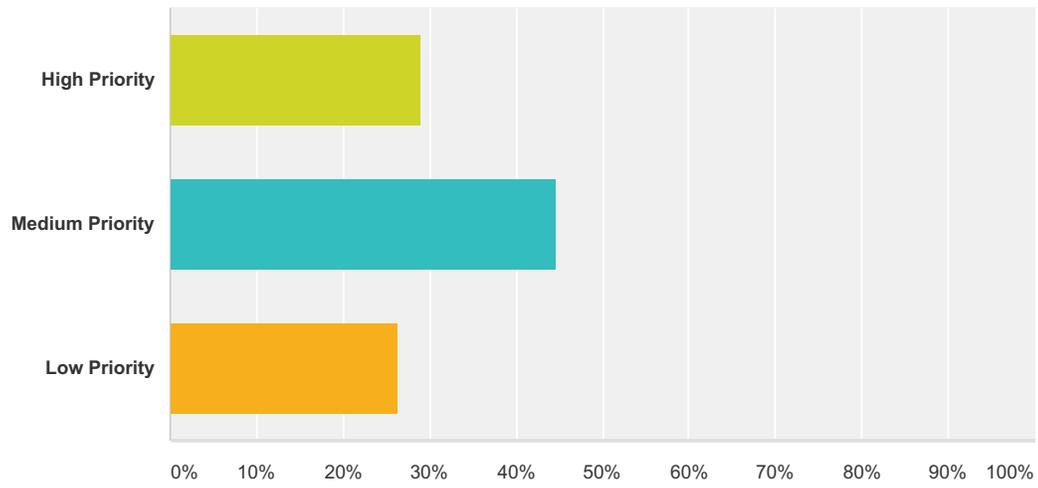
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	39.47% 15
Medium Priority	36.84% 14
Low Priority	23.68% 9
<b>Total</b>	<b>38</b>

### Q31 Market the demand response service of Country Roads Transit

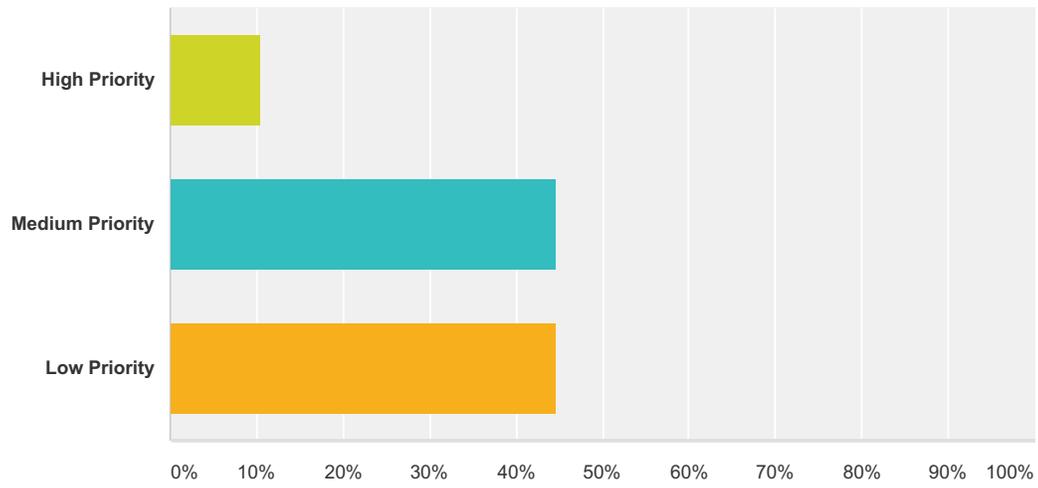
Answered: 38 Skipped: 1



Answer Choices	Responses	
High Priority	28.95%	11
Medium Priority	44.74%	17
Low Priority	26.32%	10
<b>Total</b>		<b>38</b>

### Q32 Consider applying to join the Home Rule Program

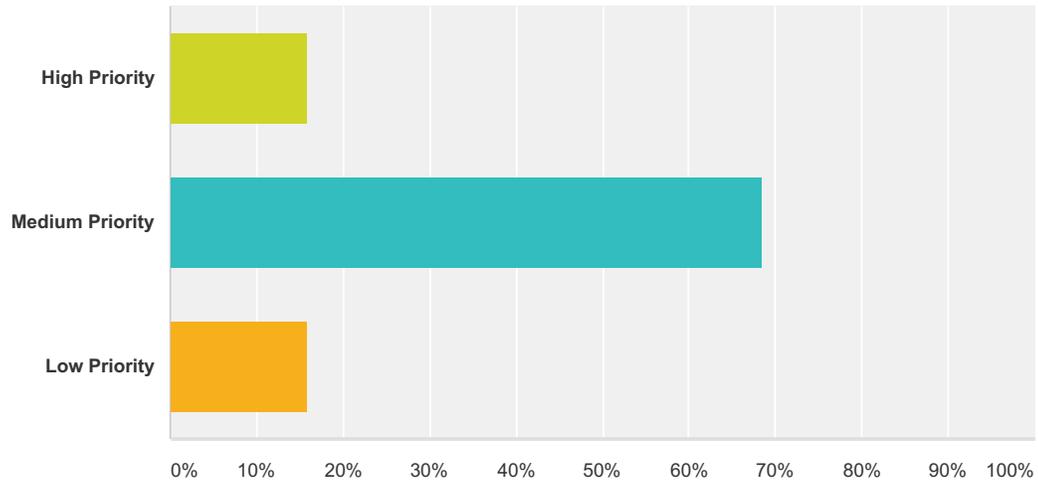
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	10.53% 4
Medium Priority	44.74% 17
Low Priority	44.74% 17
<b>Total</b>	<b>38</b>

