

12/6/11 Public Review Version:

DRAFT US 340 Goals and Objectives

Related to the Preliminary Preferred Growth Scenario

To provide feedback on this document, please contact the Jefferson County Planning and Zoning Department at planningdepartment@jeffersoncountywv.org, or send mail to:
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Based on public input received, the preferred growth scenario for the US 340 East Gateway Corridor is based on the original “rural landscape with growth in the urban growth boundary” alternative with specific modifications that include acknowledging the development rights of the residential growth area northeast of Ranson (bordered by Flowing Springs Road, Job Corps Road, and Country Club Road) and including specific commercial nodes along the US 340 corridor. This scenario supports the concept of the highest intensity development being concentrated inside the Charles Town and Ranson Urban Growth Boundaries (UGBs), where growth can be served by existing utilities and transportation infrastructure, but allows for limited, high-quality development to occur along the US 340 corridor. The preferred scenario supports the concept that the area outside of these growth boundaries and the noted commercial nodes should be retained in agricultural land, open space, or low-density residential uses. This preferred growth scenario acts as the vision for this planning document.

A key element of any land use planning document is the development of a statement of realistic goals and objectives which support the implementation of the vision. For the purpose of the US 340 East Gateway Corridor Plan, these goals and objectives are focused on the six topical areas discussed at each of the four public meetings held in 2011 regarding this plan. The topic categories are:

1. Land Use/Growth Scenario
2. Transportation
2. Parks, Trails and Greenways
3. Community Services/Infrastructure
4. Economic Opportunities
6. Historic Resources

Goals and objectives in a land use planning document should address the major issues and concern for the geographic area affected by the plan over the planning period (generally considered to be 20 years). Well drafted goals and objectives lay the ground work for the recommendations and implementation strategies set forth in the planning document. For the purpose of developing goals and objectives and subsequent policy/action statements, the following definitions will be used:

- Goal: A goal is the end result to which actions, activities and attitudes are aimed
- Objective: An objective is the action, activity or attitude used to achieve the goal or end result
- Policy/Action Statement: A policy statement translates the broad goals into precise decision making guidelines that should be considered and evaluated in allocating resources, making public improvements, directing growth, and reviewing private development proposals (*note: Policy/Action Statements will be developed at a future stage*)

Goals of the US 340 East Gateway Plan

1. Land Use/Growth Scenario:

- A. Retain Open Space and Land in Agricultural Use
- B. Encourage Development Within Existing Urbanized Areas and at Specific Commercial Nodes
- C. Permit Mixed-Use Development in Targeted Areas
- D. Encourage Appropriate Development Opportunities in Rural Areas
- E. Utilize Existing Infrastructure for Development
- F. Protect Environmental Resources
- G. Improve Planning Coordination with Other Agencies

2. Transportation:

- A. Promote Traffic Safety
- B. Improve Traffic Flow
- C. Promote Transportation Alternatives
- D. Improve Mobility for Pedestrians, Hikers, and Bicyclists
- E. Provide Safe and Convenient Transportation Opportunities

3. Parks, Trail and Greenways:

- A. Improve Existing Trail Network
- B. Beautify the US 340 East Corridor
- C. Develop Additional Parks and Enhance Existing Parks
- D. Improve Signage and Mapping
- E. Identify Financial Resources for Passive and Active Recreational Opportunities

4. Community Services/Infrastructure

- A. Improve Wireless Service in the 340 Corridor
- B. Enhance Area Schools and Libraries
- C. Enhance Emergency Services
- D. Utilize and Enhance Existing Water / Sewer Service
- E. Promote Expanded Health Services

5. Economic Opportunities

- A. Promote Economic Development along the US 340 Corridor
- B. Promote Business Development and Retention

6. Historic Resources

- A. Protect Historic Structures/Resources
- B. Enhance Cultural/Heritage Activities
- C. Protect the Rural and Historic Viewshed/Landscape
- D. Create Gateway/Entrance

