

**Welcome to the
U.S. 340 East Gateway Plan
Public Meeting**

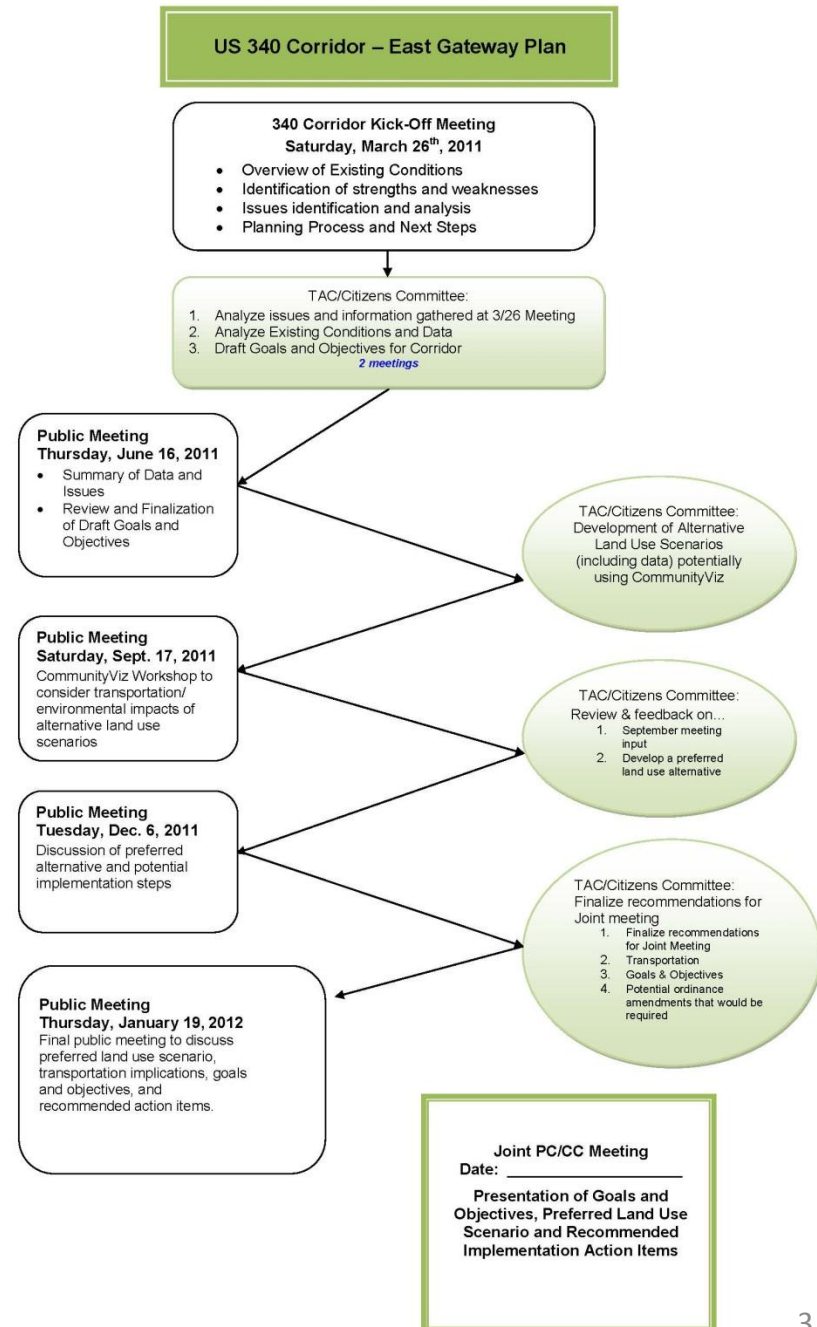
**Harpers Ferry KOA
Carter Hall**

**December 6th, 2011
7:00 p.m. – 9:00 p.m.**

Purpose of Today's Meeting

- **Determine/discuss if staff have accurately represented the general consensus of the community**
- **Describe 3 land use scenarios**
- **Discuss what we heard from 9/17/11 public meeting**
- **Discuss what we heard from MetroQuest Phase II**
- **Discuss the Preferred Land Use Scenario**
- **Discuss Vision, Goals, and Objectives for Preferred Land Use Scenario**
- **Public Input and Commentary Exercise**

Introductions and Overview of the Planning Process



A Few Things to Remember About the Land Use Scenarios

The 3 scenarios ARE intended to:

- **Represent a broad range of general patterns for different locations along the US 340 Corridor**
- **Reflect the broad feedback received during the previous workshops and from the MetroQuest Survey**
- **Show a menu of choices to represent different values and policy choices**
- **Show general locations of possible future land use activities**
- **Show how the corridor could look in 25 years**
- **Act as the starting point in the selection of a preferred land use scenario (to be refined tonight)**

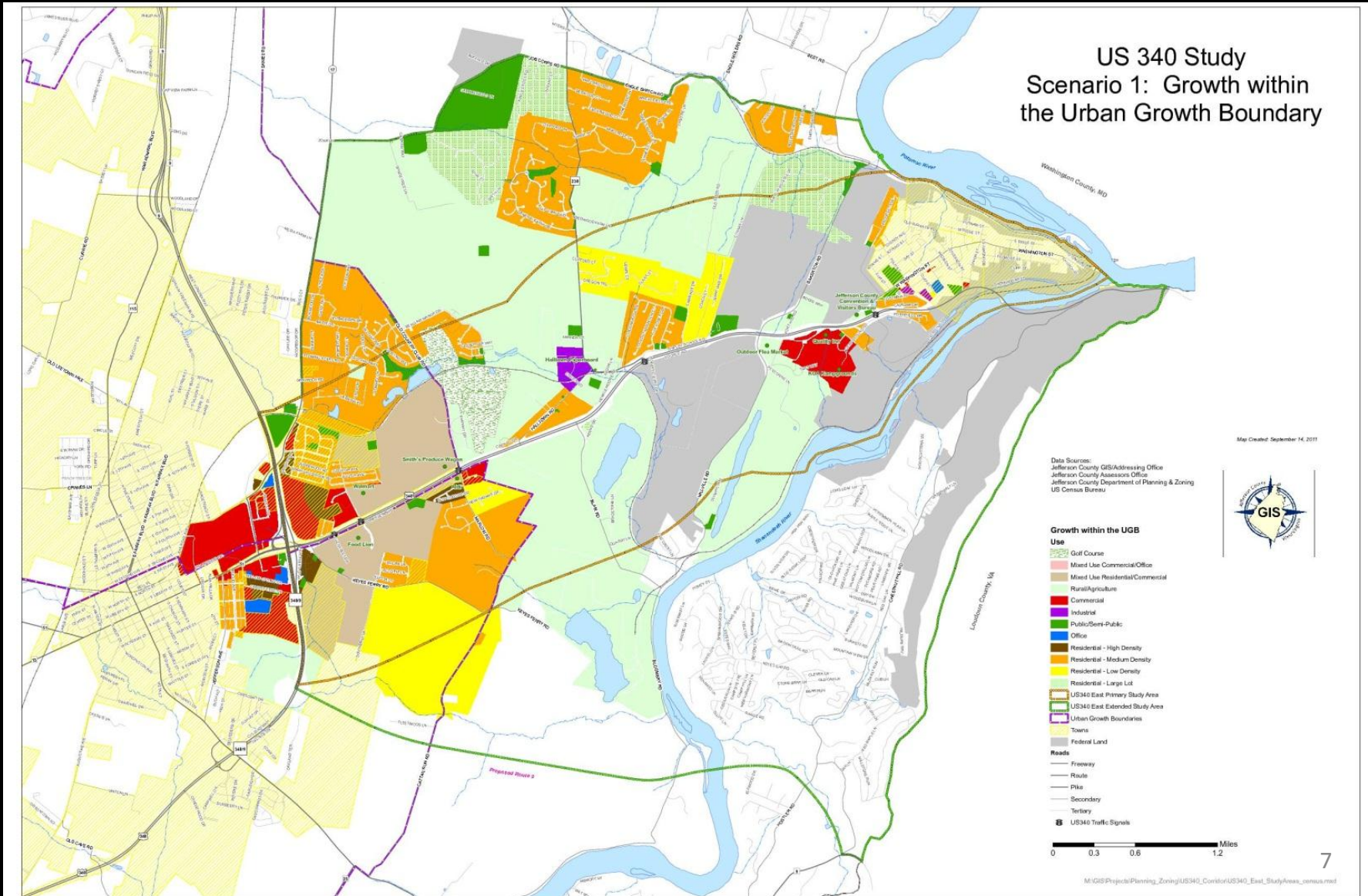
A Few Things to Remember About the Land Use Scenarios