### Q33 Enact a vacant property registry

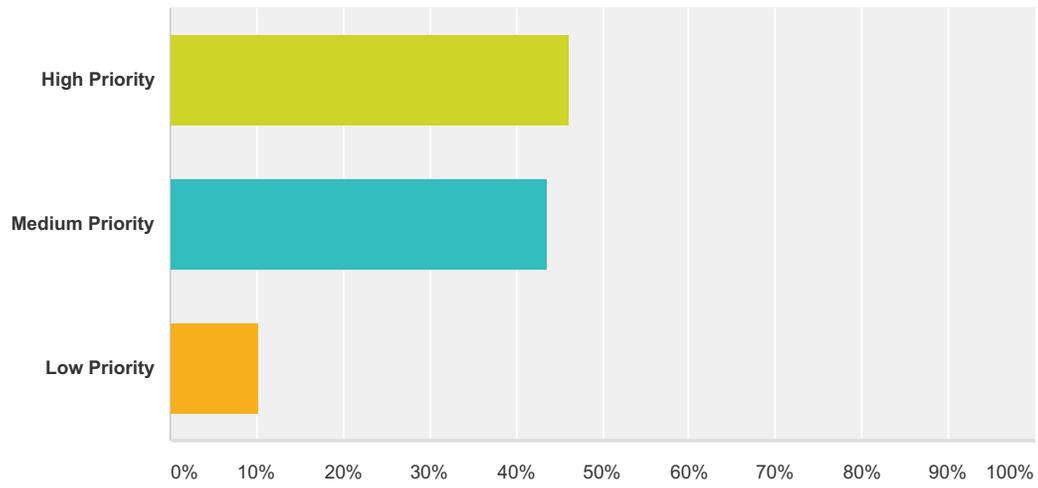
Answered: 38 Skipped: 1



Answer Choices	Responses
High Priority	15.79% 6
Medium Priority	68.42% 26
Low Priority	15.79% 6
<b>Total</b>	<b>38</b>

### Q34 Create an inventory of abandoned and dilapidated buildings

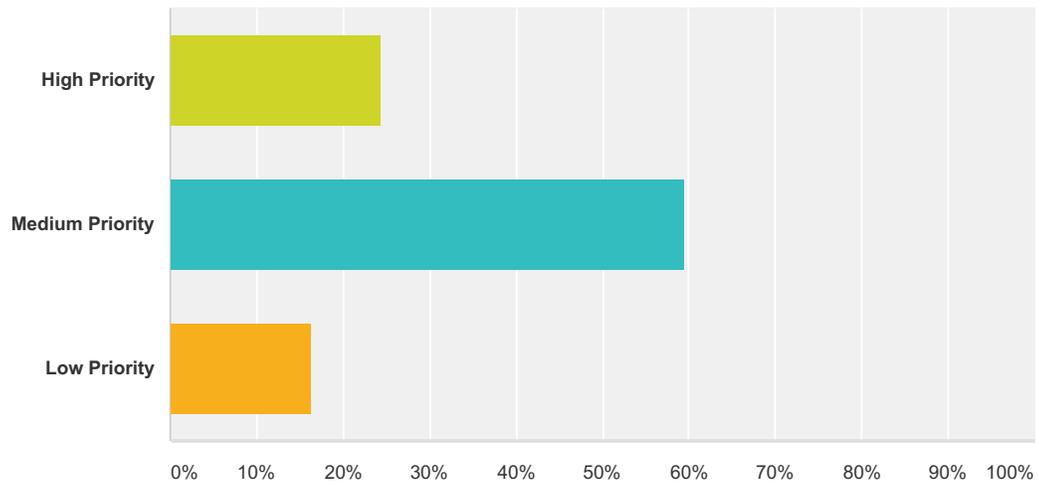
Answered: 39 Skipped: 0



Answer Choices	Responses	
High Priority	46.15%	18
Medium Priority	43.59%	17
Low Priority	10.26%	4
<b>Total</b>		<b>39</b>

