



2012 COMPREHENSIVE PLAN
CITY OF RANSON, WEST VIRGINIA



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2012 COMPREHENSIVE PLAN

A Plan for the next 20 years

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A VISION FOR THE RANSON COMMUNITY

Maintain the quality of life and the community for the citizens within the Urban Growth Boundary of the City of Ranson by enhancing development, revitalizing "downtown Ranson," recognizing and protecting the natural resources, encouraging economic growth, and providing new community facilities.





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CHAPTER 1. INTRODUCTION

1.1 RANSON HISTORY

From its beginnings in the era of the Industrial Revolution, Ranson has embraced the challenges of adaptation and renewal.

Named for the family that owned much of the 850 acres bordering Charles Town on the north and west, Ranson began as an early economic development district overseen by the Charlestown Mining, Manufacturing & Improvement Company. The Company opened its offices in 1891 at the corner of Third Avenue and Mildred Street in a building that three years later became a school, then eventually Ranson's City Hall.

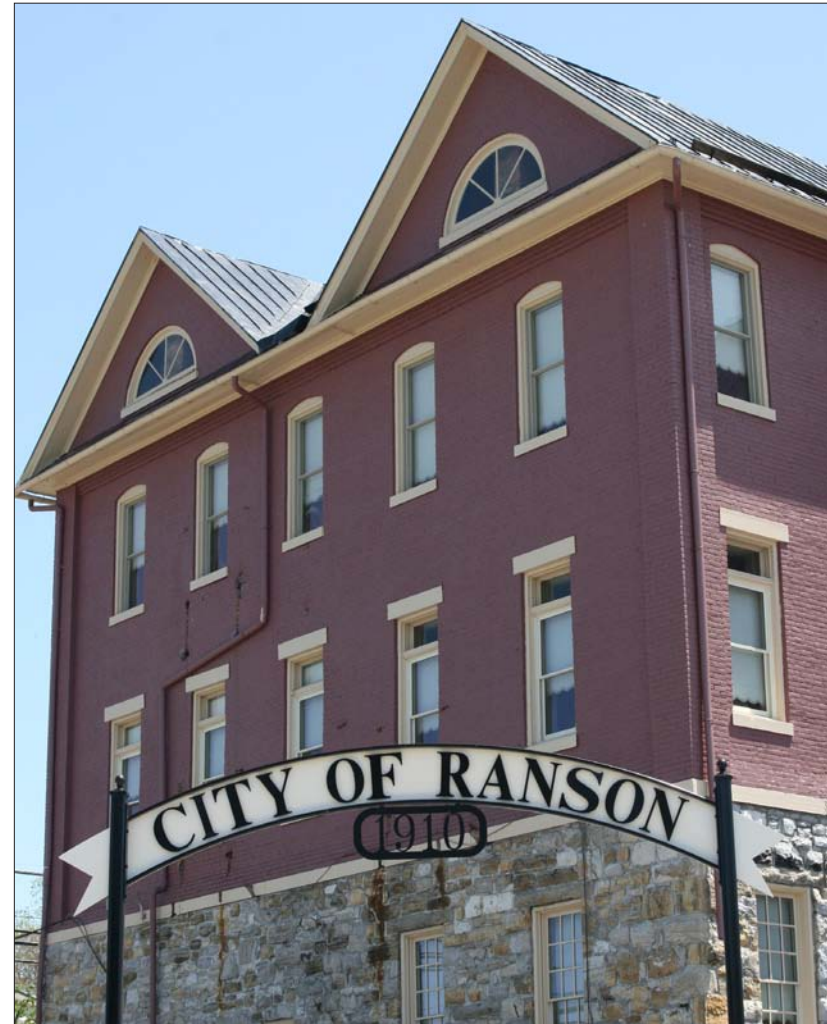
By the turn of the 20th century, buoyed by boom times in the Shenandoah Valley, the community grew into a town on its own. It was incorporated on October 15, 1910.

Ranson made the most of a welcoming attitude towards new ventures, adding new factories and citizens. By 1950, the population neared 1,500. Then, as the post-WWII U.S. economy began its slow transition from heavy industry to what would become the "knowledge economy," Ranson adapted. By the late twentieth century, geography and leaders with a keen eye for opportunity, again served the community well.

With Washington, D.C., a little more than 60 miles to the southeast and connected to Ranson by rail and multi-lane highways, Ranson could tout the lifestyle advantages of a small rural town with easy access to a global political and economic hub. By 2000, the population had grown to 2,951, then added 1,000 more residents by 2006. And by the 2010 Census, the number was 4,440, a 148% increase since 1950.

The end of Ranson's traditional industrial period was signaled by the closure of AB&C Corporation, Dixie Narco and the Kidde Foundry (Badger Powhatan). But a potentially broader base of employment and

city revenue began to suggest itself. Chief among the early indicators: Hollywood Casino, located just beyond City limits yet a revenue contributor since 2004, enabling an expansion of the Ranson budget for



Ranson City Hall was built by Julius C. Holmes and completed October, 1891. It was the headquarters of the Charlestown Mining, Manufacturing & Improvement Co.





projects that began to immediately benefit citizens.

With growth and development looming, Ranson's City Council in the early days of the new century recognized the need to build a tax base for the coming decades. The City annexed several thousand acres. That land is poised to host new commercial, residential and agricultural investments anticipated and enabled by this Comprehensive Plan. Once again, Ranson's adaptive attitude prepared the way.

Ranson retains elements of its manufacturing heritage, finding new uses for well-designed and well-built buildings that once housed factories. It still enjoys the advantages of a rural landscape that predates the industrial era and that now has newly appreciated quality-of-life and local food producing value. But Ranson has also been aggressive in "retrofitting" what was once a commercial adjunct to historic Charles Town to become a more complete place, with its own "Main Street" connectivity and historic residential neighborhoods. Thanks to stable, forward-looking leadership among elected officials and their staff, Ranson has been able to find Federal partners to support this latest transition and to hold up the town as a model for a new era.

The best example of that partnership was the 2010-2011 collaboration between Ranson and three federal agencies – the U.S. Department of Transportation (DOT), the Environmental Protection Agency (EPA), and the Department of Housing and Urban Development (HUD). Ranson secured a package of federal grants and loans totaling \$6 million for planning a revamped "green" corridor connecting Ranson and Charles Town, planning for the mitigation and repurposing of six brownfield sites, an adapted transit-based reuse of a historic Charles Town building and a new form-based zoning code to guide future growth.

The City and its consulting team staged a seven-day public workshop in September of 2011 that attracted not only local citizens, officials and property owners but also representatives of the three federal granting agencies. During the week, the City Councils of Charles Town and Ranson scheduled a first-ever known joint meeting, and the



Residents play an active role during Ranson's September, 2011, planning workshop.

draft plans, illustrations and coding proposal that emerged from the workshop were enthusiastically embraced.

1.2 COMMUNITY ENGAGEMENT

As a crossroads grows into a village, then a town, then perhaps a metropolitan region, the public discussions necessary to build and sustain community consensus must become more intentional. The informal give and take among neighbors is still essential. But it's not sufficient. As the intersecting activities and responsibilities of a growing community increase in complexity, citizens and their leaders need strategies for meaningful community engagement equal to the task.

The strategies' goal should be to continually renew confidence that community decision-making is responsive, both to challenges imposed by changing social and economic conditions and to the concerns of families and businesses. That confidence is earned in two stages: By listening and deliberating together; and by responding to those deliberations with action that produces measurable results. While West

Virginia law stipulates the broad outlines of such a community engagement process, Ranson’s determination to make the most of the responsibility deserves more detailed explanation.

A model set of strategies was tested in the 2011 Ranson Renewed/ Charles Town Connected project. That effort resulted in a consensus-driven plan for adaptive reuse of an historic structure, redevelopment plans for six dilapidated or under-utilized brownfield sites, the re-imagining of a road into a connective, sustainable boulevard, and the drafting of a form-based code to stitch the plans together and provide a legal framework for future development and redevelopment. The principal engine of production was an intensely collaborative, multi-day workshop in September of 2011. But the engine was primed and tuned for months.

Recognizing that its manufacturing base was quickly disappearing, the City realized it was time for action in order to survive economically. Therefore, Ranson, with Charles Town as a partner, formed a “Commerce Corridor Council” consisting of local, state, regional and federal government officials, community and business partners to guide the project and seek resources for planning and implementation. In 2001, Ranson applied for and received the first of three EPA Hazardous Brownfields Assessment grants, with a second EPA grant in 2004 and a third grant in 2006. With the assistance of EPA funding and the resources it leveraged, Ranson created an inventory of brownfield sites for priority action, conducted market feasibility and highest-and-best use analyses, held community summits and forums, conducted assessments and remedial planning on 11 properties, and fostered the redevelopment of the Viener metal salvage yard into American Public University’s new high-tech, LEED-certified, Academic Center. More than twenty-five local, state and national organizations participated on the Council, which was the linchpin of the area-wide planning process.

In 2010, Ranson officials saw an opportunity to further the goals and vision of both the Commerce Corridor Revitalization Plan and the 2004 Comprehensive Plan when the Obama Administration announced vari-

ous grant opportunities from HUD, EPA and DOT as part of the Partnership for Sustainable Communities. In October of 2010, Ranson was notified that it was one of only two communities in the country to receive all three grants from the three respective agencies in order to (1) draft and implement a new form-based zoning code to encourage mixed-use and smart growth development; (2) design and engineer a shovel-ready Fairfax Boulevard project – a boulevard that has been on the plans since 1890 – and accompanying transit center; (3) and specific re-use plans for six dilapidated or under-utilized brownfield sites. Now, Ranson’s vision and plans could be taken to the next level towards implementation.

The West Virginia Code’s Chapter 8A-3-6(c) calls for public participation throughout the process of amending a comprehensive plan, so in the summer of 2011, City staffers and their consulting team made lists of people and organizations who had to be at the table and developed an array of tools and strategies for inviting them into discussions. Those strategies included everything from low-tech personal visits and phone calls to e-newsletters, Web-enabled social networking and an interactive project website. Everyone with a potential stake in planning outcomes – property owners, developers, public works staffers, federal agency representatives, elected officials from the county and the two cities – was invited to pre-workshop discussion sessions and, when appropriate, one-on-one meetings to explore concerns and to get answers to specific questions. There was a plan for outreach to local and regional media at key stages. And as momentum built in the weeks before the September workshop, key stakeholders were contacted yet again to be reinvited to take active parts in the collaboration.

At the September event, attendees were reassured they had been heard by team members who repeated back to them the goals and concerns gleaned from the lead-up interviews and meetings. The project team made it clear that those issues shaped the agenda for the week, a week in which specially targeted meetings addressed key topics such as economic development and transportation to confirm the





team's understanding.