The 3 scenarios are NOT intended to:

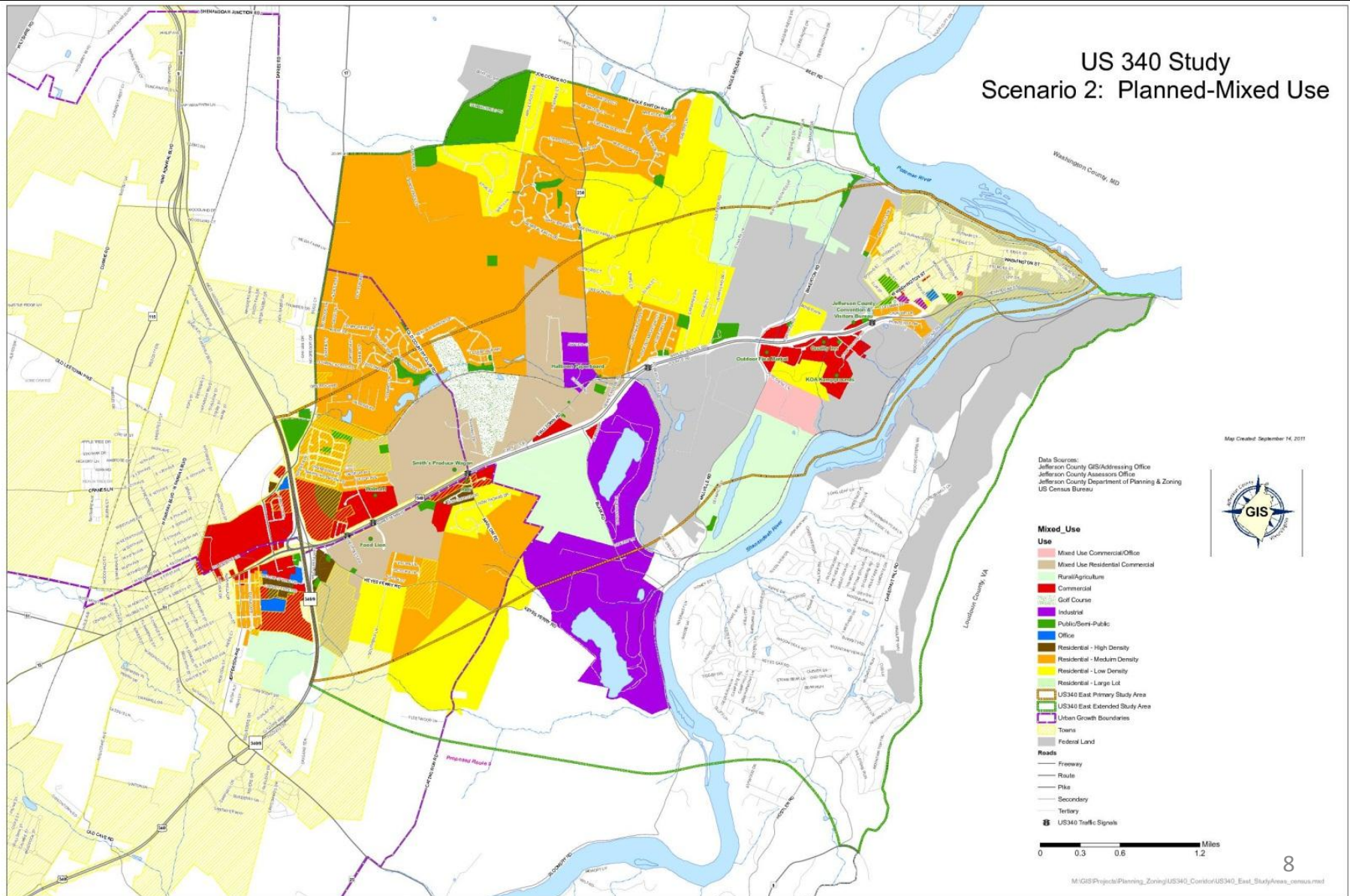
- **Be a definitive, complete or detailed plan**
- **Limit the discussion about land use on the 340 Corridor**
- **Locate land uses on an individual land-parcel level**
- **Represent a plan to rezone any individual property**
- **Reflect current real estate market conditions, utility locations, or other existing conditions**

Alternative Land Use Scenario Maps

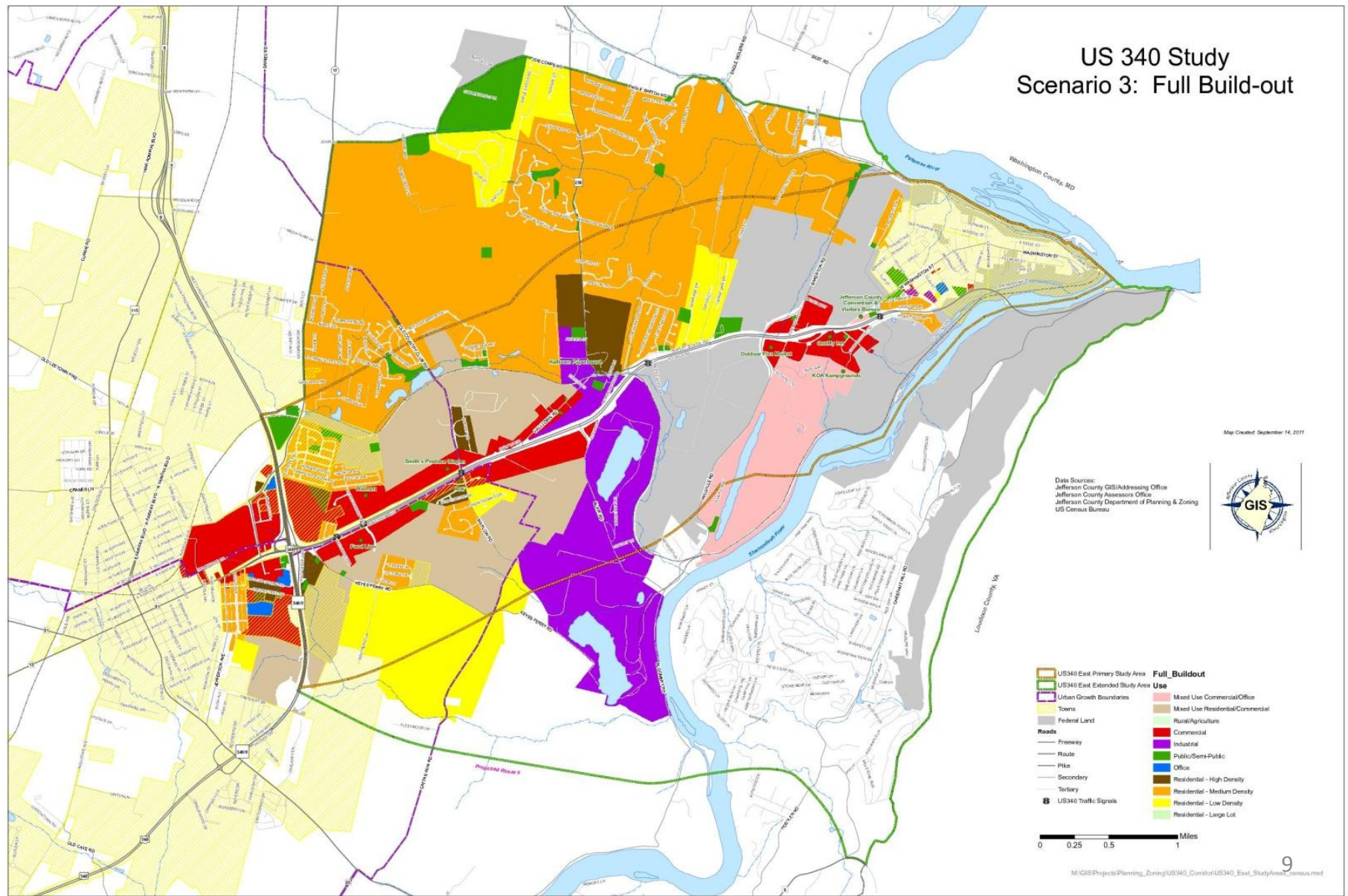
Scenario 1: Growth within the Urban Growth Boundary (UGB)