### Q35 Redesign and upgrade the sewer plant

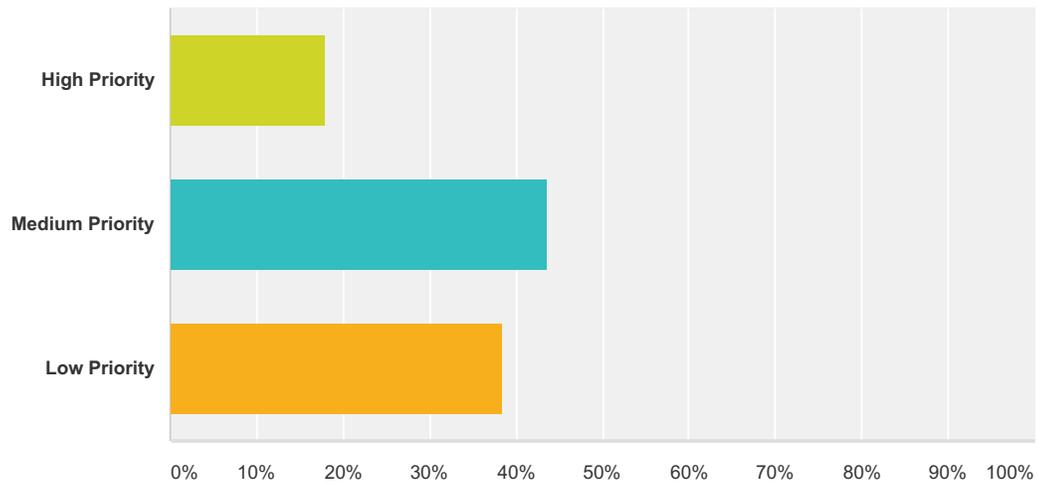
Answered: 37 Skipped: 2



Answer Choices	Responses
High Priority	24.32% 9
Medium Priority	59.46% 22
Low Priority	16.22% 6
<b>Total</b>	<b>37</b>

### Q36 Replace manholes

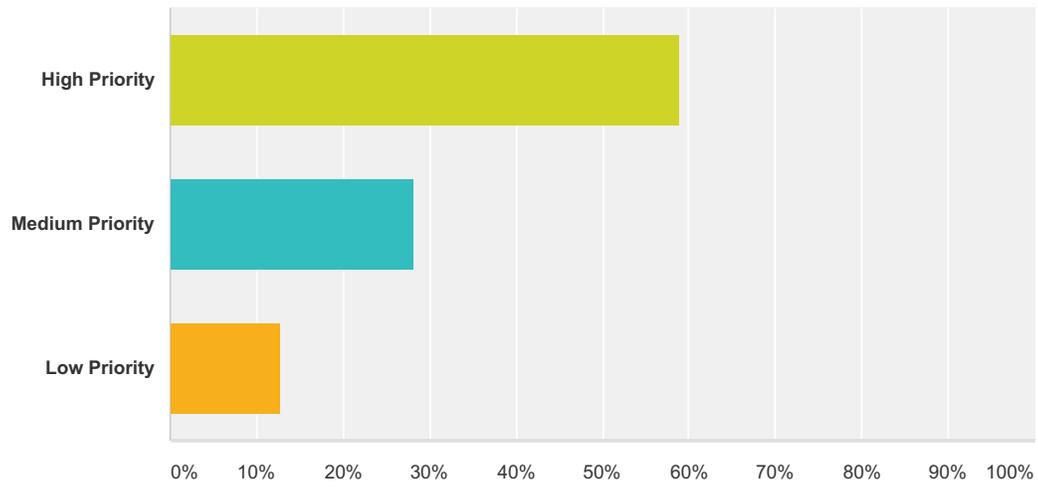
Answered: 39 Skipped: 0



Answer Choices	Responses
High Priority	17.95% 7
Medium Priority	43.59% 17
Low Priority	38.46% 15
<b>Total</b>	<b>39</b>

### Q37 Repair system to reduce stormwater overflow

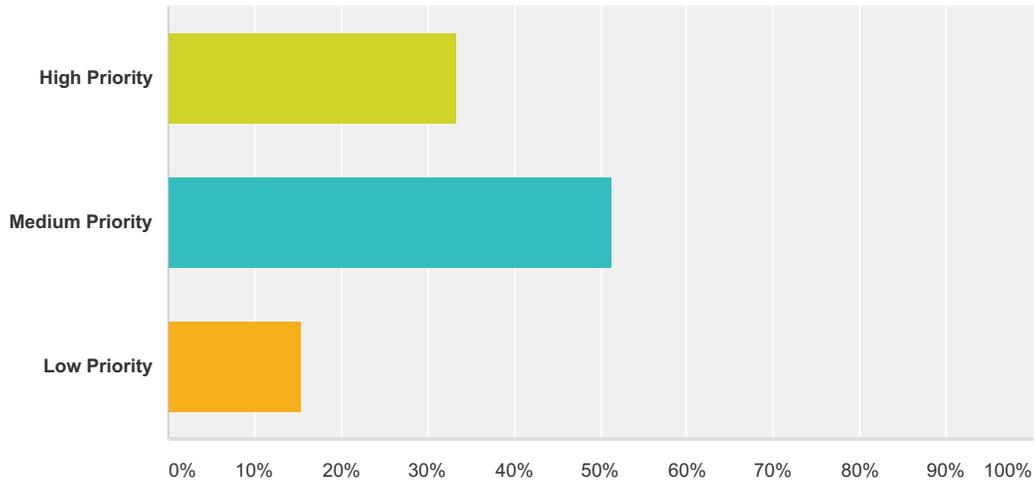
Answered: 39 Skipped: 0



Answer Choices	Responses
High Priority	58.97% 23
Medium Priority	28.21% 11
Low Priority	12.82% 5
<b>Total</b>	<b>39</b>