"This is what we hear you saying you want to accomplish," team members told the groups. "Are we hearing you correctly? If we are, what do you think about these alternatives?" In that way, ideas were tested in collaboration. The best ones rose to the top, then were refined and critiqued again before making it into the workshop's concluding presentation and into the first rough draft of community-backed plans.

Over the course of the pre-workshop sessions and the seven days of the workshop itself, more than 400 people engaged with the planning team. It was a record turnout for such a process in the region. Yet what made this a model public process was not the participation numbers. Rather, it was how the participation made for better informed, better tested outcomes, outcomes likely to overcome all the usual challenges confronting even the best ideas when it comes to adoption, implementation and enforcement. That's because people with the power to advance or undercut the Plan's effectiveness were partners in its production.

1.3 REGULATORY AUTHORITY AND PURPOSE

Chapter 8A of the West Virginia Code, adopted March 13, 2004 requires that a locality's subdivision, land development, and zoning ordinance be consistent with a comprehensive plan that is updated at least every 10 years. The Ranson 2004 Comprehensive Plan requires an update by July of 2014. This 2012 Comprehensive Plan builds upon and replaces the 2004 Comprehensive Plan.

Authority

Chapter 8A-1-1(b)(5) recommends governing bodies in West Virginia adopt a comprehensive plan. Chapter 8A-3-8 endows the governing body with the authority to establish the effect of the plan after adoption. The powers governing bodies may exercise over developments after adopting a comprehensive plan are described as follows:

- (A) Enact a subdivision and land development ordinance;
- (B) Require plans and plats for land development;
- (C) Issue improvement location permits for construction; and
- (D) Enact a zoning ordinance.^[1]

Purpose

Chapter 8A-3-1 describes a comprehensive plan as a guide for a governing body:

"...to accomplish a coordinated and compatible development of land and improvements within its territorial jurisdiction, in accordance with present and future needs and resources. A comprehensive plan is a process through which citizen participation and thorough analysis are used to develop a set of strategies that establish as clearly and practically as possible the best and most appropriate future development of the area under the jurisdiction of the planning commission. A comprehensive plan aids the planning commission in designing and recommending to the governing body ordinances that result in preserving and enhancing the unique quality of life and culture in that community and in adapting to future changes of use of an economic, physical or social nature. A comprehensive plan guides the planning commission in the performance of its duties to help achieve sound planning. A comprehensive plan must promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants, as well as efficiency and economy in the process of development."^[2]

A comprehensive plan is defined as:

"...a plan for physical development, including land use, adopted by a governing body, setting forth guidelines, goals and objectives for all activities that affect growth and development in the govern-

1 West Virginia Code §8A-1-2(b)(8)

2 West Virginia Code §8A-3-1(a), (b), (c)

ing body’s jurisdiction.”^[3]

The specific purposes of a comprehensive plan are to:

- (1) Set goals and objectives for land development, uses and suitability for a governing body, so a governing body can make an informed decision;
- (2) Ensure that the elements in the comprehensive plan are consistent;
- (3) Coordinate all governing bodies, units of government and other planning commissions to ensure that all comprehensive plans and future development are compatible;
- (4) Create conditions favorable to health, safety, mobility, transportation, prosperity, civic activities, recreational, educational, cultural opportunities and historic resources;
- (5) Reduce the wastes of physical, financial, natural or human resources which result from haphazard development, congestion or scattering of population;
- (6) Reduce the destruction or demolition of historic sites and other resources by reusing land and buildings and revitalizing areas;
- (7) Promote a sense of community, character and identity;
- (8) Promote the efficient utilization of natural resources, rural land, agricultural land and scenic areas;
- (9) Focus development in existing developed areas and fill in vacant or underused land near existing developed areas to create well designed and coordinated communities; and
- (10) Promote cost-effective development of community facilities and services.^[4]

Mandatory Elements

§ 8A-3-4 lists the mandatory components of a West Virginia Comprehensive Plan. The table below maps each of these to the appropriate

3 West Virginia Code §8A-1-2(c)

4 West Virginia Code §8A-3-1(d)

Section within this Plan.

§ 8A-3-4	Ranson Comprehensive Plan	
(c)(1) Land use. -- Designate the current, and set goals and programs for the proposed general distribution, location and suitable uses of land, including, but not limited to:	2.3 3.1	Future Development Patterns Land Use
(c)(1)(A) Residential, commercial, industrial, agricultural, recreational, educational, public, historic, conservation, transportation, infrastructure or any other use of land;	3.1	Land Use
(c)(1)(B) Population density and building intensity standards;	2.3.2 2.3.3	Context: Compact Urban, Suburban, Rural Sector Plan
(c)(1)(C) Growth and/or decline management;	2.3	Future Development Patterns
(c)(1)(D) Projected population growth or decline; and	3.2	Housing
(c)(2) Housing. -- Set goals, plans and programs to meet the housing needs for current and anticipated future residents of the jurisdiction, including, but not limited to:	3.2	Housing
(c)(2)(A) Analyzing projected housing needs and the different types of housing needed, including affordable housing and universally designed housing accessible to persons with disabilities;	3.2	Housing
(c)(2)(B) Identifying the number of projected necessary housing units and sufficient land needed for all housing needs;	3.2	Housing
(c)(2)(C) Addressing substandard housing;	3.2	Housing





(c)(2)(D) Rehabilitating and improving existing housing; and	3.1.3	Redevelopment and Renewal	(c)(6) Rural. -- Consistent with the land use component, identify land that is not intended for urban growth and set goals, plans and programs for growth and/or decline management in the designated rural area.	2.3.3 3.1.4	Sector Plan Rural Lands
(c)(2)(E) Adaptive reuse of buildings into housing.	3.1.3	Redevelopment and Renewal	(c)(7) Recreation. -- Consistent with the land use component, identify land, and set goals, plans and programs for recreational and tourism use in the area.	4.4	Recreation
(c)(3) Transportation. -- Consistent with the land use component, identify the type, location, programs, goals and plans to meet the intermodal transportation needs of the jurisdiction, including, but not limited to:	2.3.2 4.2	Context: Compact Urban, Suburban, Rural Transportation	(c)(8) Economic development. -- Establish goals, policies, objectives, provisions and guidelines for economic growth and vitality for current and anticipated future residents of the jurisdiction, including, but not limited to:	5.1	Economic Development
(c)(3)(A) Vehicular, transit, air, port, railroad, river and any other mode of transportation system;	4.2.2 4.2.3	Street Network Transit	(c)(8)(A) Opportunities, strengths and weaknesses of the local economy and workforce;	5.1	Economic Development
(c)(3)(B) Movement of traffic and parking;	4.2	Transportation	(c)(8)(B) Identifying and designating economic development sites and/or sectors for the area; and	5.1	Economic Development
(c)(3)(C) Pedestrian and bicycle systems; and	2.3.2 4.2.2	Context: Compact Urban, Suburban, Rural Street Network	(c)(8)(C) Type of economic development sought, correlated to the present and projected employment needs and utilization of residents in the area.	5.1	Economic Development
(c)(3)(D) Intermodal transportation.	4.2 4.2.3	Transportation Transit	(c)(9) Community design. -- Consistent with the land use component, set goals, plans and programs to promote a sense of community, character and identity.	3.1.1	Community Design
(c)(4) Infrastructure. -- Designate the current, and set goals, plans and programs, for the proposed locations, capabilities and capacities of all utilities, essential utilities and equipment, infrastructure and facilities to meet the needs of current and anticipated future residents of the jurisdiction.	4.3	Infrastructure & Utilities			
(c)(5) Public services. -- Set goals, plans and programs, to ensure public safety, and meet the medical, cultural, historical, community, social, educational and disaster needs of the current and anticipated future residents of the jurisdiction.	4.1	Public Services			

(c)(10) 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.	2.3.3 3.1.2	Sector Plan Preferred Development (Sectors)
(c)(11) Renewal and/or redevelopment. -- Consistent with the land use component, identify slums and other blighted areas and set goals, plans and programs for the elimination of such slums and blighted areas and for community renewal, revitalization and/or redevelopment.	3.1.3	Redevelopment and Renewal
(c)(12) Financing. -- Recommend to the governing body short and long-term financing plans to meet the goals, objectives and components of the comprehensive plan.	5.2	Finance Plan
(c) (13) Historic preservation. -- Identify historical, scenic, archaeological, architectural or similar significant lands or buildings, and specify preservation plans and programs so as not to unnecessarily destroy the past development which may make a viable and affordable contribution in the future.	3.3	Historic Preservation

Adoption Process

The West Virginia Code sets the responsibility of preparing the comprehensive plan with the planning commission. Only the governing body can adopt the plan. The planning commission must prepare and forward the Comprehensive Plan to the governing body before it can be considered. The planning commission should receive input from

various elements of the community during the preparation of a comprehensive plan. The Ranson Planning Commission held three public hearings on the comprehensive plan prior to forwarding the plan to City Council.

Thirty days prior to the public hearing, notice was published of the date, time and place of the public hearing as a Class 1 legal advertisement in compliance with the provisions of Chapter 59, Article 3 of the West Virginia Code. The publication area was the same area that is covered by the comprehensive plan.

After the Ranson Planning Commission recommended the comprehensive plan, City Council acted within ninety days to adopt the proposed plan.

Pursuant to §8A-3-11 of the West Virginia Code, an amendment to the comprehensive plan requires at least the same procedures required to adopt it. An amendment may be initiated by action of City Council or the Planning Commission, but an update amendment shall be required at least every ten years.





Organization and Relationships

The Comprehensive Plan provides a snapshot of existing conditions, trends or projections, and guidance on physical development through a community vision. It includes goals, objectives and actions that taken together bring the City closer to its idealized future identified in the vision statement. This Plan provides a unifying framework for different and more specific types of planning that may arise throughout the process.

Technical Plans include Appendix A: A.1. Ranson – Charles Town Transportation Development Fee Study and A.2. Jefferson County Urban Tree Canopy Plan and Goals, as well as the recommended Action Items of developing a Transportation Master Plan, a Capital Improvement Program, an Infrastructure Plan, and a Parks and Open Space Master Plan. Many Sub Area Plans were developed over the last year as a part of the Federal grants received. They are located in Appendix B. Sub Area Plans.