Goals and Objectives of the US 340 East Gateway Plan

1. Land Use/Growth Scenario:

- A. Retain Open Space and Land in Agricultural Use
 - 1. Promote development that adequately balances the protection of key natural, historic and agricultural features with high-quality development
 - 2. Establish a Transfer of Development Rights program
 - 3. Work with National Parks Service and residents to prioritize areas for land acquisition
 - 4. Identify mechanisms to allow for productive and profitable agri-businesses.
- B. Encourage Development within Existing Urbanized Areas and at Specific Commercial Nodes
 - 1. Provide development incentives for properties within the UGBs
 - 2. Identify opportunities for mixed-use development at major intersections or along arterial roads within UGBs
 - 3. Identify areas for low- to high-density residential development within UGBs
 - 4. Establish design standards for new development (layout, facades, signage, lighting) that reflect a town center character to create a sense of place
 - 5. Require mixed use developments to result in dense walkable communities based on New Urbanist/Smart Growth design principles
- C. Permit Mixed-Use Development in Targeted Areas
 - 1. Develop a new mixed use zoning district that promotes quality mixed employment development (light industrial, wholesale, retail, office) with design standards
 - 2. Amend the current mixed use zoning district to eliminate industrial uses and to create a true mixture of uses based on New Urbanist/Smart Growth principles
 - 3. Allow properties to rezone to mixed-use development at key intersection
 - 4. Encourage mixed-use zoning for properties within the Urban Growth Boundaries
 - 5. Require commercial development to be blended within a mixed use context to achieve a balance between retail and residential uses
 - 6. Plan for a limited section of the Old Standard Quarry property to develop as a mixed use development
- D. Encourage Appropriate Development Opportunities in Rural Areas
 - 1. Promote cluster development to preserve open space
 - 2. Identify additional agriculture-related land uses appropriate for the Rural District
 - 3. Allow flexible standards (such as gravel driveways and Low Impact Stormwater Design) for Rural land uses
 - 4. Promote heritage and recreational tourism and agritourism

5. Establish design standards for any new development in the Rural District (layout, facades, signage, lighting) that replicates the architectural and contextual features found in rural settings
 6. Provide “green” housing
 7. Use design standards to reduce “commercial canyon” image
 8. Provide design elements that allow for view of mountains to not be blocked
 9. Balance growth and community features
 10. Protect the quality of life elements that are important to Jefferson County residents and visitors
 11. Establish standards to provide efforts to minimize blight control, deteriorating structures, and dangerous building
- E. Utilize Existing Infrastructure for Development
1. Coordinate with the West Virginia Division of Highways to establish a master plan for the approval of new entrances onto US 340 and intersecting state roads
 2. Coordinate with local utility providers to establish standards for approval of water line and sewer line extensions
 3. Plan for urban level of service for police, fire, and school resources within the UGBs
- F. Protect Environmental Resources
1. Preserve natural features, such as scenic beauty, rural viewsheds, significant tree stands, green infrastructure, the Shenandoah River and other water resources.
 1. Require a minimum of 2 trees per lot in new development
 2. Require landscaping plantings in commercial development be based on number of parking spaces
 3. Require for the retention of native trees over 8 inches
 4. Incorporate low impact design for water quality
 2. Protect Karst geology
 3. Incorporate Chesapeake Bay Watershed standards into development requirements
 4. Require vegetative buffers along US 340 in key areas
 5. Promote a parkway-like character along US 340
 6. Protect the Elks Run Watershed, water source for Harpers Ferry and Boliver
- G. Improve Planning Coordination with Other Agencies
1. Increase awareness of the historic and rural character of the US 340 Corridor in all planning phases (i.e. Comprehensive Plan, etc.)
 2. Collaborate with Federal agencies located in the County regarding “greening” of Jefferson County & energy use reduction
 3. Inconsistent approach to development and signage specifications (i.e. water treatment facility next to historic property)
 4. Explore options for applicability of local codes to Old Standard Quarry property