### Q38 Develop the Mt. Iser Walking Trail

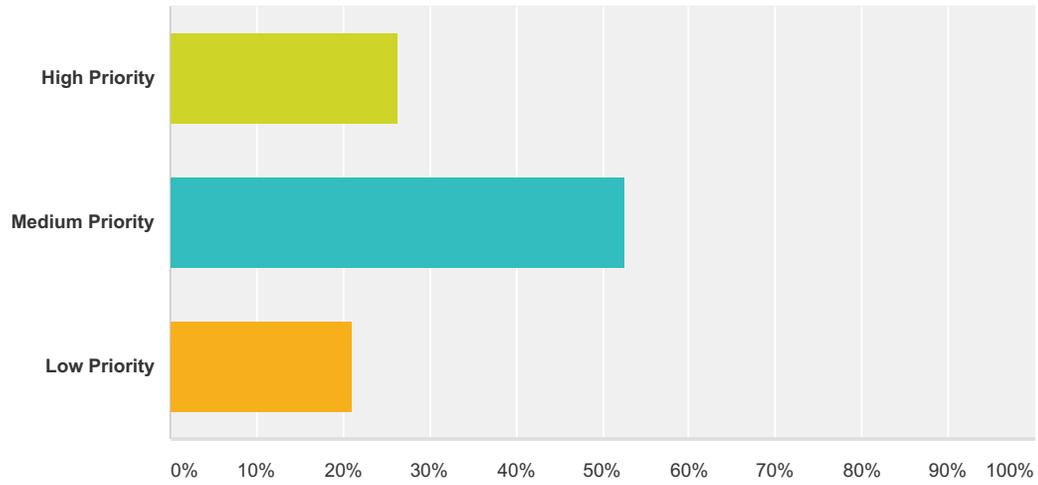
Answered: 39 Skipped: 0



Answer Choices	Responses	
High Priority	33.33%	13
Medium Priority	51.28%	20
Low Priority	15.38%	6
<b>Total</b>		<b>39</b>

### Q39 Develop signed bicycle routes

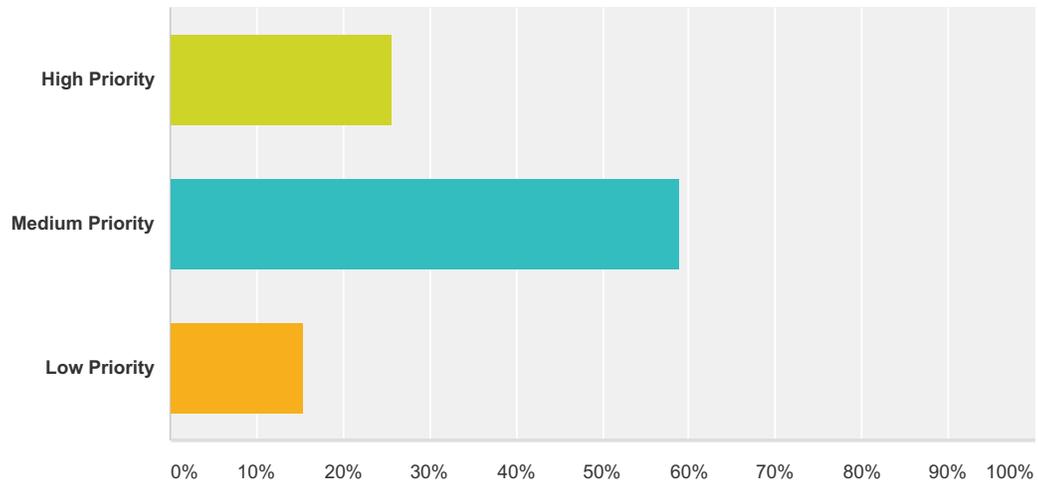
Answered: 38 Skipped: 1



Answer Choices	Responses	
High Priority	26.32%	10
Medium Priority	52.63%	20
Low Priority	21.05%	8
<b>Total</b>		<b>38</b>