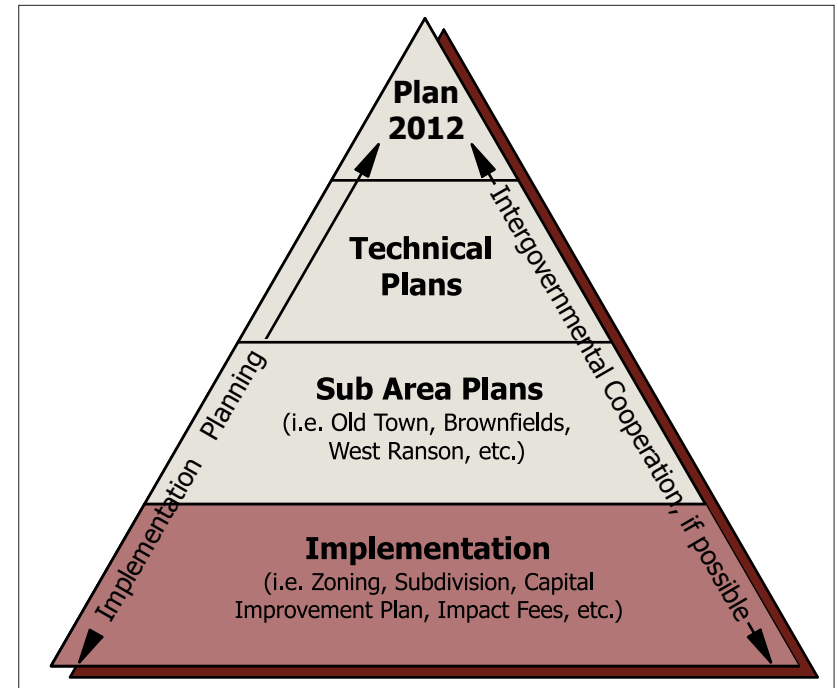


FIGURE 1.1 ORGANIZATION



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CHAPTER 2. COMMUNITY VISION

2.1 PUBLIC ENGAGEMENT

The City of Ranson, working in cooperation with the City of Charles Town and other community partners, embarked on an unprecedented effort to plan for the next 100 years of growth. The Ranson-Charles Town community was selected by three federal agencies, HUD, DOT and EPA, to serve as a national model for how small rural cities on the fringe of a major metropolitan area can foster sustainable economic development, transit, and community livability through targeted and strategic planning and infrastructure investments. With additional resources from the City, Ranson began a multi-faceted effort to comprehensively address the community's future.

Brownfields Area-Wide Planning Pilot Project – U.S. Environmental Protection Agency

Building on decade-long Commerce Corridor brownfield revitalization efforts, Ranson and Charles Town won a U.S. EPA Brownfields Area-



September 2011 workshop studio.

Wide Project grant to continue brownfield revitalization for multiple sites in the downtown area. The current effort will update the Commerce Corridor plan to match changes in the economy, take advantage of new job creation opportunities, deploy green infrastructure and sustainable community design, and connect the brownfield project to broader smart growth strategies, sustainable transportation investments, workforce housing, and community facilities and parks, creating a master plan for downtown Ranson that spurs job growth and economic development in former dilapidated manufacturing sites.

Fairfax Boulevard & George Street Complete / Green Street Plan – U.S. Department of Transportation

Fairfax Boulevard has been an important spine in the community for over 100 years. An 1890 Plan for Ranson shows this boulevard extending out past the limits of present-day development. Although pieces of this boulevard have been built on either end, a key portion in the middle remains just a plan. The Fairfax Boulevard & George Street Complete / Green Street Plan will provide engineering, permitting, and construction documentation for a “complete streets” improvement to the central “Fairfax Boulevard-George Street” corridor that serves as both the main street and commercial corridor that links the two Cities. The plan for this complete street improvement will be to connect the central downtown areas including brownfield revitalization and workforce housing areas to the Charles Town Commuter Center, community and institutional facilities, park/recreational facilities, and new job centers. The Complete Street will include improved pedestrian and handicapped accessibility, dedicated bicycle lanes, traffic calming and wayfaring, roundabout roadway facilities modeled after the century-old land use plan for the community, public spaces for future plug-in hybrid vehicle charging infrastructure, and green infrastructure facilities including rain gardens and bioswale medians to manage stormwater in this Chesapeake Bay watershed community.





Charles Washington Hall – U.S. Department of Transportation

This portion of the project provides design, engineering, permitting and construction documentation for a new, regional Charles Town Commuter Center at the historic Charles Washington Hall at the main crossroads of the county and region. Charles Washington Hall is a public, under utilized building that sits at the intersection of the Fairfax Boulevard/George Street corridor and State Route 51 which leads directly to the regional Maryland Area Regional Commuter (MARC) rail stations located in Harpers Ferry, WV and Brunswick, MD. Already the regional PanTran public bus transit system stops outside of Charles Washington Hall and provides access to MARC rail and other jobs centers. Unfortunately, the stops are uncovered, unmarked, unsafe, and under utilized. The City of Charles Town has an initiative underway to transform Charles Washington Hall into a Commuter Center for



Historic Charles Washington Hall

PanTran bus and MARC rail service that includes a transit commuter waiting, ticketing, and information area. This transit facility will serve the central commercial and downtown neighborhood areas of Charles Town and Ranson, provide the only regional service hub for the County (where 50% of employed persons commute to the DC area), and connect to other public facilities in the region. In addition, the opportunity exists to link tourism-generated transit ridership via the existing National Park Service funded, and PanTran operated, shuttle service in and around the Harpers Ferry National Park to Charles Town as a way to capitalize and expand upon the significant historical linkage of the two towns and reduce local travel trips by the large number of out-of-town visitors. TIGER funding will enable Ranson/Charles Town to design, engineer, and prepare the Commuter Center for future construction.

Form-Based “SmartCode” System – U.S. Department of Housing and Urban Development

The Fairfax Boulevard – George Street Corridor as well as the brown-field revitalization will be planned within the context of a new form-based zoning and subdivision code. Ranson wants to ensure that future development in this central area of Jefferson County is traditional-neighborhood, mixed-use, and green-focused development. The new code will link together revised downtown zoning to protect existing character with a new zoning approach for the undeveloped, outlying areas of the City to enable traditional neighborhood mixed use development and green infrastructure.

Comprehensive Plan – City of Ranson

The focus of this document, the Comprehensive Plan, is an effort funded by the City of Ranson to tie together all of the efforts with a comprehensive guide to the community’s goals and objectives and an action plan for meeting them. From September 8 through the 14th, 2011, all three consulting teams working on the EPA, DOT, and HUD-funded projects, as well as the Comprehensive Plan, spent the week

working in an onsite studio at City Hall and holding numerous public meetings and workshops to engage City officials, residents, and the business community in considering ideas and actions to help guide Ranson, Charles Town, and Jefferson County towards a future rich in opportunity for families and businesses. This Comprehensive Plan is one of the outcomes of that planning, design, and community engagement effort. The City of Ranson Comprehensive Plan is a living document developed with the input of the City's leaders, the citizens that reside within the community, and the businesses that call Ranson its economic base. This plan sought to understand the existing community and its needs, while providing a vision for the growth inevitable within Ranson, Charles Town, and all of the Eastern Panhandle of West Virginia. While attempts were made to coordinate planning goals with Jefferson Memorial Hospital and the Hollywood Casino, they met with limited success.

2.2 THE VISION

A Vision Statement paints a picture of the future we are trying to build together. The specific goals and actions defined in this plan are designed to move Ranson closer to this vision of the future. No plan can anticipate every potential challenge or opportunity. As decision-makers face questions that were not answered through this planning process, one guide is to ask whether actions lead toward or away from this community vision.

OUR COMMUNITY VISION

Ranson is a thriving small-town community. People want to live, learn, work, visit, shop, and play in Ranson because the economy and neighborhoods support a comfortable lifestyle for residents from all walks of life. Old Town is the thriving heart of the community, Ranson's local character provides community identity, and natural systems support continued sustainability.

Key goals provide a framework for decision-making. Taken as a whole,

the specific objectives and actions defined in this plan support the principles below. As decision-makers face questions that were not answered through this planning process, keeping these key goals in mind can keep Ranson moving on track toward the Community Vision.

All of the goals in the Community Vision assume the principle of Connectivity: a fine network of thoroughfares should knit together the community. The goals also all draw upon the principle of sustainability: places must be ecologically, fiscally, and socially sustainable.

1. **Local character builds regional economies** – Keeping investments circulating at home and attracting new resources grows the economy. The Ranson/Charles Town region functions as one economic unit.
2. **Strong core communities make strong foundations** – While the Plan assures choices for living, working, shopping and playing in a variety of contexts, it also recognizes that Old Town neighborhoods comprise the community's vital center. Economic and civic life thrive where a critical mass of citizens can comfortably walk to a variety of destinations. Infrastructure investment enjoys the highest returns where design encourages compactness. So policies should privilege safe, attractive and accessible downtown living and investment.
3. **There is a place for everything, and everything has its place** – There are time-tested models for appropriate development approaches in a range of environments, from the most rural lands, through suburban neighborhoods, to the center of town. So planning strategies should acknowledge those separate environments and maximize choices compatible with connectivity and sustainability.
4. **Affordable living includes housing, transportation, energy, recreation, and shopping** – True community affordability depends upon leveraging value across the full array of housing, transportation, energy, recreation, and retail sectors. Infrastructure investments and development policies should employ strate-





gies that balance affordable options for a variety of family sizes, incomes and life cycle stages.

5. **Green infrastructure supports sustainable communities** – Natural systems deliver hard-to-measure but crucial services for neighborhoods. Trees, and other vegetation in natural systems and landscaping, provide stormwater management, shade and animal habitat. Well-designed drainageways move concentrated rainwater away from developed areas and also provide valuable open spaces. Infrastructure investments and development policies should protect, reinforce and build on natural systems.
6. **Neighborhoods are the building blocks** – Walkable, mixed-use neighborhoods are the fundamental building blocks of communities. Most people should be able to walk to at least some of their daily needs in safe, appealing environments.
7. **Private buildings and public infrastructure work together to shape public space and to build community character** – People walk more when the walk is safe, comfortable and interesting. Small blocks create a resilient, interconnected street system. Private buildings shape the look, feel and function of public space through the way they relate to streets, sidewalks, parks and other buildings.
8. **Working together creates bigger opportunities** – Ranson and Charles Town are connected economically, environmentally and historically within a larger community. They form the core of the broader Jefferson County area and, at their best, offer models for desirable, sustainable development. With coordinated planning, linked transportation, shared services and joint economic development, both Cities and the County can accomplish more together than on their own.

2.3 FUTURE DEVELOPMENT PATTERNS

Based on the Community Vision and Key Goals, we can describe the city structure and community design for the desired future develop-

ment patterns for Ranson. The fundamental building block for West Virginia's best towns and cities is the walkable neighborhood.

2.3.1 NEIGHBORHOODS, DISTRICTS, CORRIDORS

Ranson's early development was based on a walkable neighborhood structure, while more recent development has followed very different patterns more characteristic of suburban bedroom communities. A central goal of this Comprehensive Plan is to restore and reinforce a neighborhood-based town structure to Ranson. This goal not only supports the community vision, but also sets the stage for growth.