Scenario 2: Planned-Mixed Use



Scenario 3: Full Build-out



September 17th Public Meeting

Focus Group Questions

1. What are the pros and cons of each scenario?
2. Looking ahead 25 years, which of the 3 scenarios best describes your vision of how the U.S. 340 East Corridor should grow and develop?
3. What changes or modifications would you make to the preferred scenario?

What We Heard

**Red Group
Preferred
Scenario 2**

**Planned
Mixed-use
with
modifications**

**Facilitator-
Seth Rivard**

**Green/Blue
Group
Preferred
Scenario 2**

**Planned
Mixed-use
with
modifications**

**Facilitators-
Aaron
Molenda
Julie Quodala**

**Green
Group
Preferred
Scenario 1**

**Growth
Within The
Urban Growth
Boundary
with
modifications**

**Facilitators-
Steve Barney
Sue Lawton**

**Yellow/Red
Group
Preferred
Scenario 1**

**Growth
Within the
Urban Growth
Boundary
with
modifications**

**Facilitators-
Cherokee
Grim
Sarah
Kleckner**

Key Points

Red Group Key Points

(Planned
Mixed use)

Key points

- Design standards important
- Frontage roads along entire corridor
- Limited traffic lights

Blue/Green Group Key Points

(Planned
Mixed Use)

Key points

- Appreciate elements that attract tourists
- Appreciate internally planned communities that do not increase 340 traffic
- Appreciate existing/local homeownership
- Respect/recognize existing development entitlements

Green Group Key Points

(Growth
in the UGB)

Key Points

- Ensure economic viability in Charles Town and Ranson
- All 3 scenarios need service roads off US 340
- All 3 scenarios should have a max lot size of 1 acre
- All 3 scenarios could tolerate increased commercial character at Old Standard Quarry
- Need a category for heavy industrial

Red/Yellow Group Key Points

(Growth
in the UGB)

Key Points

- Better defined mixed-use zoning class; currently too broad
- Make residential walk-able to businesses

Scenario “Pros”

Red Group Scenario “Pros”

Planned Mixed use

Scenario 1 – Pros

- n/a

Scenario 2 – Pros

- n/a

Scenario 3 – Pros

- n/a

Blue/Green Group Scenario “Pros”

Planned Mixed Use

Scenario 1 – Pros

- Green space

Scenario 2 – Pros

- Elements that attract tourists
- Planned communities that don't go outside, increasing RT 340 traffic
- More realistic
- Appreciate existing homeownership
- No residential next to industrial

Scenario 3 Pros -

- Commercial close to US 340

Green Group Scenario “Pros”

Growth in the UGB

Scenario 1 – Pros

- Development clustered commercial activity, cluster town centers

Scenario 2 – Pros

- Expanded industrial area around Halltown Paper

Scenario 3 – Pros

- Increased commercial (office/employment) use of Old Standard Quarry)

Red/Yellow Group Scenario “Pros”

Growth in the UGB

Scenario 1 – Pros

- No traffic increase
- Preserves more of the rural character
- AG lands maintained

Scenario 2 – Pros

- Adequate industrial space
- More jobs

Scenario 3 – Pros

- More redevelopment
- More jobs from businesses

Scenario “Cons”

Red Group Scenario “Cons”

Planned Mixed Use

Scenario 1 –Cons

- n/a

Scenario 2 – Cons

- n/a

Scenario 3 – Cons

- n/a

Blue/Green Scenario “Cons”

Planned Mixed Use

Scenario 1 – Cons

- Unrealistic to current land uses

Scenario 2 – Cons

- Move low density away from US 340 corridor
- Need more frontage roads
- Move low density on Old Standard Quarry/commercial interests

Scenario 3 - Cons

- No residential adjacent to industrial-commercial
- Add recreational/commercial to river areas.

Green Group Scenario “Cons”

Growth in the UGB

Scenario 1 – Cons

- Potential increase in traffic in town
- 3 acres per house is too much land
- Max lot size of 1 acre

Scenario 2- Cons

- Increased industrial zones may be occupied
- Increased traffic congestion

Scenario 3 – Cons

- Industrial traffic will increase without 340 improvements
- Dilutes town centers

Red/Yellow Group Scenario “Cons”

Growth in the UGB

Scenario 1 – Cons

- Must drive further for services
- Increased public funding would be necessary

Scenario 2 – Cons

- Not enough AG lands
- Traffic increase in proportion to residential
- More expensive intersection improvements needed

Scenario 3 – Cons

- Lost unique rural character
- Decrease in air quality/environmental degradation
- Increase traffic congestion

MetroQuest Tool Phase II

Your Feedback

1

Our Challenge

How should the corridor evolve?


CHALLENGE

340

US 340 Corridor East Gateway Plan

Slide 1 of 3

This study, being performed by the Jefferson County Departments of Planning & Zoning, is a collaborative process to create a small area plan using citizen input related to land use management and future planning efforts.