### Q40 Coordinate with the Department of Natural Resources on public access to the Tygart River

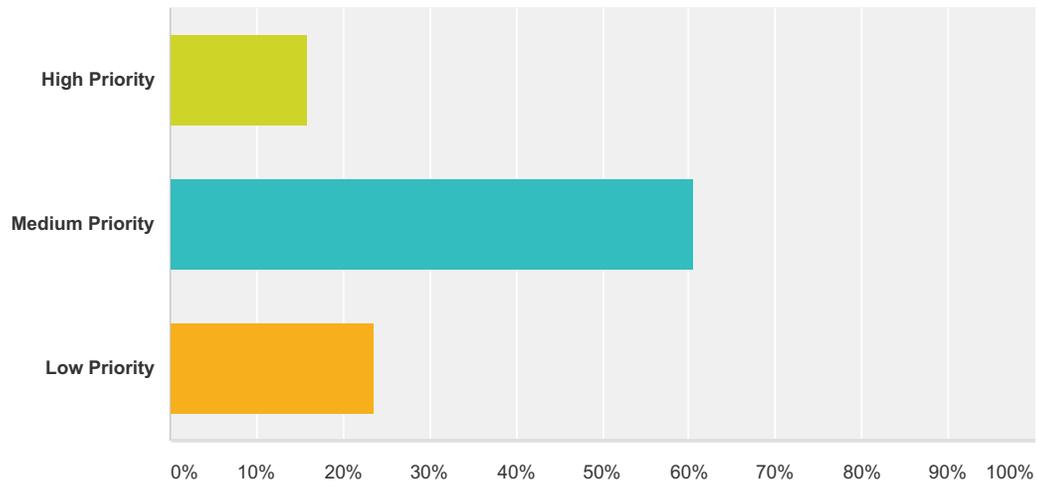
Answered: 39 Skipped: 0



Answer Choices	Responses
High Priority	25.64% 10
Medium Priority	58.97% 23
Low Priority	15.38% 6
<b>Total</b>	<b>39</b>