The National Association of Realtors® 2011 Community Preference Survey of American¹ priorities in housing reached this conclusion:

... most Americans would like to live in walkable communities where shops, restaurants, and local businesses are within an easy stroll from their homes and their jobs are a short commute away; as long as those communities can also provide privacy from neighbors and detached, single-family homes.

Neighborhood Structure

Complete neighborhoods require a mix of land uses and a mix of housing types and prices arranged to provide a variety of living and working options within walking distance of each other. The Pedestrian Shed circle indicates the maximum area within which a pedestrian could walk to the center within approximately 5 minutes, depending on the street network's connectivity.

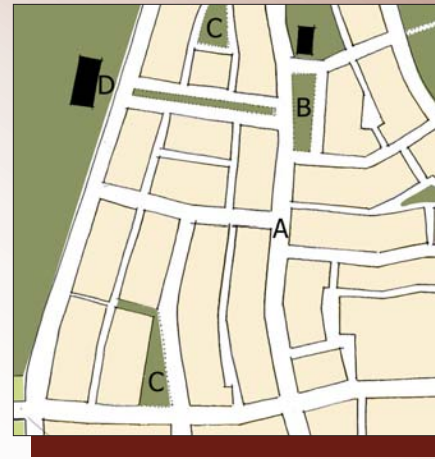
Neighborhoods depend on having a consistently good pedestrian experience. Walkable streets are visually stimulating, while environments that are hostile or uninteresting immediately turn pedestrians

1 Belden Russonello & Stewart Inc., "The 2011 Community Preference Survey", March 2011, <http://www.realtor.org/wps/wcm/connect/a0806b00465fb7babfd0bfce195c5fb4/smart_growth_comm_survey_results_2011.pdf?MOD=AJPERES&CACHEID=a0806b00465fb7babfd0bfce195c5fb4>.



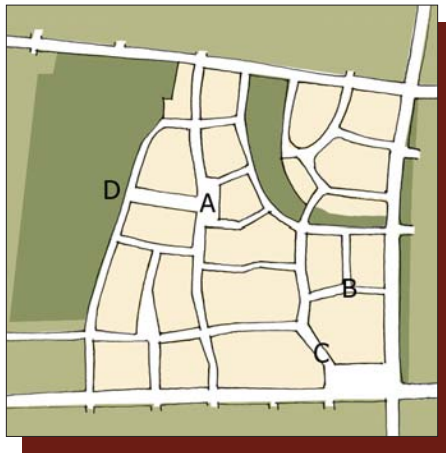
1. Pedestrian Shed

- A. The circular pedestrian shed serves as a structuring tool.
- B. Neighborhood boundaries are adjusted relative to property lines and thoroughfares.
- C. The neighborhood center is a civic space.



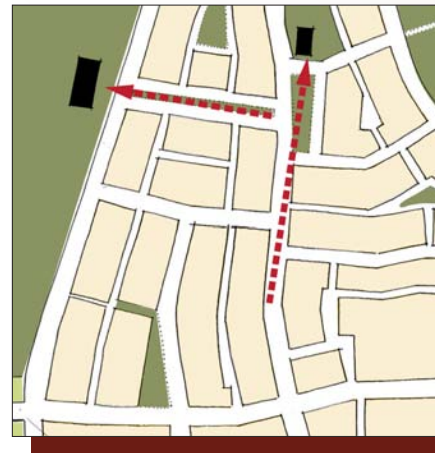
3. Public Spaces

- A. Thoroughfares shape the blocks.
- B. Squares occur in important central locations.
- C. Attached greens and/or playgrounds provide neighborhood civic spaces.
- D. Larger civic spaces such as parks and schools are typically at the neighborhood edge and may be shared by the adjacent neighborhood.



2. Neighborhood Block Structure

- A. Begin the block structure at the Neighborhood Center.
- B. Determine block size allowed for each Transect.
- C. Identify streets that may support commercial uses based on their proximity to the existing major thoroughfares.
- D. Locate and Reserve Civic Sites in addition to the Neighborhood Center.






4. Civic Spaces

- Civic spaces and buildings deserve important places in the neighborhood. They provide character, wayfinding, and visibility. They may terminate streets, be located on a promontory, or form a prominent square at the heart of the community.





5. The Complete Neighborhood

-  Blocks are circumscribed by context sensitive streets that connect where possible.
-  Civic/open spaces are dispersed throughout the neighborhood and important locations are reserved for civic buildings.
- A** School locations are shared by adjacent neighborhoods.
-  Mixed use areas are located in proximity to automobile routes.

away. Specifically, the most important element of a good streetscape is the manner in which the public realm of the street and sidewalk meet the private property. Streets shape blocks. Larger voids in the block structure allow for public spaces such as squares, playgrounds, and parks.

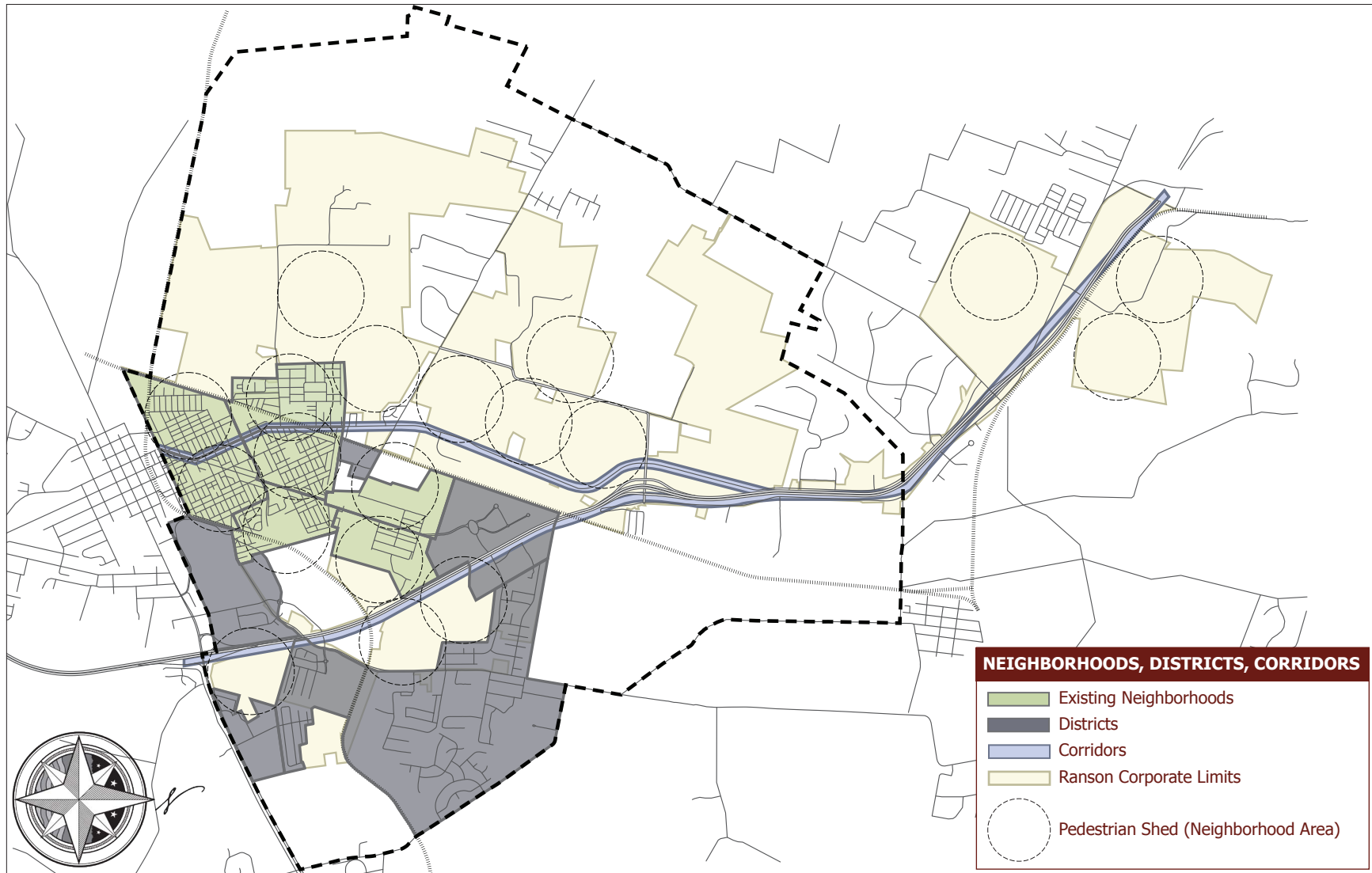
The circular pedestrian shed provides an approximate guide for the location of a neighborhood. The boundaries should be adjusted in response to logical parcel lines, topographic conditions, and other constraints.

The center of the pedestrian shed forms the neighborhood center and should have a civic space suitable for community gathering. The quadrants of the neighborhoods should each have a playground reserved. The pedestrian shed serves as the basis for Transect allocations (See Table 2.2 The Transect). Civic spaces and buildings deserve important places in the neighborhood. They provide character, wayfinding, and visibility. They may terminate streets, be located on a promontory, or form a prominent square at the heart of the community.

Districts and Corridors

The other components of this structure are districts and corridors. Districts are unique areas that are not suitable for neighborhoods, such as the racetrack, large employment centers, industrial areas, etc, but that play an important role in the City's economy. Corridors are linear trajectories and may be natural, like streams and their buffers, or for transportation. Corridors link several neighborhoods or districts and connect the various places within the City. Strong corridors both link and buffer neighborhoods from traffic by lining busy streets and roads with buildings and civic spaces that benefit the neighborhood but are not necessarily compatible with being inside the neighborhood. The buildings along corridors tend to be built and rebuilt on a faster cycle than do the buildings behind them.

FIGURE 2.1 NEIGHBORHOODS, DISTRICTS AND CORRIDORS



This map assigns a structure of neighborhoods, districts and corridors. Each of these place types has a different structure and serves a different function within the overall community. But together they complement and complete each other.