2. Transportation

A. Promote Traffic Safety

1. Address bottleneck at river crossings¹
2. Improve safety at all intersections along the 340 corridor
3. Enhance enforcement of speeding and red-light running
4. Improve snow removal
5. Consider other solutions to improve traffic safety, if recommended by transportation engineers, including:
 - a) Reconfigure intersection at Bakerton/Millville crossing
 - b) Install a traffic light at Bakerton/Millville intersection
 - c) Improve Bakerton underpass at CSX railroad
 - d) Limit access from Chestnut Hill Road to 340
 - e) Reduce speed limit on US 340
 - f) Consider installation of red-light cameras
 - g) Install rumble strips near stoplights (especially at Harpers Ferry light)
 - h) Install warning system for approaches to stoplights
 - i) Change weight limit to reduce truck traffic
 - j) Create truck bypass
 - k) Require mandatory truck stop at top of steep grade adjacent to Harpers Ferry / Bolivar
 - l) Convert Union Street to one-way at Route 340 intersection
 - m) Increase length of turn lanes
 - n) Address limited sight distance intersection at Cattail Run Road and Keyes Ferry

B. Improve Traffic Flow

1. Build frontage (service) roads adjacent to US 340, to allow for separation of through traffic and local traffic
2. Improve existing intersections to enhance capacity
3. Connect and improve other existing roads, to divert traffic from 340
4. Build an alternative route to access Maryland
5. Evaluate any needed improvements to Cattail/Marlow following the opening of the new Route 9
6. Minimize installation of new traffic lights
7. Coordinate transportation improvements with US Customs & Border Patrol development
8. Improve directional signage
9. Improve access to 340 from Bolivar (especially on weekends)
10. Ensure that any required improvements to 340 and surrounding roads occur concurrent with development activity
11. Consider other solutions to improve traffic flow, if recommended by transportation engineers, including:
 - a) Consider traffic circles (“roundabouts”) at key intersections
 - b) Convert intersections to underpasses/overpasses
 - c) Eliminate “no turn on red” restriction at various intersections

¹ The issue of the bottleneck at the bridges over the Shenandoah and Potomac Rivers is very significant; however, it should be noted that this issue will need to be addressed jointly by West Virginia, Virginia, and Maryland and, as such, is outside the scope of the US 340 corridor planning effort.

- d) Synchronize stoplights, especially on weekends
- e) Improve Potomac Street to connect to Bakerton Road and work with CSX and other appropriate agencies to re-establish connection
- f) Develop western or northern bypass around Charles Town and Ranson
- g) Re-establish Route 27 under US 340 via a tunnel; eliminate at-grade interchange
- h) Connect Flowing Springs Road to Patrick Henry (WalMart)

C. Promote Transportation Alternatives

- 1. Increase the availability and frequency of Public Transit Connections
- 2. Consider development of a Park and Ride/Commuter Lot
- 3. Increase rail access to Charles Town
- 4. Provide weekend train service from Harpers Ferry to Washington, D.C.

D. Improve Mobility for Pedestrians, Hikers, and Bicyclists

- 1. Add hike/bike trails
- 2. Connect existing routes, such as the C&O Canal path and the Route 9 path
- 3. Install pedestrian/bike crossings at intersections along US 340
- 4. Build sidewalks in areas with pedestrian traffic
- 5. Install speed bumps near area schools

H. Provide Safe and Convenient Transportation Opportunities

- 1. Coordinate improvements to US 340 within the UGB to accommodate additional traffic volumes associated with new development
- 2. Provide interconnectivity within and between developments to create a more continuous street network, including connections between neighborhoods and commercial areas where appropriate
- 3. Coordinate improvements to US 340 outside the UGB to handle existing traffic and expected incremental increases in traffic volumes

3. Parks, Trails and Greenways

A. Improve Existing Trail Network

- 1. Provide trail connectivity:
 - between Harpers Ferry and Charles Town
 - between Harpers Ferry and Route 9 trail
 - across Route 340 from Bolivar to park resources such as Murphy Farm
 - to commercial areas
 - between rivers along Millville/Bakerton Roads
 - linking parks, athletic fields and neighborhoods
- 2. Provide new connecting trails with all new development
- 3. Provide trailhead parking
- 4. Consider developing trails on “paper streets” (platted, unbuilt rights-of-way) in incorporated areas
- 5. Promote link between health and parks and trails
- 6. Develop bike trails near roads for safe exercise, health & ecotourism