### Q41 Create new events that be held at the IOOF building

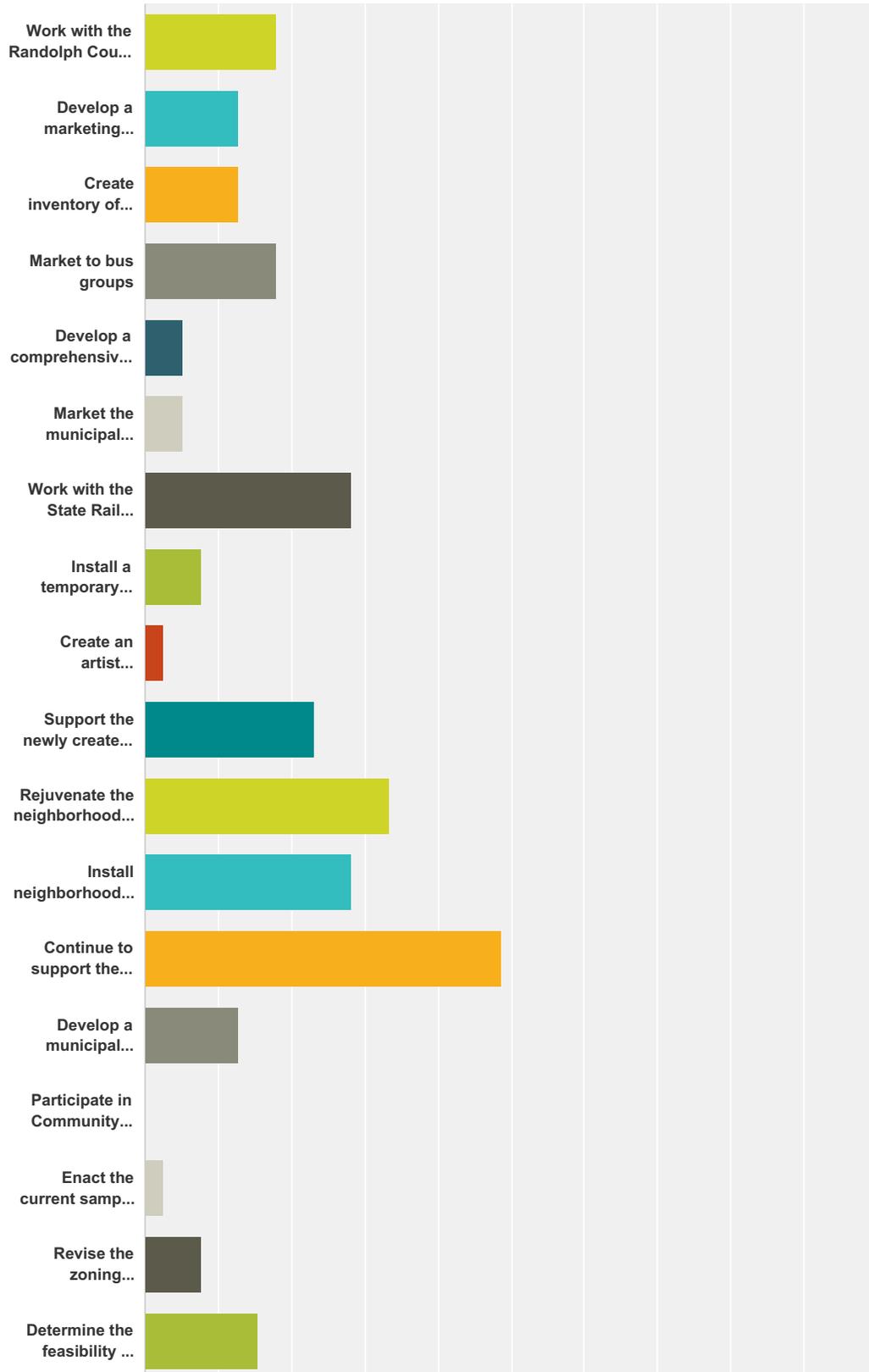
Answered: 38 Skipped: 1

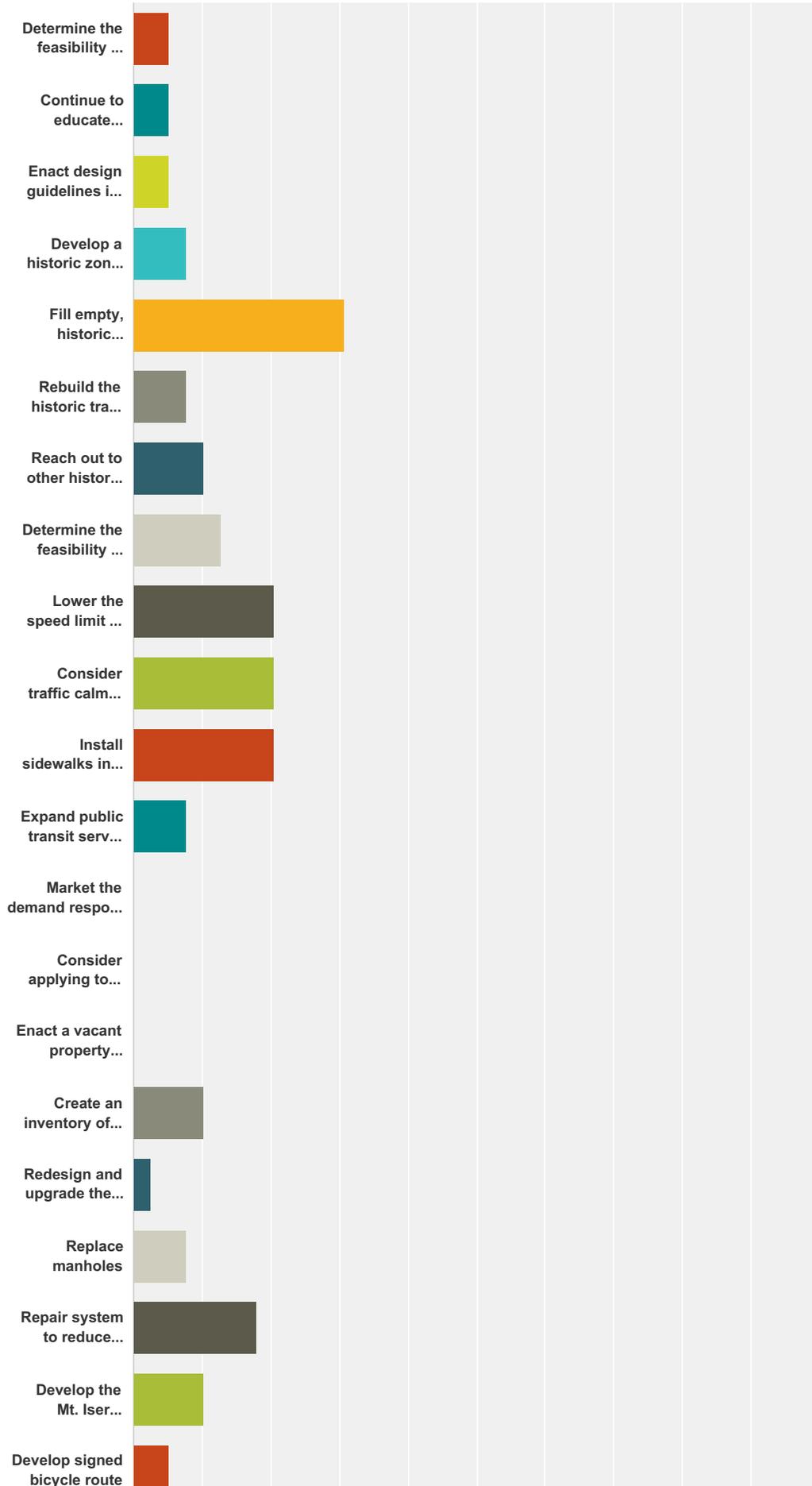


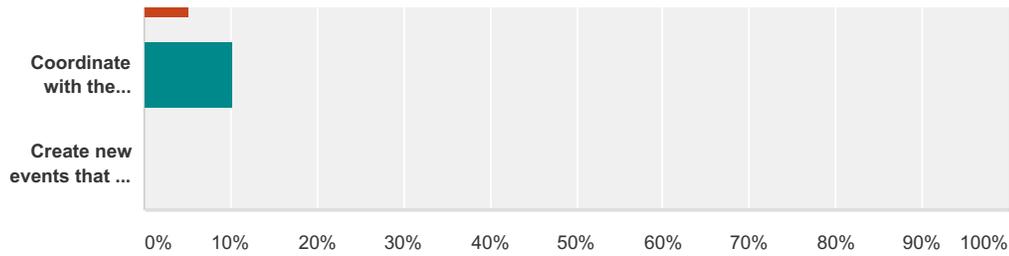
Answer Choices	Responses
High Priority	15.79% 6
Medium Priority	60.53% 23
Low Priority	23.68% 9
<b>Total</b>	<b>38</b>