2.3.2 RURAL, SUBURBAN, COMPACT URBAN

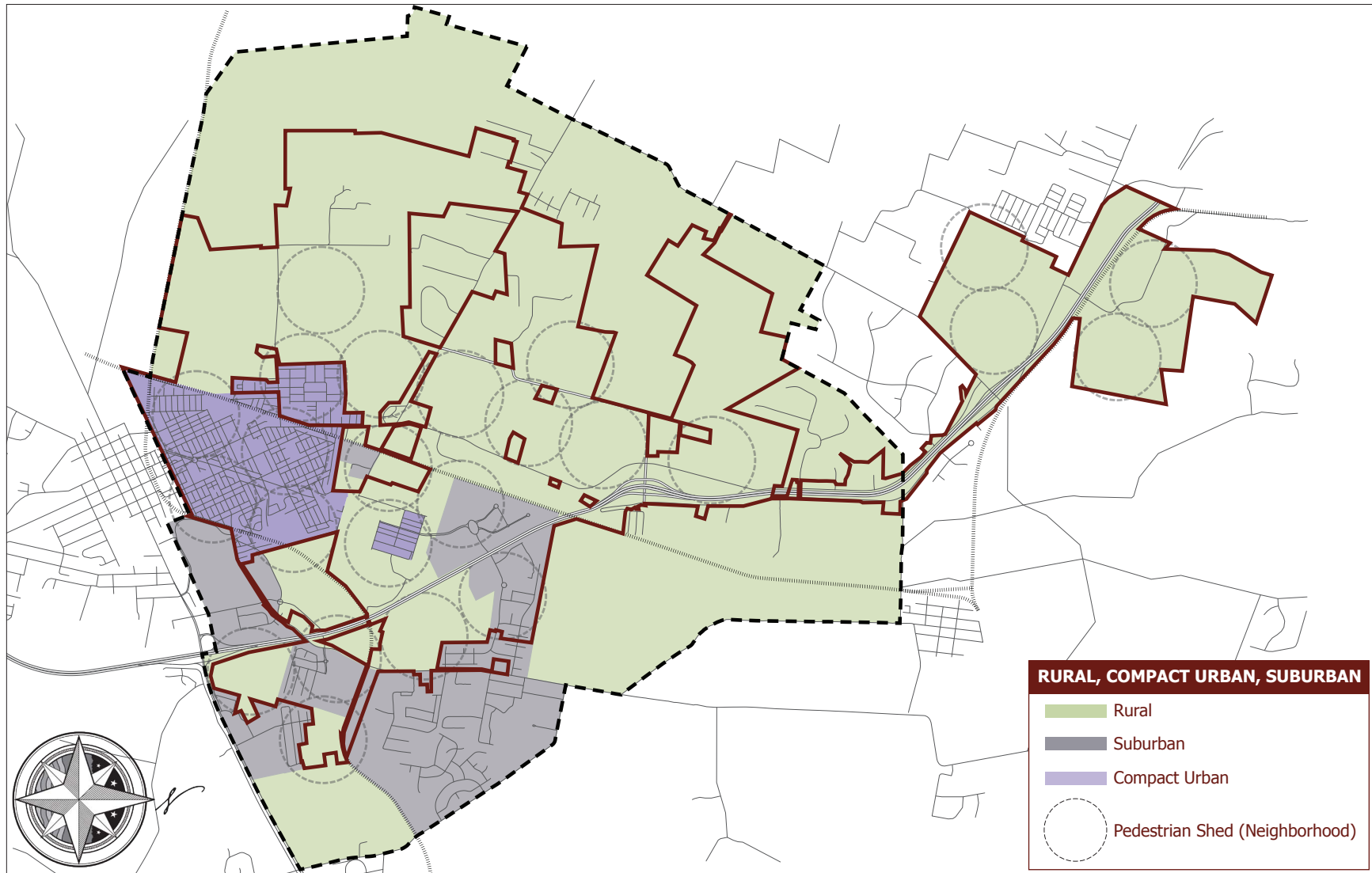
Development Patterns and Public Policies

Public policies must be designed to implement the intention for a particular area, while recognizing its context.

At a regional scale, areas can be divided into compact urban, suburban, or rural. Some parts of the region are more rural, while others are more urban. We should understand that the different intensities of development or conservation in different parts of the region have different levels and types of government services appropriate to them. In general, government services will be provided at a higher level in more urban parts of the region. Conservation of wilderness and agriculture should be prioritized in more rural parts of the region, while development intensities should be highest in the more urban parts of the region.

For the purposes of this plan, the primary distinction between Compact Urban, Suburban, and Rural areas is in the resulting transportation system. A major focus of the Compact Urban areas is to prioritize character and function over traffic capacity and to size the street network to yield smaller blocks and more total people moving capacity. Compact Urban areas are places of greater efficiency in deploying governmental services, where walking, bicycling and transit are more likely to occur based on the desirable, compact pattern. See Section 4.2 Transportation. The suburban setting, being less compact, and therefore less efficient, relies almost exclusively on the automobile for the citizens mobility. Rural and suburban areas depend on a street network that collects and funnels traffic into larger roads (collectors and arterials), while compact urban areas depend on a dense interconnected network of streets. Some of the areas indicated as Compact Urban in Figure 2.2 Rural, Suburban, Compact Urban Map are currently Rural in character, however they received the Compact Urban designation, as mapped for future conditions in Figure 2.2, as a result of the September 2011 public planning process, as well as existing entitlements.

FIGURE 2.2 RURAL, SUBURBAN, COMPACT URBAN MAP



This is an existing conditions map and as such does not reflect the plans for future growth. That is reflected by Figure 2.3 Sector Map.





2.3.3 SECTOR PLAN

In order for Ranson to direct public and private investment effectively, it is necessary to identify those areas preferred for development and those areas prioritized for continued agriculture or conservation. The overall, conservative strategy of this Plan therefore prioritizes the maintenance and regeneration of complete neighborhoods over expansion into new neighborhoods. Figure 2.3 Sector Map regulates this allocation, based on a variety of criteria:

1. Physical attributes
2. Existing development patterns
3. Proximity to existing infrastructure

Each area is assigned one of five sector designations. Distinct from land use or intensity, these sectors express whether or not a particular area is intended for growth or not and then, what type of growth is expected: restricted, controlled, intended, infill. Additionally, areas with existing suburban patterns that aren't expected to evolve into complete neighborhoods, are designated as such. Pedestrian sheds are then applied within the growth-sectors (G-1 through G-4) to indicate where development or new investment is to occur. The Pedestrian shed is used as a general way to express that an area is developable and that walkable neighborhoods are the intention. First, the neighborhood is positioned very generally according to the 1/4 mile radius of a five minute circle. Then the neighborhood is adjusted around the pedestrian shed, according to the local context of thoroughfares, rail lines, topography and parcels.

Priority Areas

There is an important distinction to be made between the type of development desired and the manner by which it is encouraged. Public policies, applied to particular contexts, lead to desired future development patterns. Figure 2.1 Neighborhoods, Districts and Corridors are the desired muscle, organs, and skeleton of the region, so to speak,

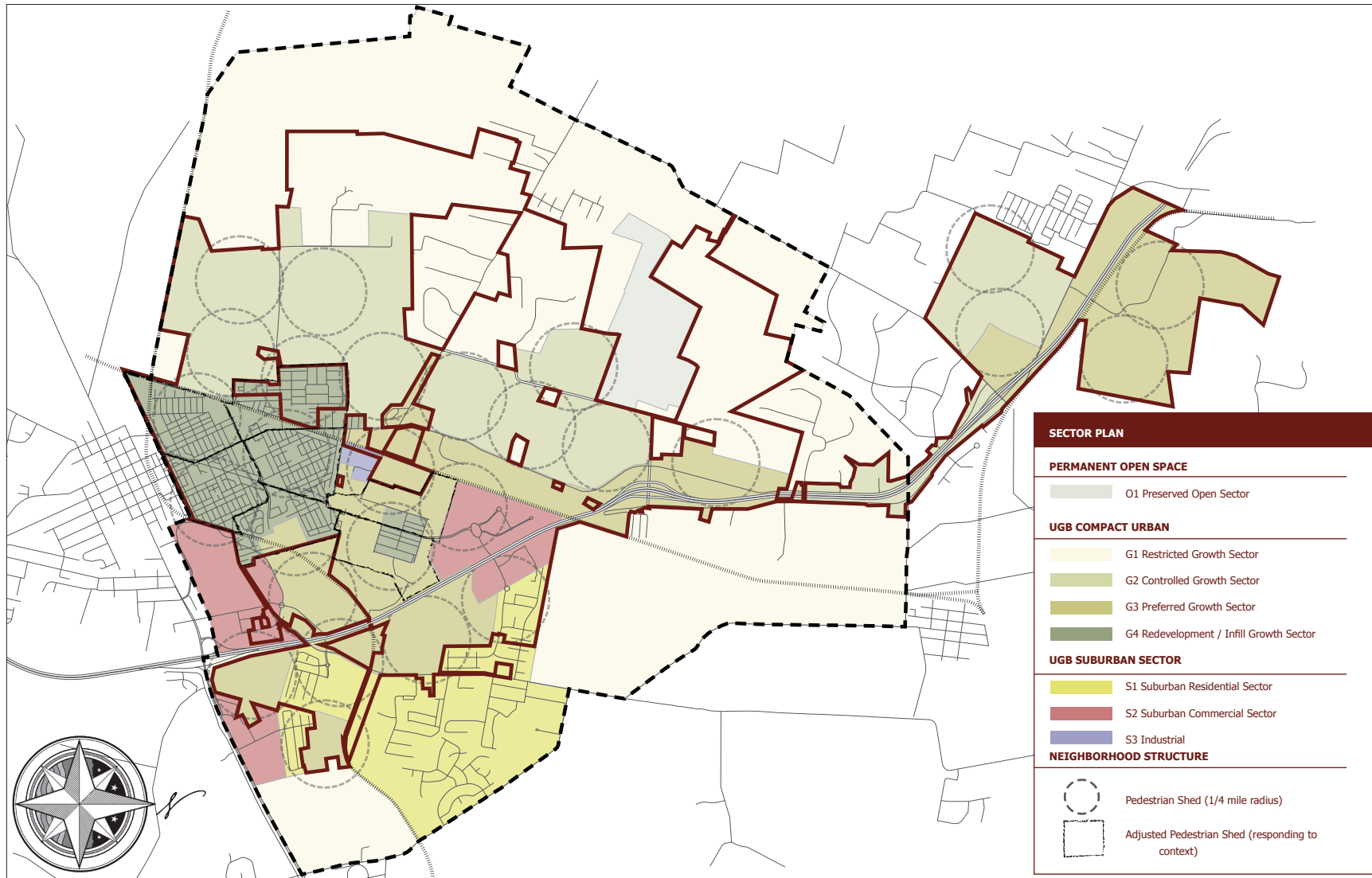
while Figure 2.2 Rural, Suburban, Compact Urban Map illustrates the different intensities of existing development in the region. To move from the existing context to the future development patterns, we must apply certain public policies to particular areas. Figure 2.3 Sector Map identifies the "Sectors" within which those policies are assigned, in order to achieve the desired future level of development: maintenance, regeneration, or expansion. Areas for maintenance are further divided into areas that are to remain as auto-oriented (suburban) or pedestrian-oriented (compact urban). Areas identified for infill/regeneration will retain or complete existing street and block patterns to evolve into complete neighborhoods. Areas identified for expansion will support the development of new complete neighborhoods. See Table 2.1 Intended Change.

As this Comprehensive Plan is periodically updated, it is expected that each area will be re-evaluated to determine if a new category applies. For example, if an area identified for infill/regeneration is transformed into a complete neighborhood, its category would change to 'maintenance.'