Respondents and Comments

Total Respondents

(number of individuals who visited the site; not all individuals provided input)

196

Total Spatial Comments

(total number of spatial comments received)

135

Total Spatial Commenters

(total number of individuals who commented)

45

Total General Comments

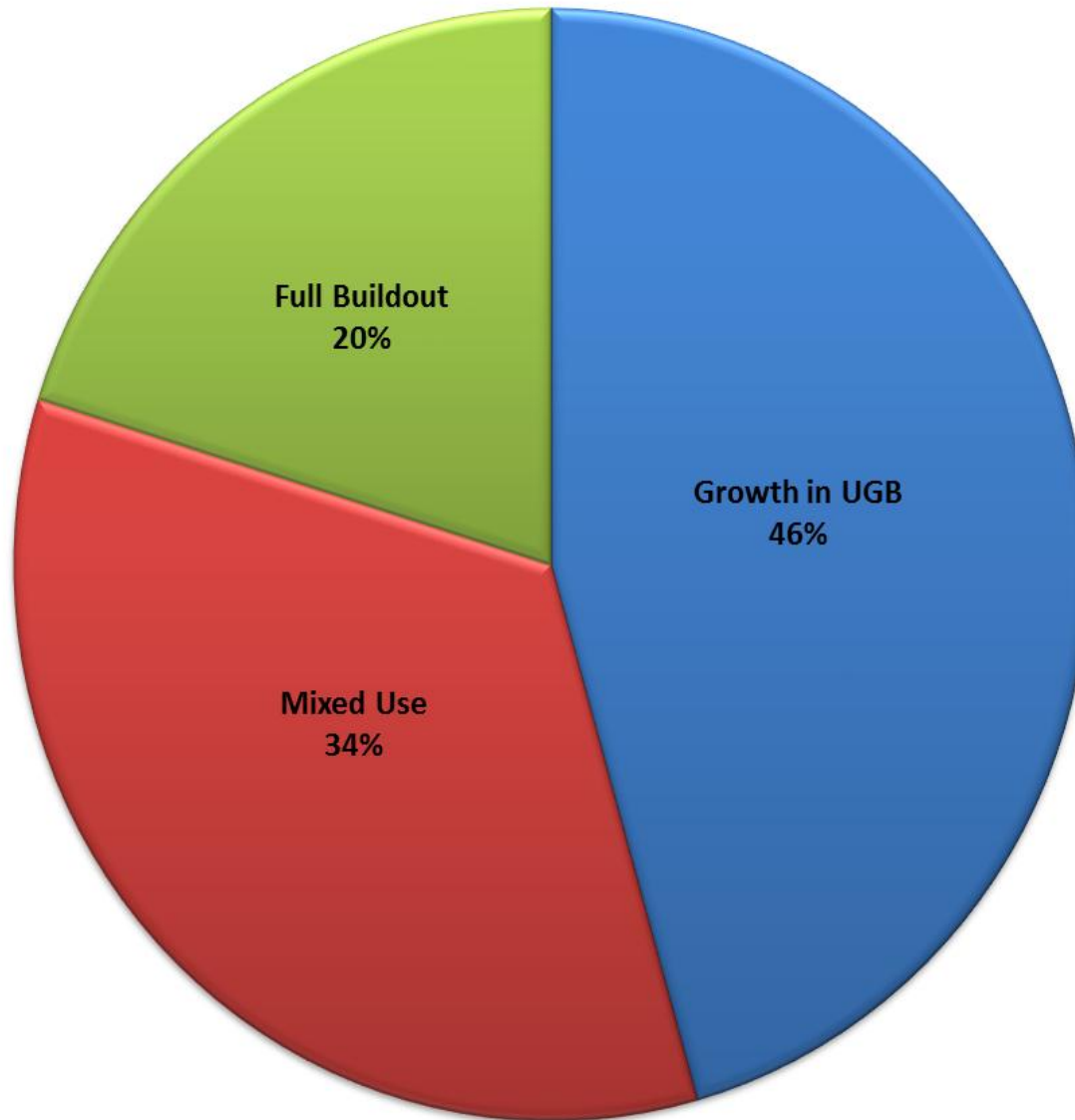
(total number of general comments)

30

Note: 196 individuals visited the site, however only 45 individuals provided spatial comments (135 of them) and 30 people provided general comments.

MetroQuest II Public Feedback - Preliminary Preferred Growth Scenario

Preferred Growth Scenarios



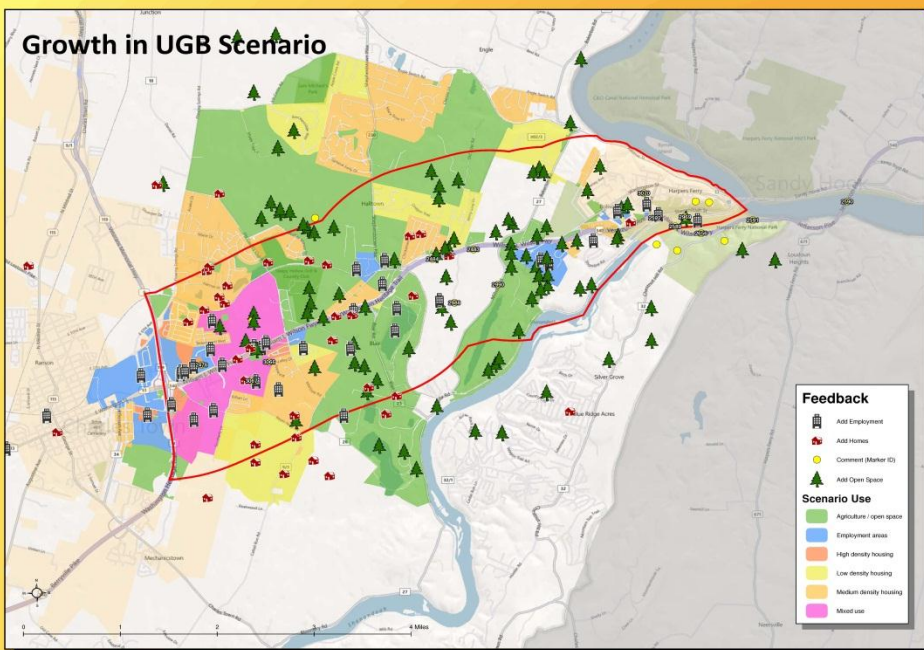
Scenario Rankings

Scenario Rankings	Scenario Name	Overall Rank	Times Ranked as Preferred Scenario	Preference as a Percentage of Total Rankings
	Growth in UGB	1	52	44%
	Mixed Use	2	43	36%
	Full Buildout	3	24	20%
	None Chosen	-	82	-