### Q42 Please pick the top 5 action items that you feel the town should focus on implementing first.

Answered: 39 Skipped: 0







Answer Choices	Responses
Work with the Randolph County Convention and Visitors Bureau to attract visitors into Beverly	17.95% 7
Develop a marketing campaign	12.82% 5
Create inventory of existing businesses and existing retail space for new business	12.82% 5
Market to bus groups	17.95% 7
Develop a comprehensive signing system	5.13% 2
Market the municipal Facebook page and post updates more frequently	5.13% 2
Work with the State Rail Authority to find funding to fix the railroad	28.21% 11
Install a temporary structure in the town square to hold events	7.69% 3
Create an artist community	2.56% 1
Support the newly created police department	23.08% 9
Rejuvenate the neighborhood watch program	33.33% 13
Install neighborhood watch signs and lighting	28.21% 11
Continue to support the fire department	48.72% 19
Develop a municipal emergency management plan	12.82% 5
Participate in Community Ratings System	0.00% 0
Enact the current sample floodplain ordinance	2.56% 1
Revise the zoning ordinance to be consistent with the Comprehensive Plan	7.69% 3
Determine the feasibility of burying the utility lines	15.38% 6
Determine the feasibility of obtaining decorative lights in the downtown area	5.13% 2
Continue to educate property owners on how to maintain historic properties	5.13% 2
Enact design guidelines in the historic district	5.13% 2
Develop a historic zoning overlay district	7.69% 3
Fill empty, historic buildings with new business	30.77% 12
Rebuild the historic train station	7.69% 3
Reach out to other historic communities for ideas	10.26% 4
Determine the feasibility of rebuilding the covered bridge	12.82% 5
Lower the speed limit on Main Street	20.51% 8
Consider traffic calming measures on Main Street	20.51% 8

Install sidewalks in high need areas	20.51%	8
Expand public transit service to Beverly	7.69%	3
Market the demand response service of Country Roads Transit	0.00%	0
Consider applying to join the Home Rule Program	0.00%	0
Enact a vacant property registry	0.00%	0
Create an inventory of abandoned and dilapidated buildings	10.26%	4
Redesign and upgrade the sewer plant	2.56%	1
Replace manholes	7.69%	3
Repair system to reduce stormwater overflow	17.95%	7
Develop the Mt. Iser Walking Trail	10.26%	4
Develop signed bicycle route	5.13%	2
Coordinate with the Department of Natural Resources on public access to the Tygart River	10.26%	4
Create new events that can be held at the IOOF building	0.00%	0
<b>Total Respondents: 39</b>		

# **APPENDIX 3: STAKEHOLDER LIST**

## Town of Beverly Stakeholder List

### Stakeholders who completed questionnaires

Beverly Volunteer Fire Department

Town of Beverly Water/Sewer

Randolph County 4-H Club

Beverly Historic Society

Beverly Heritage Center

Randolph County Development Authority

Blossom Village

Durbin & Greenbrier Valley RR, Inc.

Country Roads Transit

Randolph County Convention and Visitors Bureau

*\*Surveys were also sent to other individuals/organizations, but were not completed and returned by the identified stakeholders*

# **APPENDIX 4: SOURCES**

## Sources

Appalachian Regional Commission website, <http://www.arc.gov> Accessed September 2013.

Armstrong Hardwood Flooring Company website,  
<https://www.armstrongflooring.com/corporate/us-flooring-plants.html>  
Accessed January 2016.

Benedum Foundation website, [www.benedum.org](http://www.benedum.org) Accessed September 2013.

Beverly Heritage Center website, <http://www.beverlyheritagecenter.org/> Accessed September 2015.

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Historic Beverly Preservation website, <http://www.historicbeverly.org/> Accessed April 2016.

Rich Mountain Battlefield Association website, <http://www.richmountain.org/> Accessed April 2016.

Smart Growth Implementation Assistance website, <http://www.epa.gov/smartgrowth/sgia.htm>  
[Accessed September 2013.](#)

Town of Beverly. (2016). Beverly Active Community Plan. Downstream Strategies, Mills Group, and Terrell Ellis and Associates.

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Accessed September 2013.

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Accessed September 2013.

West Virginia Department of Commerce, Community Resources website,  
<http://www.wvcommerce.org/people/communityresources/default.aspx>  
Accessed October 2013.

West Virginia Department of Transportation website, <http://www.transportation.wv.gov/ports>  
Accessed March 2014.

Workforce West Virginia website, <http://www.workforcewv.org/lmi/> Accessed March 2017.

2010 American FactFinder, U.S. Department of the Census website, <http://www.census.gov>  
Accessed 2014-2016.

# **APPENDIX 5: FUNDING SOURCES**

## *Funding Sources*

### *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.
- 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.

### *Governors Community Participation Grant Program*

The Governor's Community Partnership Grant program provides state grant funds for community and economic development projects throughout West Virginia. 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
- 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

### *KaBOOM*

KaBoom is a non-profit organization that is dedicated to creating play spaces for children throughout the United States. KaBoom offers three types of grants:

- Build it with KaBOOM!- work with KaBOOM! and their corporate partners. This grant provides coaching and facilitation of an experienced Project Manager to help design and build a permanent play structure
- Build it Yourself- grant (\$15,000) to be used toward the purchase of playground equipment
- Creative Play Grants- used to design play equipment that encourages creativity, communication, and collaboration in play