TABLE 2.1 INTENDED CHANGE

Color	Sector	Name	Intention
	O1	Preserved Open	Maintain
	G1	Restricted Growth	Maintain
	G2	Controlled Growth	Controlled Expansion
	G3	Preferred Growth	Preferred Expansion
	G4	Redevelopment / Infill	Regenerate or Maintain
	S1	Suburban Residential	Maintain
	S2	Suburban Commercial	Maintain
	S3	Industrial	Maintain

FIGURE 2.3 SECTOR MAP



The Sector Plan is the primary planning tool in the Urban Growth Boundary for guiding future growth. Instead of planning for pods of separate land uses, the Sector Plan plans for complete Communities – compact, pedestrian-oriented, mixed use neighborhoods as well as identifying areas to remain suburban for the near term.





2.3.4 THE TRANSECT

Current zoning codes segregate uses, prohibiting the creation of complete neighborhoods. The SmartCode, a transect-based, form-based code, is a tool that guides the form of redevelopment, infill, or green-field development into complete neighborhoods at the hamlet, village, or town scale. The zones within the SmartCode are designed to create complete human habitats ranging from the very rural to the very urban. Whereas conventional zoning categories are based on different land uses, SmartCode zoning categories are based on whether their character is urban or rural, or somewhere in-between. All Transect zones allow some mix of uses, enabling complete neighborhoods. The Transect ensures that a community offers a full diversity of building types, thoroughfare types, and civic space types, and that each has appropriate characteristics for its location. See Table 2.2 The Transect for a description of the Ranson Transect zones.

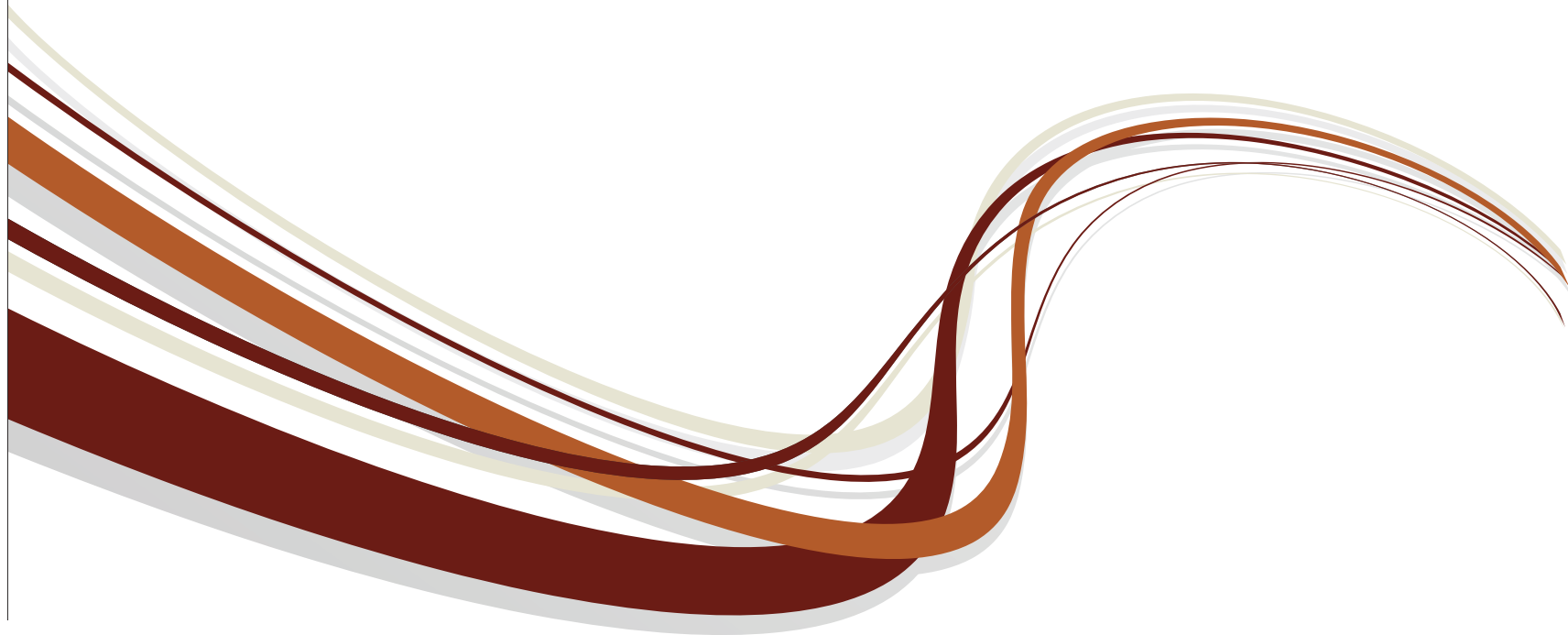
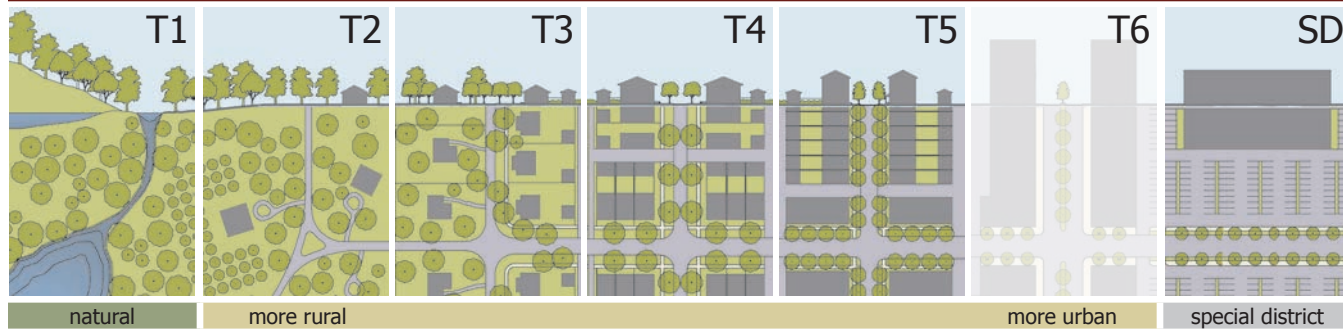


TABLE 2.2 THE TRANSECT



- surface waterbodies
- protected wetlands
- protected habitat
- riparian corridors
- purchased open space
- conservation easements
- flood plains
- steep slopes
- legacy woodland
- prime soils
- legacy viewsheds
- farms

Above: Transect Zones 1 and 2 address the areas of a community that are to remain natural or rural as compared to being clearly suburban or more intense. The listed characteristics provide a range of physical conditions present in each Transect Zone.

Right: Transect Zones 3, 4 and 5 address those areas of a community that create neighborhoods and town centers.

Note: T6 is a designation available for coordination with other jurisdictions, or in the event that Ranson ever requires it, however it isn't anticipated for the life of this Plan.

less density	more density
primarily residential	primarily mixed use
smaller buildings	larger buildings
more greenscape	more hardscape
more detached buildings	more attached buildings
more wooden buildings	more masonry buildings
generally pitched roofs	generally flat roofs
small signs	building signage
deeper setbacks	domestic animals
streets and lanes	boulevards, streets and alleys
yards and porches	stoops and shopfronts
paths and narrower sidewalks	wide sidewalks
opportunistic parking	dedicated parking
larger curb radii	smaller curb radii
open swales	raised curbs
starlight	street lighting
naturalistic tree clusters	aligned street trees
parks and greens	squares and plazas
local gathering places	regional institutions

A special district is not categorized as rural or urban due to its intrinsic function or form not conforming to the normative Transect Zones.





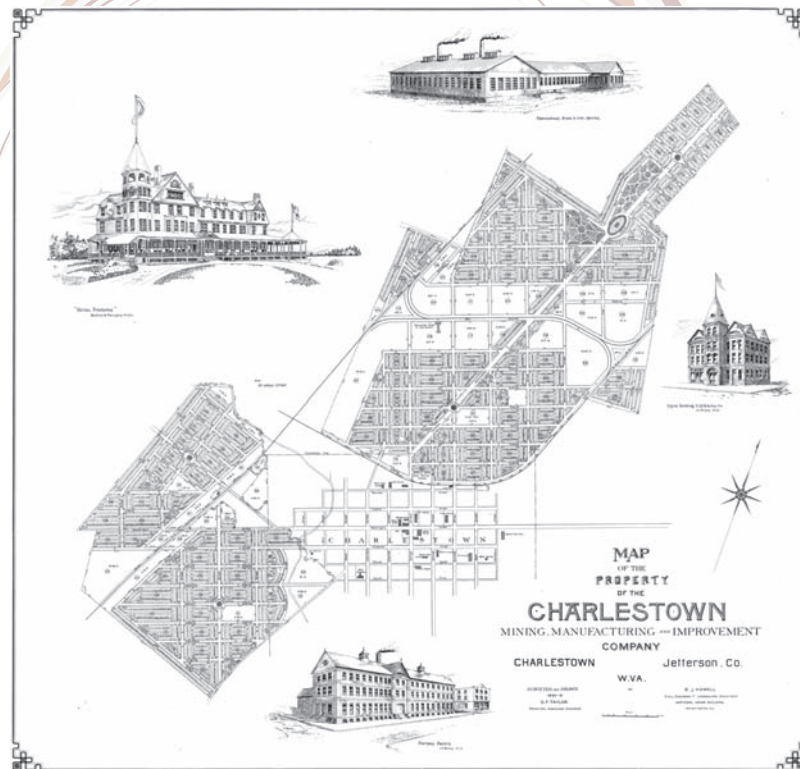
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CHAPTER 3. PRIVATE REALM

Ranson has developed over many years with small and large businesses sometimes located directly adjacent to and within historically mixed-use neighborhoods. Housing is a mix of one-story frame houses, apartment buildings, trailers, townhouses and newer two-story or split-level homes. The mix of housing with businesses has resulted in multi-generational, multi-racial communities. This is consistent with what was envisioned by the land planners, who laid out the City in 1890 for the Charles Town Mining, Manufacturing & Improvement Company.



Map of the Property of the Charlestown Mining, Manufacturing and Improvement Company, D.F. Taylor, 1890 – 91.

Today, the vision for the land in the Urban Growth Boundary is multiple neighborhoods using distinctive names to create their own identity and preserve the small town atmosphere. Each of these neighborhoods should have its own commercial center to support their local needs and reduce trip generation. This plan also encourages the islands within the Urban Growth Boundary to annex into the City. This will complete the neighborhoods and help unify Ranson's residential and business communities.