7. Develop Greenways on the Blue Ridge that connect with the valley, and along the Shenandoah and Potomac Rivers
 8. Provide Shenandoah River access at southern end of Old Standard Quarry property for recreational opportunities
 9. Upgrade bridge and C&O Canal / Harpers Ferry for easier bike portage to C&O Canal towpath.
- B. Beautify the US 340 East Corridor
1. Design landscape along 340 to create a “parkway” aesthetic
 2. Plant low maintenance native plant species along the US 340 corridor
 3. Create aesthetic continuity along the corridor
 4. Plant trees along the corridor
 - Provide a diversity of flowering trees that change color at different times of the season to provide for continuous color change.
 5. Reduce extraneous signage
 6. Protect historic views
 7. Retain existing landscaping located along US 340
 8. Balance growth and the natural environment
 9. Improve appearance of corridor by creating standards for the design of new development and signage
- C. Develop Additional Parks and Enhance Existing Parks
1. Create new parks to serve a variety of users (such as Recreational, Sports, and Dog Parks)
 2. Improve access to rivers for fishing and recreation
 3. Restore recreational activities to lower Harpers Ferry (including picnics, swimming, fishing)
 4. Provide additional park/recreation resources on the Blue Ridge Mountain
- D. Improve Signage and Mapping
1. Ensure that trail signage indicates historic sites in addition to nearby shops, restaurants, towns, etc.
 2. Improve online availability of trail maps on the County’s website, in addition to websites of other organizations
 3. Use Google Maps to upload trail information
 4. Utilize National Park Service education programs to build community awareness of County trails
 5. Provide “wayfinding” signage
- E. Identify Financial Resources for Passive and Active Recreational Opportunities
1. Identify public and private funding sources for trails, bike paths, parks and greenways

4. **Community Services/Infrastructure**

A. Improve Wireless Service in the 340 Corridor

1. Work with service providers to improve service between bridges, in Harpers Ferry, and in Halltown area
2. Work with service providers to improve broadband capacity throughout corridor
3. Work with community stakeholders to identify facility designs compatible with the historic and rural character of the corridor

B. Enhance Area Schools and Libraries

1. Work with the Jefferson County Board of Education to ensure that area schools are adequately funded
2. Develop safe routes for children to walk and bike to school
3. Encourage programs promoting environmental awareness, school gardens and beautification projects (similar to Page Jackson school model – available for public use during non-school times)
4. Improve school organization, communication with the local community, and size planning
5. Improve public library access/technical access for those persons without internet access
6. Promote use of libraries as community centers

C. Enhance Emergency Services

1. Enhance existing firefighting capacity by providing permanent, full time fire services
2. Ensure availability and adequacy of fire hydrants
 - Provide hydrants in underserved areas, using dry hydrants at ponds and streams or other means
 - Improve hydrant water pressure
 - Ensure that standards and testing of hydrants are adequate
3. Consider County funding of Harpers Ferry police for provision of first-responder services for accidents on 340 between the bridges
4. Develop a long-range funding plan for area Fire and EMS services

D. Utilize and Enhance Existing Water / Sewer Service

1. Enhance existing water and sewer service
 - Protect private well and septic systems
 - Ensure availability of adequate water and sewer capacity prior to approval of new development
 - Upgrade Harpers Ferry water system
 - Ensure affordability of water and sewer services
2. Develop future water and sewer infrastructure
 - Expand availability of water and sewer services in the US 340 corridor
 - Promote public ownership of water and sewer services
3. Improve quality and safety of area water
 - Area water providers should ensure safety of water

- Develop a countywide comprehensive clean water plan
- Improve water treatment
- Limit the amount of new development served by septic systems