### *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, innovation in community cores, attracting or retain visitors to an area, development of trailheads or preservation of other natural areas to impact community health objectives and 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

### *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 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.

# **APPENDIX 6:**

## **MAPS**

# Town of Beverly Draft Existing Land Use Map

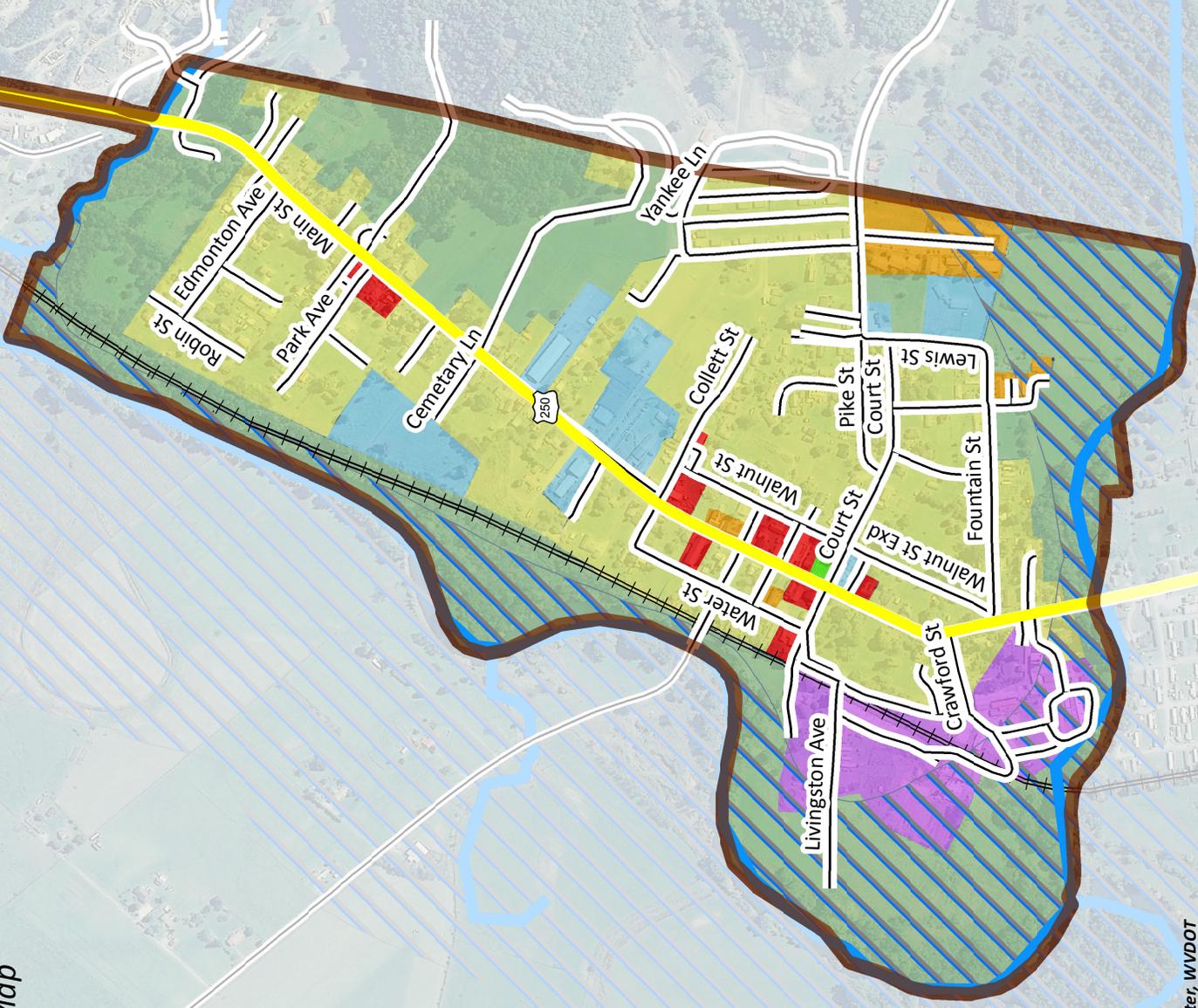


### Legend

- Town of Beverly
- US Route
- Local Road
- Railroad
- Water
- Floodplain

### Existing Land Use

- Open Space/Wooded
- Park
- Single Family Residential
- Multi Family Residential
- Public
- Commercial
- Industrial



Source Data: West Virginia GIS Technical Center, WVDOT



# Town of Beverly Comprehensive Plan

## Draft Future Land Use Map



Historic Overlay

Residential Preferred Development Area

Mixed Use Preferred Development Area

Commercial Preferred Development Area

Conservation Area

Residential Preferred Development Area

Residential Preferred Development Area

Residential Preferred Development Area

Commercial/Industrial Preferred Development Area

### Legend

- Town of Beverly
- US Route
- Local Road
- Water
- Railroad
- Floodplain
- Existing Land Use**
- Open Space/Wooded
- Park
- Single Family Residential
- Multi Family Residential
- Public
- Commercial
- Industrial



**APPENDIX 7:  
ADOPTION  
MATERIALS**

*(TO BE ADDED AFTER PLAN IS ADOPTED)*