Private Realm Objectives

1. **Maintain the historic mix of housing with businesses.** Mixed use should be the norm throughout neighborhoods, districts, and corridors. Single-use areas should be the exception. Every place within each neighborhood should have a variety of compatible uses and building types.
2. **Encourage neighborhood identity and autonomy.** Each neighborhood should have a center with neighborhood gathering places, amenities, and a greater concentration of businesses. Where they are adjacent to natural features or transportation corridors, neighborhood edges may also be well-defined.
3. **Encourage the islands within the UGB to annex into the City.** The city should be a continuous whole, without gaps which are un-served by municipal services and infrastructure. Appropriate zoning to incentivize appropriate annexation must be considered.
4. **Provide a diversity of neighborhood types that are fiscally sustainable and support the overall prosperity of the City.** Neighborhoods' density, infrastructure, and methods for mitigating environmental impact (such as stormwater runoff) should be





coordinated with each other. High density can justify investments in infrastructure that are not cost-effective at lower densities.

5. **Coordinate future expansion plans with the Hollywood Casino.** Encourage the Planning Department and the Development Authority to engage the Hollywood Casino at Charles Town in a meaningful manner in order to leverage its regional power as an employer, tax generator, and entertainment facility within the City of Ranson. While the Casino did not participate in the September 2011 planning process, it has a critical influence on the employment opportunities within the City.

Private Realm Actions

1. **Create zoning regulations that allow a variety of uses within each zone.** Building types that have stood the test of time are generally able to accommodate a variety of uses gracefully and with a minimum of disruptions to neighbors. Zoning should use and extend such patterns of development.
2. **Review and update the Zoning and Subdivision Ordinances via the SmartCode to support a diversity of mixed-use community types.** Provide a set of distinct types of neighborhoods and districts, each with its own level of intensity within the City. Each type of neighborhood and district should function as a whole, and support or be supported by the neighborhoods around it. Each neighborhood should be organized around a center, and corridors should provide livable faces to neighborhoods.
3. **Consider mandatory annexation of the small islands within the UGB.** Work with Jefferson County to coordinate annexations with services, and annex land as needs arise. When land is annexed, assign zones so that the existing development will be deemed as nearly conforming as is feasible.
4. **Require new development within Old Town to be appropriate in massing, placement, and lot coverage.** Write

zoning to provide a pleasing variation within an overall sense of cohesiveness.

5. **Pursue city and regional governmental and economic policies that provide incentives for privately financed infill development within the G4 Redevelopment / Infill Growth Sector.**

3.1 LAND USE

General

Generally, the City has the majority of its private land in residential use with industrial uses located along its southern border with Charles Town and along the abandoned CSX/Norfolk Southern Railroad right-of-way west of Fairfax Boulevard. Commercial operations exist east and west of Mildred Street (WV Route 115) and the Norfolk Southern Railroad on the north edge of the City. There are also commercial uses east of Lancaster Circle between Third and Fifth Avenues. Mixed-use properties exist in different areas throughout the City.

Hollywood Casino at Charles Town Races is the largest employer within the Urban Growth Boundary and Jefferson County. The owners have not requested annexation. Prior to annexation law changes, Hollywood Casino was denied their annexation request through court challenges. Recognizing that this area is adjacent to the City, contains a unique mix of uses, and is scheduled for major thoroughfare improvements with the realignment of Fifth Avenue, an opportunity arises for establishing an Entertainment Community zoning classification. This special Community Unit should be applied to the surrounding parcels as well. Land uses that feed off of the Races and Slots will help to establish the area as a prime destination for the tourist industry. Similar or complementary uses are envisioned within the mixed-use areas adjacent to Hollywood Casino and north along either side of WV Route 9 to the Norfolk Southern Railroad.

A continuation of the Residential/Commercial use along Mildred Street (WV Route 115) is envisioned north of the Old Town Ranson Neighborhood. Beyond its intersection with Leetown Pike, the land east of Mildred Street and north along the Norfolk Southern Railroad is planned for Commercial/Employment uses to capitalize on access to the railroad and WV Route 9. Beltline Avenue, an existing Commercial/Employment area, is expected to remain as brownfield sites are redeveloped.

Population projections indicate that the 4,440 people shown living in Ranson, which was reported in the 2010 Census, will potentially increase to 5,500 ± people by 2022.¹

The undeveloped land within the Urban Growth Boundary is planned for complete communities that support the economy and quality of life of Old Town Ranson. The traditional grid pattern of streets is the model that is recommended throughout all neighborhoods.

Growing communities suffer when the expansion of their common facilities (i.e. parks, schools, community centers, utilities) do not grow at the same pace. The annexation/development process will provide opportunities for the City's elected and appointed officials to work with the land owners and developers to secure public facilities and lands to meet the needs of the community.

Neighborhoods, districts and corridors are the essential elements of development and redevelopment in the City. They form identifiable areas that encourage citizens to take responsibility for their maintenance and evolution.

Land Use, in general, responds to all the Community Vision Goals:

1. Connectivity and Sustainability pervade these goals.
2. Local character builds regional economies.
3. Strong core communities make strong foundations.
4. There is a place for everything, and everything has its place.
5. Affordable living includes housing, transportation, energy, recreation, and shopping.
6. Green infrastructure supports sustainable communities.
7. Neighborhoods are the building blocks.
8. Private buildings and public infrastructure work together to shape public space and to build community character.
9. Working together creates bigger opportunities.

¹ ESRI for 2010 and 2015: U.S. Bureau of the Census, 2000 Census of Population and Housing





A number of brownfield redevelopments are in-process in Ranson, particularly the 6-acre Kidde Manufacturing plant, which will become Powhatan Place. This project uses U.S. Environmental Protection Agency (EPA) and U.S. Department of Housing and Urban Development (HUD) cleanup funds.

During the September 2011 workshop five major redevelopment and development projects were proposed within and adjacent to Ranson, and one on a rural farm:

1. George Street/Fairfax Boulevard. Redevelopment began with the American Public University System's (APUS) academic center building, and the Green Corridor plan provides an option for completing this initiative (See Appendix B, B.3. Green Corridor Plan.)
2. Lancaster Circle at City Hall. This plan enhances pedestrian access, parking, and provide redevelopment sites that frame the circle.
3. Powhatan Place Town Center, at North Mildred Street and East Beltline.
4. A mixed-use neighborhood center at North Fairfax Boulevard and East Beltline Avenue.
5. A proposed connection between Fairfax Boulevard and Lakeland Place. This connection aids the completion of the Lakeland Place neighborhood.
6. Clay Hill Farm. A new neighborhood using the principles of "agrarian urbanism."
7. Jefferson Orchard. A proposed relocation of the Duffields MARC station and development of a Transit Oriented D in an intended growth urban area. This area is also proposed for an Industrial Special Industrial District that would utilize the rail access.

Plans are also in place for the following conventional projects:

1. Briar Run
2. Marketplace at Potomac Towne Center

3. President's Point
4. Shenandoah Springs
5. Potomac Towne Center
6. Fairfax Crossing
7. Tackley Mill

Among these, Presidents Pointe, Shenandoah Springs, Fairfax Crossing, and Tackley Mill are best suited for conversion or completion in the form of a complete walkable neighborhood, and the City encourages this to occur.

General Land Use Objectives

1. **Enhance Ranson's community character through the preservation, completion, and enhancement of existing places, including the transformation of conventional subdivisions into complete neighborhoods.** While some outward growth may be necessary, the priority should be on organizing land that has already been developed into neighborhoods. In some cases, existing subdivisions may be completed as neighborhoods, or incorporated into adjacent ones.
2. **Redevelop the City's brownfield sites.** A priority should be placed on redeveloping brownfield sites, so that they provide a net benefit to the city.
3. **Annex lands as necessary to meet the present and future needs of Ranson.** Land which has not been annexed should not receive a level of service customary for a city, and land that is annexed should be developed to a level that justifies annexation. See C.4. Recommended Annexation Priorities on page xxvi of Appendix C.
4. **Improve access to sites for a variety of jobs in the manufacturing, technology, and service industries.** Suitable land should be made highly accessible, including by rail, to provide for businesses for the New Economy.
5. **New development contiguous to urban boundaries should**

be merged with the existing mosaic of neighborhoods.

Non-contiguous development should be organized into village-like or hamlet-like neighborhoods with their own center, edges, and plans for a job/housing balance.

6. **Each neighborhood has a balanced mix of activities to meet the needs of all its residents: shopping, work, education, recreation, and various types of housing.** Many daily needs should be met within each neighborhood, and each neighborhood should have its fair share of jobs, recreation, and schools. Moreover, a variety of housing types – rental and for-purchase – should be available in each neighborhood.
7. **Each neighborhood should be sized to its purpose.** The size of each neighborhood should be determined by the drawing power of its center. The more compelling the center, the larger its Pedestrian Shed should be.
8. **Encourage and promote affordable low-cost housing.** The City can not grow without providing for the needs of all of its residents and business owners, so low-cost housing should be available generally, and especially near employers.
9. **Appropriate building densities and land uses should be within walking distance of transit stops.** In order for public transit to become a viable alternative to the automobile for every daily need, the areas around transit lines should be developed to a greater intensity. Those areas should also have higher priority for development.
10. **Encourage manufacturing and assembly-line facilities to locate in Ranson.** The City will designate ample land that is well-suited for industrial facilities and will ensure that industrial facilities do not adversely affect the health, safety, or welfare of the community.

General Land Use Actions

1. **Revise the Zoning Ordinance via the SmartCode.** It should do the following:
 - a. Encourage the preservation and extension of existing neighborhood character.
 - b. Create incentives for infill.
 - c. Encourage a variety of building types – particularly for affordable housing.



September 2011 Workshop Open House, engaging community critique of the planning efforts.

- d. Allow residential, single and multi-family, retail, office, and light industrial in most zones.
- e. Provide a range of zones from rural to urban, so that people have a choice of where to live and work.
- f. In older building fabric, tailor the zones to permit buildings of the existing type and character, rather than rely on their being





- legally non-conforming.
- g. Designate locations for industrial development to reduce travel time for employees.
2. **Revise the Subdivision Ordinance via the SmartCode.** It should do the following:
 - a. Promote the development of complete neighborhoods (coordinating adjacent developments as necessary).
 - b. Encourage connectivity in new and existing developments.
 - c. Allocate higher densities appropriately: the most intense neighborhoods should have the highest densities and enhanced infrastructure and services, particularly transit.
 - d. Encourage connectivity of streets, sidewalks, and paths.
 - e. Consider a program for connecting cul-de-sacs and “collectors” into the existing thoroughfare network – by building complete street sections, or by connecting sidewalks and/or paths between them.
 3. **Annex in accordance with W. Va. Code 8-6-4a.** The City should prioritize infill development over outward expansion. It should also prioritize the annexation of land surrounded (or nearly so) by the city over the annexation of contiguous land, and the annexation of contiguous land over the annexation of tenuously connected land. Finally, the annexation of land should be justified according to the intensity and type of development, physical impact, and effect upon City services. See C.4. Recommended Annexations on page xxiii of Appendix C.
 4. **In coordination with Charles Town and Jefferson County, identify sites for Employment bases within the Urban Growth Boundaries.** Maximize access to sites served by rail, and provide opportunities for Internet based businesses and institutions, such as APUS.
 5. **Support affordable low-cost housing:**
 - a. Update the zoning code to permit housing lots typical of each location, such as on 25' x 125' lots.