E. Promote Expanded Health Services

1. Expand Health Department services to isolated areas
2. Increase availability of mental health services
3. Expand WVU Health & Wellness Association with Jefferson Hospital toward Route 340
4. Promote quality of local medical and dental care

5. Economic Opportunities

A. Promote Economic Development along the US 340 Corridor

1. Improve appearance of corridor (design of development, litter, signage)
2. Install directional signs and/or welcome sign
3. Address traffic congestion (especially on weekends)
4. Lessen regulatory barriers to development such as site plan review times
5. Review the adequacy of current impact fee structure
6. Create parking for recreational/tourism sites as well as for commuters
7. Retain scenic beauty, historic resources and farming to promote natural and heritage tourism opportunities
8. Weekend train to Harpers Ferry from DC and from Harpers Ferry to Charles Town
9. Promote additional tourism and entertainment opportunities
10. Encourage Harpers Ferry restaurants to stay open later in the evenings

B. Promote Business Development and Retention

1. Promote the development of a variety of types of businesses:
 - Small businesses
 - "Green" jobs
 - Tourism / entertainment
 - High tech / data centers
 - White collar (professional, IT, clerical)
 - Telecommuting
 - Industry
 - Agri-business and Agri-tourism
 - Medical office
 - Biotechnology
 - Retreat/training/convention center
2. Increase diversity in commercial developments
3. Retain existing businesses
4. Create additional employment opportunities
5. Promote the creation of businesses that support Appalachian Trail, C&O Canal, and bike path users
6. Achieve a balance of retail, federal, industrial and historical/tourism job opportunities
7. Enhance educational opportunities and workforce development
8. Identify incentives to encourage employment opportunities in historic facilities, and review the efforts of other communities in achieving this objective

6. Historic Resources

A. Protect Historic Structures/Resources

1. Identify existing historic resources within the US 340 Corridor
2. Retain historic resources within the context of their original setting
 - Identify a charitable partner to assist in maintaining Halltown Church and nearby school. The structures should be periodically opened to public.
 - The County should support Bolivar/Harpers Ferry in resolving issues regarding the reopening of the Hilltop Hotel. Identify a charitable partner/friends group for the National Park Service to assist in protecting its resources and viewsheds.
3. Educate land owners about the benefits of historic properties and the process for seeking listing on the National Register of Historic Places
4. Educate and assist landowners with structures on the National Register of Historic Places regarding available funding mechanisms for the restoration and/or maintenance of historic resources
5. Update current Zoning Ordinance requirements regarding development adjacent to historic resources
6. Consider establishing a review process for demolition permits for historic structures
7. Encourage rehabilitation and redevelopment of historic resources
8. Create standards that require preservation of historic structures if land is developed

B. Enhance Cultural/Heritage Activities

1. Promote heritage and recreational tourism near Harpers Ferry, including sites such as such as the location of the Battle of Harpers Ferry
2. Coordinate with "Journey through Hallowed Ground" on tree planting along Corridor - part of National program
3. Explore opportunities for additional cultural events, including music- and food-related festivals
4. Establish pedestrian trails to connect historic resources such as those sites along the Washington Heritage Trail

C. Protect the Rural and Historic Viewshed/Landscape

1. Retain the US 340 Corridor's historic landscape and historic vistas
2. Prohibit neon, blinking signs or electronic message signs that are not static for a certain period of time
3. Install landscaping buffers adjacent to existing development
4. Establish standards to prevent light pollution
5. Promote a variety of land uses to discourage duplication of services such as gas stations and small shopping centers
6. Identify existing historic and rural viewsheds.

D. Create Gateway/Entrance

1. Encourage appropriate rural/historic design for new or redeveloped public buildings in the corridor
2. Install historic signage at appropriate locations along the US 340 Corridor, such as the location of the Visitors Center
3. Minimize development along the US 340 frontage in the vicinity of the battlefield, to preserve a prominent gateway feature for the entry into West Virginia
4. Improve US 340 Corridor aesthetics by creating a continuous green gateway landscaped with native species providing all-season color, developed in cooperation with community groups, governments, schools, religious organizations, etc.

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