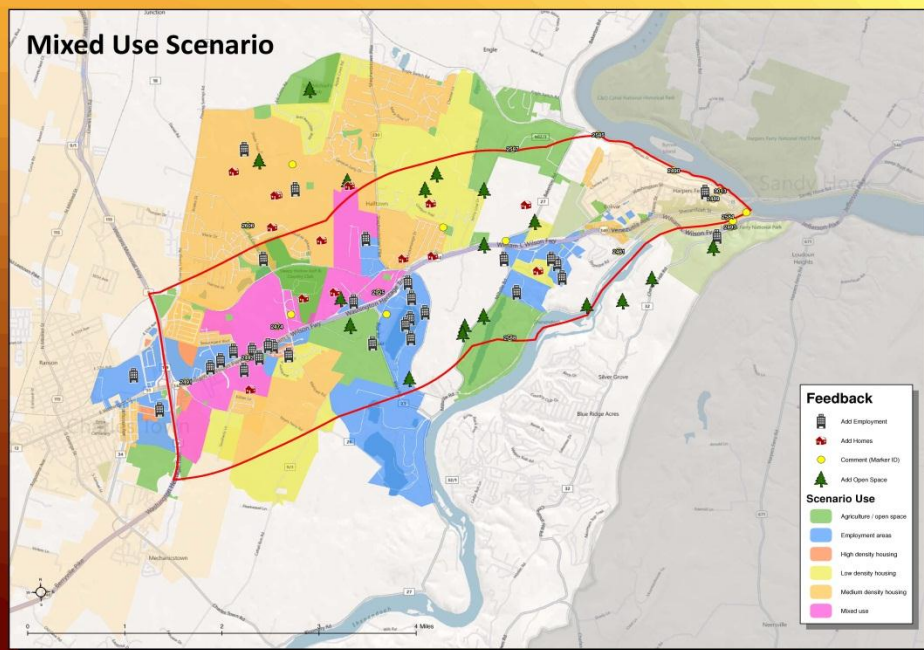
MetroQuest II - Public Feedback Data



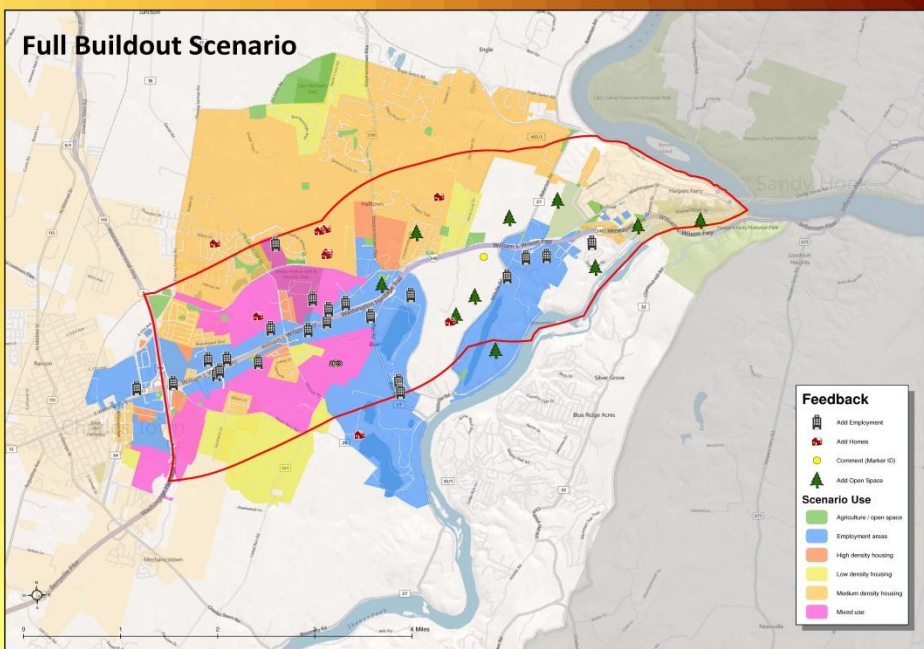
Growth in UGB Scenario



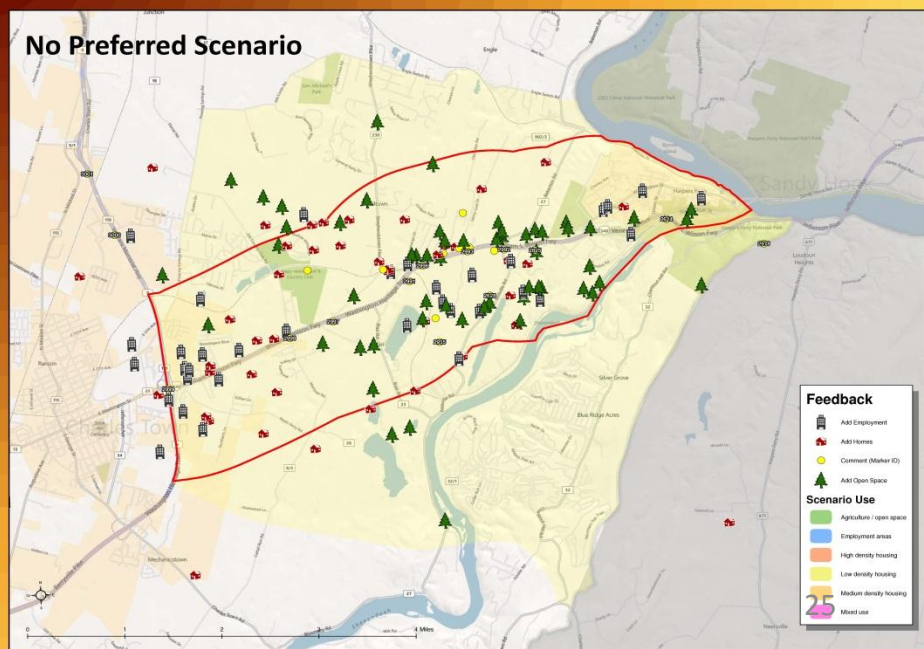
Mixed Use Scenario



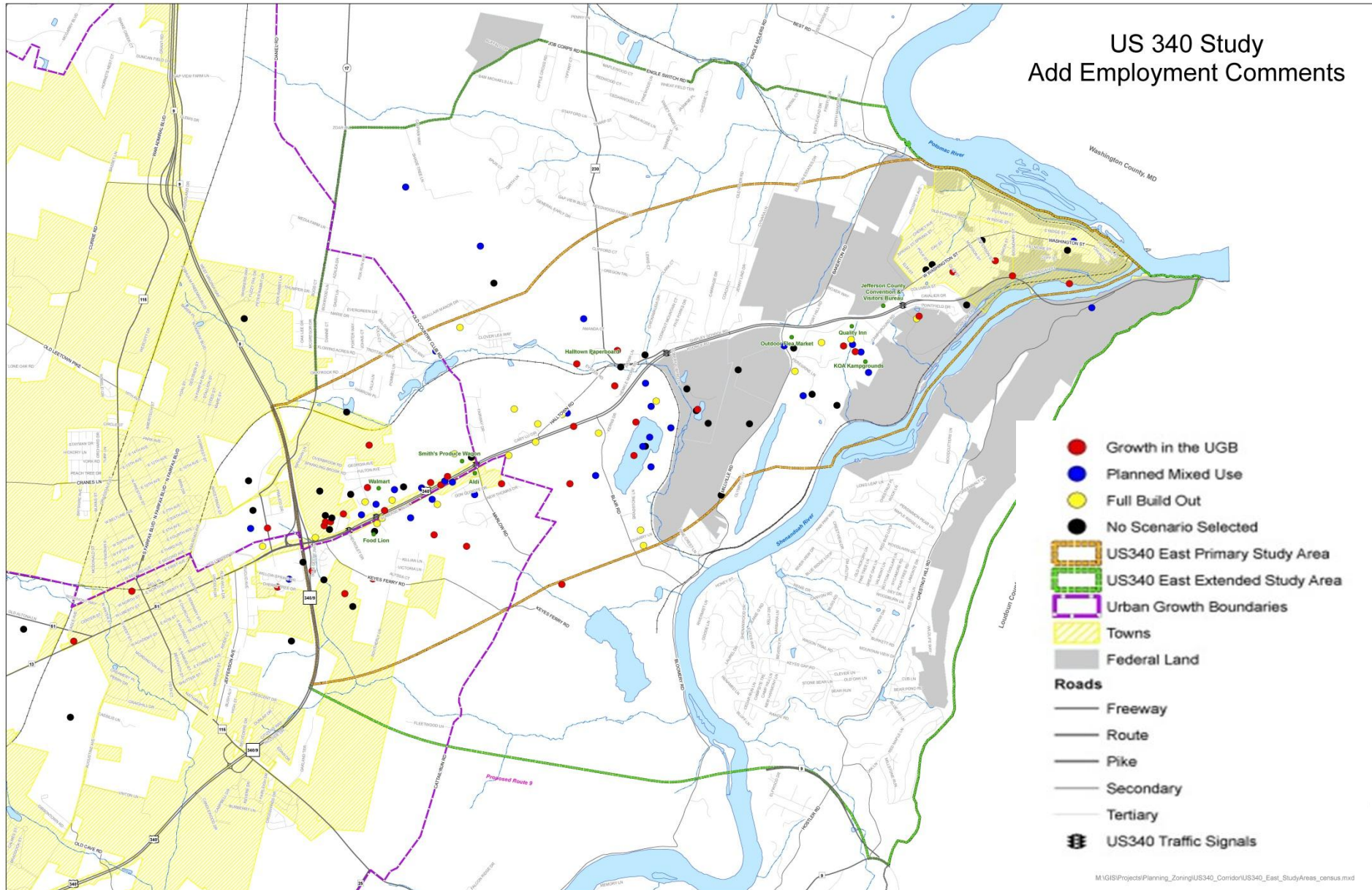
Full Buildout Scenario



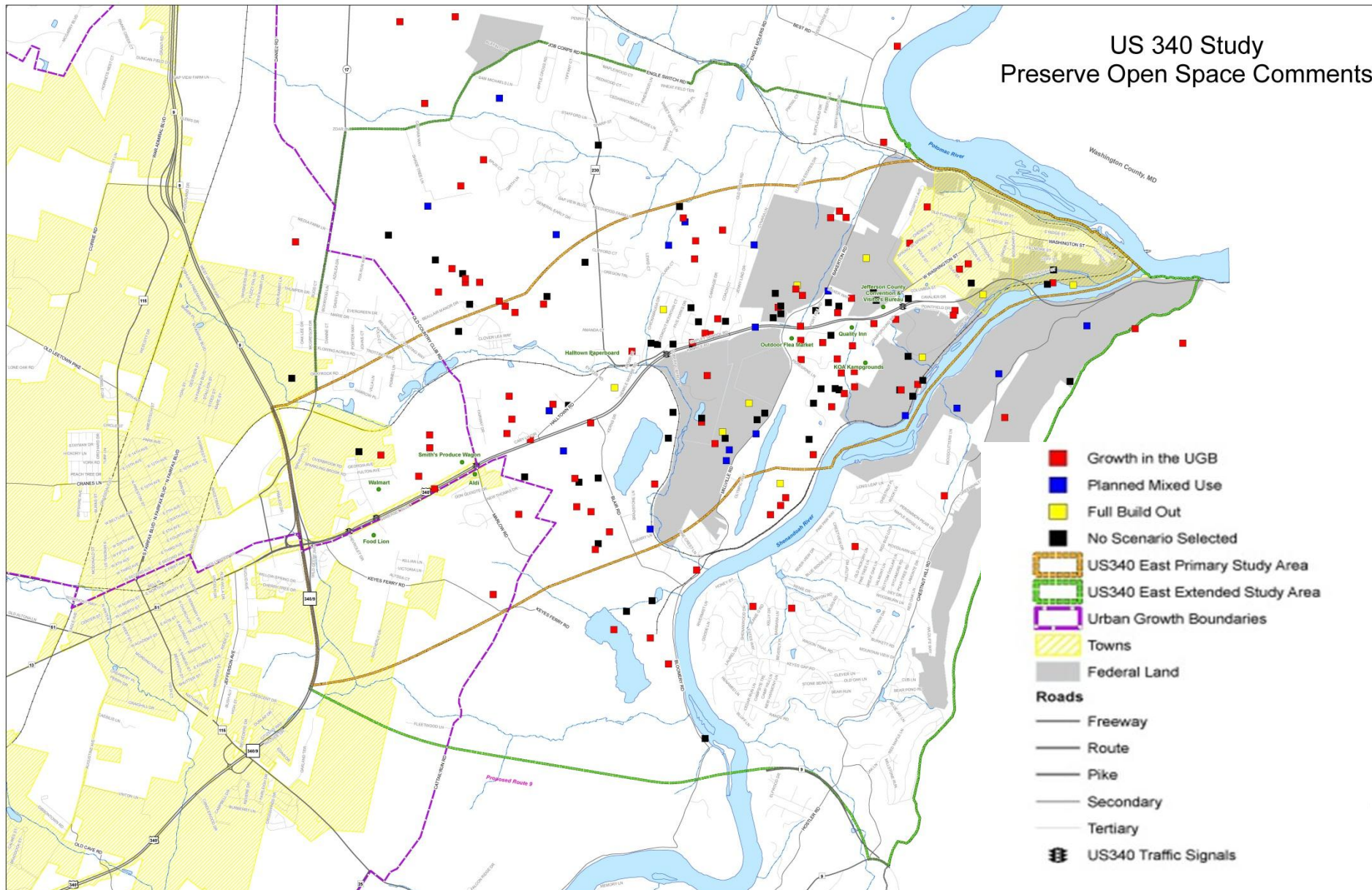
No Preferred Scenario



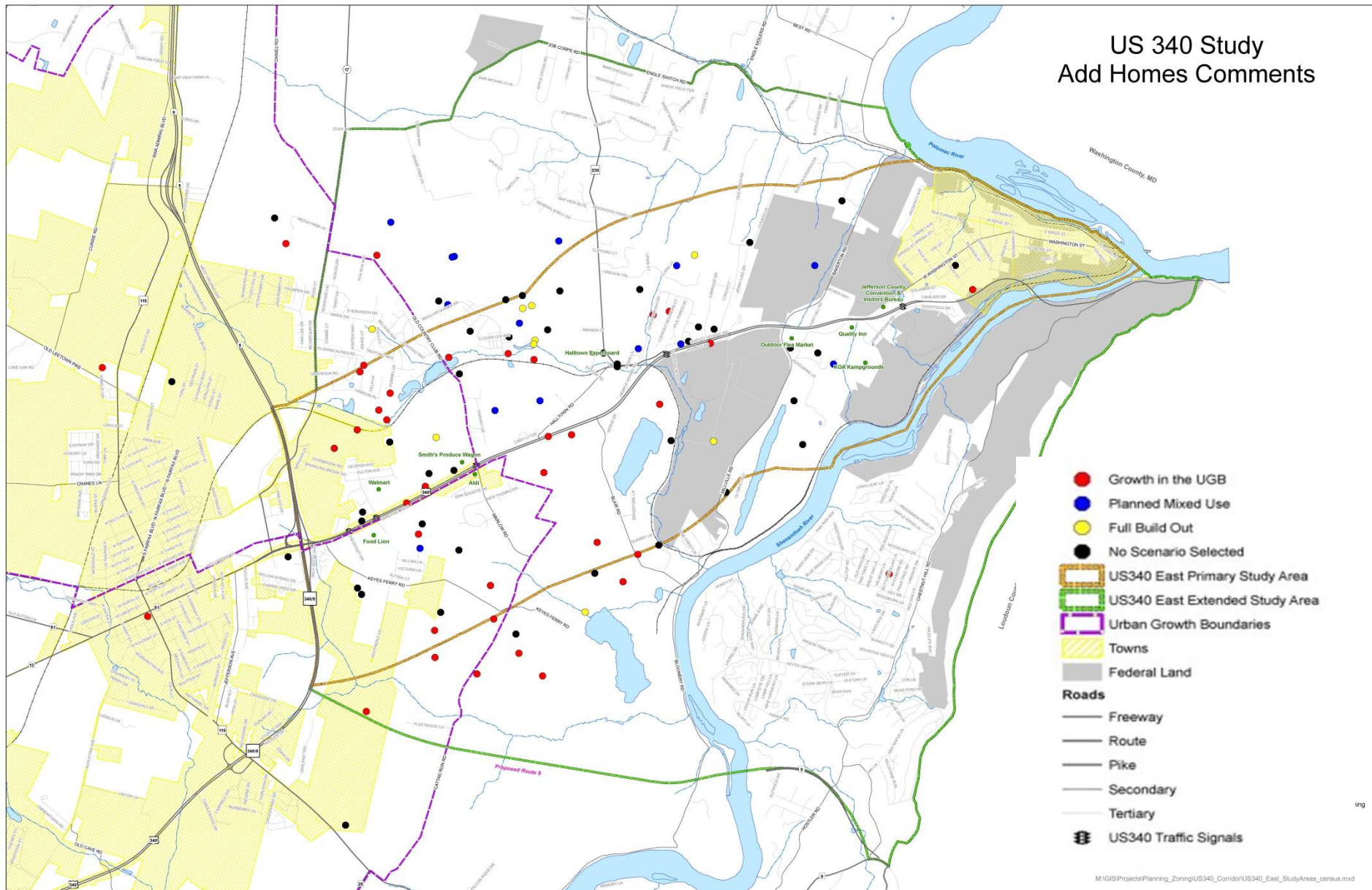
US 340 Study Add Employment Comments



US 340 Study Preserve Open Space Comments



US 340 Study Add Homes Comments



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Community Priorities

Note: Users chose a minimum of 4 community priorities before exploring the 3 preliminary preferred alternative scenarios and providing detailed feedback on each of those scenarios.

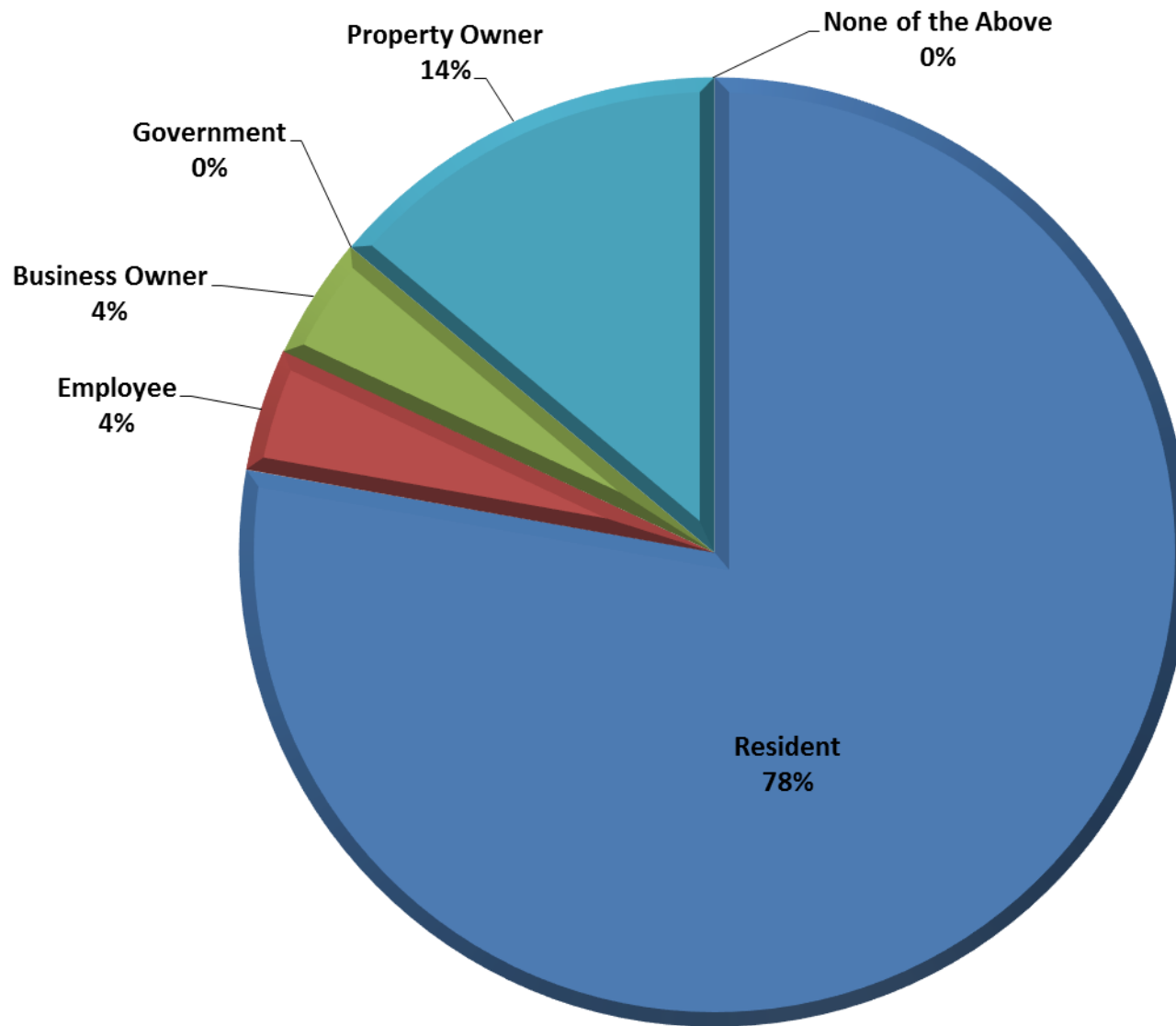
MetroQuest Tool Public Comment

Community Priorities Overall Rank

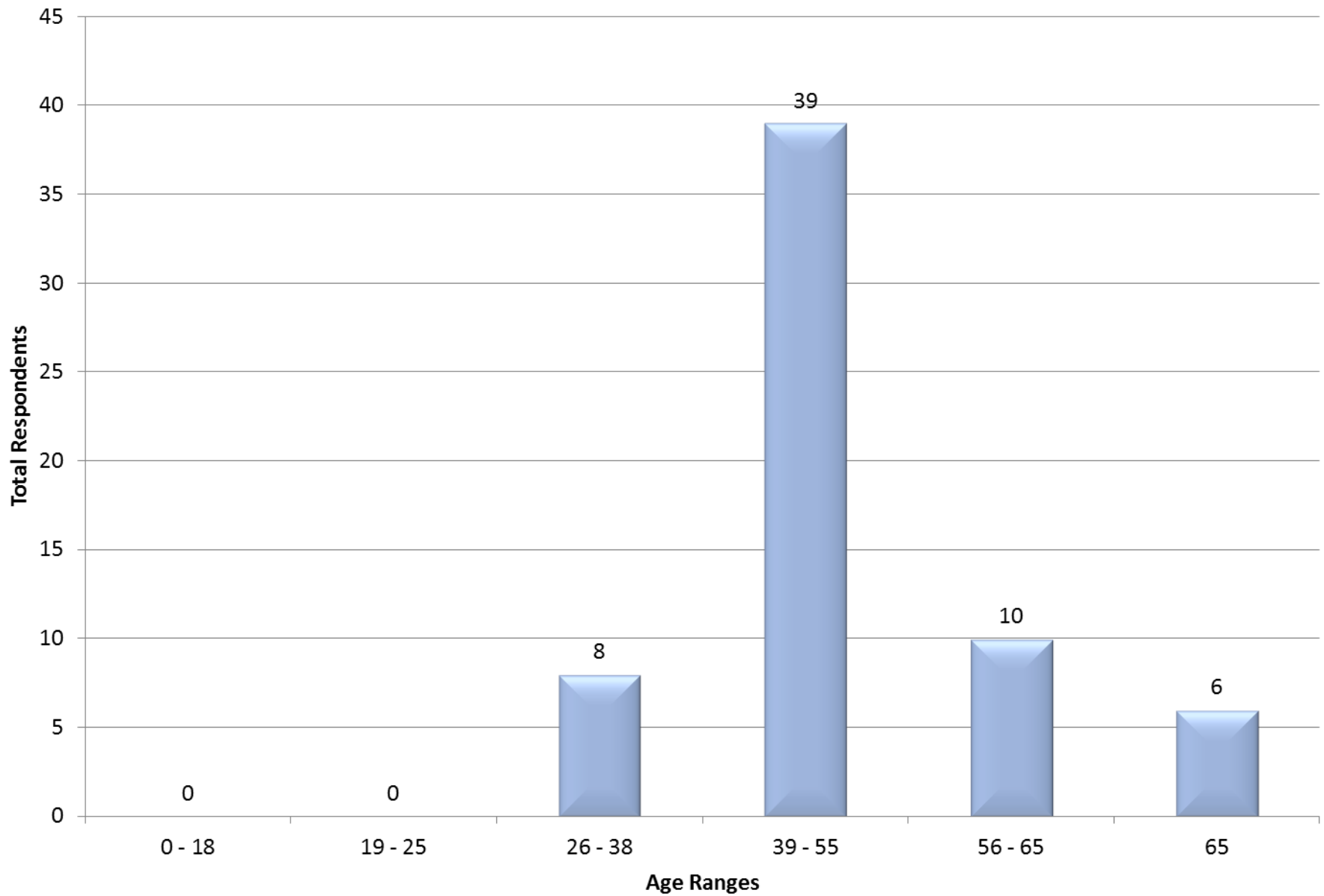
Community Priorities	Priority Name	Overall Rank
	Traffic safety	1
	Historic resources	2
	Paths for walking, biking, and hiking	3
	Easy car travel	4
	Corridor beautification	5
	Open spaces, Farmland and Rural	6
	Design standards for new development	7
	Employment opportunities	8
	Retail / commercial development	9
	Residential development	10

The overall rank of a priority reflects an average of the times ranked and the position a priority was given by a user.

Demographic Information - Community Role

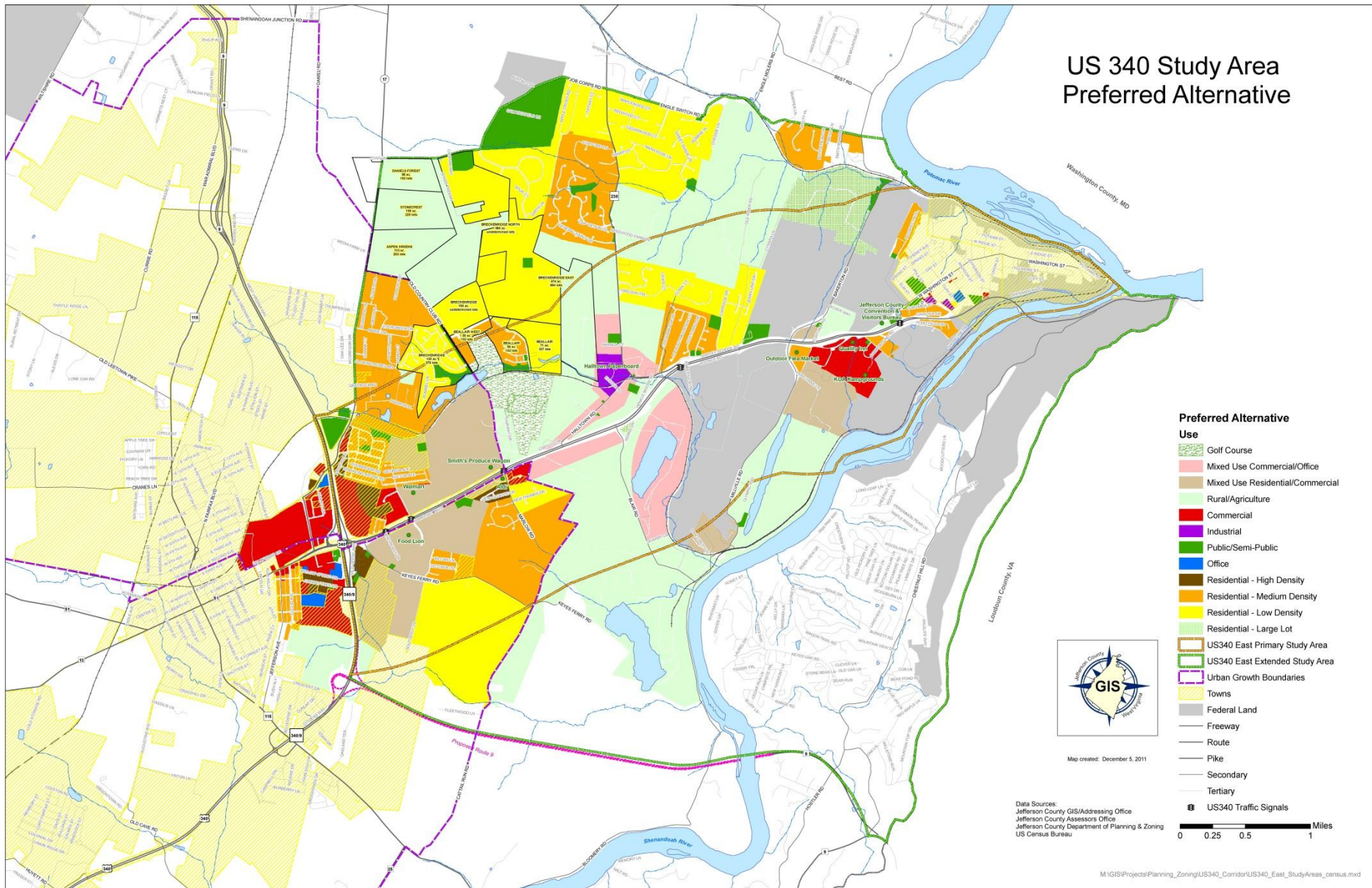


Demographic Information - Respondent Age



Preferred Land Use Scenario Map

US 340 Study Area Preferred Alternative



Public Input and Feedback on Preferred Land Use Scenario

Goal: Review the preferred land use scenario by geographic area. Our transportation consultant is available for questions.

Table 1: Rte. 9 to Country Club Road

- Housing, Employment, Open Space considerations

Table 2: Country Club Road to Rte. 230

- Housing, Employment, Open Space considerations

Table 3: Rte. 230 to Harpers Ferry

- Housing, Employment, Open Space considerations

Preferred Land Use Scenario Map

Review and Commentary Questions

Questions –

1. List any priorities and/or concepts that are **MISSING** from this Preferred Land Use Scenario map.
2. List any **CONCERNS** you foresee with this Preliminary Preferred Alternative map.
3. List 2-7 possible **PARTNERS** that can support the goals of the corridor study (individuals, local groups/schools, nonprofits, local, state, and/or federal agencies; other organizations).

The Vision, Goals, and Objectives Addresses Issues under the Six Major Areas of Concentration

Definitions

Vision:

Preferred land use scenario description

Goal: (change every 2-3 years):

A goal is the end result toward which actions, activities and attitudes are aimed.

Objective:

An objective is an action, activity or attitude used to achieve the goal or the end result.

Six Major Areas of Concentration (Themed Categories)

- Transportation
- Parks, Trails and Greenways
- Community Services
- Economic Opportunities
- Historic Resources
- Land Use Planning

Goals and Objectives

Review and Commentary Questions

Questions –

1. List any priorities and/or concepts that are MISSING from these Goals and Objectives.
2. List any CONCERNS you foresee with the Goals and Objectives.
3. List 2-7 possible PARTNERS that can support the goals of the corridor study (individuals, local groups/schools, nonprofits, local, state, and/or federal agencies; other organizations).

Next Steps:
Public Meeting
January 19, 2012
Charles Town Library 7 p.m.

- **Final Land Use Scenario**
- **Goals and Objectives of Final Land Use Scenario**
- **Transportation Implications**
- **Implementation Tools**
 - **overlay districts**
 - **design standards**
 - **transportation improvements**
- **Schedule Joint PC/CC Meeting following January 19, 2012 meeting – location TBD**

Contact Information

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www.jeffersoncountywv.org/Rt340.html