- b. Ensure that zoning allows low-cost building types, particularly near employment.
- c. Enact policies guiding such development toward employment centers, but without concentrating poverty.
- d. Provide guides and policies to adapt low-cost and small-scale historical precedents for current needs, and to build affordable units to a standard that blends it into the prevailing standard.

3.1.1 COMMUNITY DESIGN

Ranson is historically an extension of Charles Town, and as such functioned as the industrial economy of the city and provided the housing to support it. The region has a range of Community types ranging from Ranson / Charles Town as the urban center to Shepherdstown and Harper’s Ferry as villages, and Middleway as a hamlet. This diversity of type contributes to the historic and cultural richness of the region, as well as its tourism economy.

Community design must build on the following community goals:

1. Local character builds regional economies
2. Strong core communities make strong foundations
3. A place for everything, and everything in its place
4. Neighborhoods are the building blocks

The diversity of character and intensity is critical to the economic and environmental future of Ranson.

Community design not only refers to the physical characteristics described above and in other sections of the Plan, but also encompasses the process that promotes participatory decision-making. This Plan was built on the extensive public process described in Chapter 1. Introduction and Section 2.1 Public Engagement.

Community Design Objectives

The following add to the General Land Use Objectives:

1. **Develop and redevelop land through well-coordinated types of neighborhoods, districts, and corridors.** If there

are well-understood types of neighborhoods, districts, and corridors, then it is easier to reach consensus and coordinate development and redevelopment.

2. **Engage the whole community in planning constructively.** While the needs of particular stakeholders and neighboring property owners must be considered, projects should be planned with the wider community in mind.

Community Design Actions

The following add to the General Land Use Actions:

1. **Develop specific, named, types of neighborhoods, districts and corridors with benchmarks for the level of infrastructure and services they receive.** These benchmarks include neighborhoods', districts', and corridors' fair shares of schools, recreation facilities, commercial uses (including shopping), and housing, (including affordable housing). Revise these benchmarks periodically, but use them as a starting point for planning decisions.
2. **Develop procedures for public processes that give immediate neighbors and particular stakeholders an appropriate level of input.** Procedures should address their concerns without allowing not-in-my-backyard (NIMBY) concerns to override wise planning decisions.
3. **Use design and planning tools to mitigate common concerns.** Neighbors and stakeholders are frequently worried about gaining people with lesser incomes as neighbors, traffic, noise, and perceived density. Therefore, develop guidance for using design and planning to address these concerns. Guidance could include the following:
 - a. Do not allow concentrations of poverty to develop.
 - b. Use connected thoroughfares to mitigate bottlenecks.
 - c. Ensure that uses are buffered from each other using walls and buildings' thicknesses.
 - d. Achieve density using compact planning rather than building

height.

3.1.2 PREFERRED DEVELOPMENT (SECTORS)

This plan will update the timeless principles of Ranson's original town plan in response to new community-building challenges. It does this in order to renew and build neighborhoods, districts and corridors throughout the City, see Figure 2.1 Neighborhoods, Districts and Corridors. These principles and challenges include introducing urbanism to the suburbs, maintaining agricultural production within neighborhoods and adjacent to the town center, introducing transit-oriented developments, and encouraging appropriately scaled redevelopment.

The land within the Urban Growth Boundary is planned for mixed-use with varying residential densities and commercial intensities. The traditional grid pattern of interconnected streets is the model that is recommended for both new and existing neighborhoods.

This plan assigns Sectors as shown on Figure 2.3 Sector Map and as defined and regulated in the SmartCode. The Sectors' names are neutral terms for geographical areas, permitting particular Community types. In Ranson, eight Sectors establish the locations where certain patterns of development are allowed. This system addresses preservation, development and redevelopment at the City-wide scale.

- O1: Preserved Open Sector
- G1: Restricted Growth Sector
- G2: Controlled Growth Sector
- G3: Preferred Growth Sector
- G4: Redevelopment / Infill Growth Sector
- S1: Suburban Residential Sector
- S2: Suburban Commercial Sector
- S3: Industrial

Based upon projected and historical growth rates and patterns in the region, the City growth requirements are translated into increments of land area that can accommodate new growth in five-, ten-, and





twenty-year phases. Growth requirements include: housing in a full set of price ranges; retail in each standard grouping; business parks, including industrial; the casino and tourist districts; schools of every level; and, recreational open spaces. The UGB is expected to amply accommodate growth over the next 20-years. The growth should be coordinated with the concurrent delivery of infrastructure. Areas to remain undeveloped are designated with the subcategory of Preserved Open Sector (O1). A preserve is intended for permanent preservation, never to be urbanized. These areas are legally protected from development, such as land conservancies and parklands. Some areas within the UGB are vested for neighborhoods through a variety of Community types. Community types include: historic preservation of the existing Old Town neighborhoods; redevelopment and renewal of existing neighborhoods, and new complete neighborhoods as the preferred development pattern for expansion.

Preferred Development Objective

The following add to the General Land Use Objectives:

1. **Incentivize redevelopment and expansion in areas most appropriate to promote well designed and coordinated communities, and to prevent sprawl.** Rather than address each project on its own, develop fair procedures for determining where and how development and redevelopment should proceed.

Actions

The following add to the General Land Use Actions:

1. **Develop and assign Sectors as a regulatory tool.** A Sector is the area of land in which a certain bundle of policies are applied.
2. **Permit different types of development according to Sectors.** These include neighborhoods ("Community Units"), districts and corridors. This includes the development of thoroughfares and natural areas.
3. **Create incentives (in addition to farmland preservation)**

for investment and development. Coordinate those incentives across jurisdictions, and coordinate them with annexation.

4. **Assign the Suburban (S1, S2, and S3) Sectors on land that is to remain in approximately its current "suburban"-style use as Special Districts.** If that land is to be redeveloped as neighborhoods, then it should be re-designated as G4. The Suburban Sectors should be assessed for redevelopment as neighborhoods when the Comprehensive Plan is updated, or as needed.

3.1.3 REDEVELOPMENT AND RENEWAL

Infill should be seamlessly developed within the existing urban fabric, balancing, completing and/or repairing the surrounding neighborhoods. Brownfield redevelopment is infill on sites that have been used industrially and subsequently vacated. Greyfield redevelopment is infill on sites that have been non-industrial, and are declining or vacant. Both kinds of infill sites are well-suited for redevelopment, as the requisite infrastructure is in place. However, brownfield sites are often subject to the unpredictable liability of expensive cleanup requirements. In addition, while brownfield sites have been served by infrastructure, that infrastructure may need to be adjusted for current needs.

Where redevelopment, including brownfield redevelopment, abuts existing subdivisions and neighborhoods, it must respect the existing neighborhoods.

Infill renewal includes projects to revitalize existing structures and neighborhoods. These projects often include streetscape improvements, small scale infill within existing neighborhood fabric, and restoration or conversions of existing structures.

Redevelopment and Renewal Objectives

The following add to the General Land Use Objectives:

1. **Promote infill development.** Such development uses existing resources wisely, and reduces the distances people have to travel.
2. **Promote redevelopment of the City's brownfield sites.** Certain brownfield sites are, or will become ripe, for redevelopment.
3. **Ensure that redevelopment respects adjacent existing neighborhoods and subdivisions.** Development should blend seamlessly with existing development.
4. **Ensure that redevelopment respects adjacent natural and other open areas.** Redevelopment abutting open areas should meet them sensitively, both in terms of appearance and in environmental terms.

Redevelopment and Renewal Actions

The following add to the General Land Use Actions:

1. **Assign Sectors for Infill and regulate them per the SmartCode.**
2. **Prioritize capital improvements in the G4 Redevelopment / Infill Growth Sector (see Figure 2.3 Sector Map).** Provide incentives for them, and prepare plans for them proactively.
3. **Incentivize development in Old Town.** Adopt and implement the U.S. EPA Brownfields Area-Wide Plan and the US DOT TIGER II Green Corridor Plan. See Appendix B: B.2. Brownfields Area-Wide Planning Pilot Project and B.3. Green Corridor Plan.
4. **Require redevelopment projects to adapt to SmartCode zoning which has been based on models appropriate to the location.** If the redevelopment uses a building or lot which deviates from the SmartCode zoning, permit a sensitive deviation which accommodates the existing context.
5. **Expedite vesting process for properties within the G4 Sector, see Figure 2.3 Sector Map.** This is justified by the reduced infrastructure and servicing costs to the City.
6. **In the G4 Sector, use density as a best management practice for stormwater runoff.** If feasible in the location, use mu-

nicipal or shared stormwater facilities so that redevelopment and development can avoid stormwater management practices that reduce density – for example, detention ponds.

3.1.4 RURAL LANDS

Hamlet development patterns are anticipated along the perimeter or edges of the neighborhoods in the Urban Growth Boundary and as solitary clusters within the rural landscape. Although the vast majority of the land within the UGB is vacant or in large-scale agricultural use, this plan anticipates that this use will strategically be augmented with complete neighborhoods that complement and support the agricultural production lands. The more rural areas of the county will serve the large-scale agricultural community.

The regional prototype for agrarian urbanism is found in Middleway. While mixed-use, medium density buildings are adjacent to the road, many have very deep lots and support small sale agricultural production. This has developed into a desirable, tourist-supported community that preserves the historic agrarian form and use.

The soils in the Urban Growth Boundary are in two classes:

Hagerstown-Frederick, Huntington, local alluvium association: Deep, medium textured and moderately fine textured, dominantly nearly level to moderately steep soils formed in material weathered from limestone; on uplands and along drainageways

Duffield-Frankstown association: Deep, medium-textured, dominantly nearly level to strongly sloping soils formed in material weathered from limestone and limy shale; on uplands.²

Much of the area within the UGB is considered prime farmland and

² U.S. Department of Agriculture Soil Conservation Service, West Virginia Agricultural Experiment Station, "Soil Survey, Jefferson County, West Virginia, February 1973





farmland of statewide importance according to the US Department of Agriculture Natural Resources Conservation Service (NRCS)³. According to the United States Cod 7 USCS § 4201 Prime Farmland is:

Land that has the best combination of physical and chemical characteristics for producing food, feed, fiber, forage, oilseed, and other agricultural crops with minimum inputs of fuel, fertilizer, pesticides, and labor, and without intolerable soil erosion, as determined by the Secretary. Prime farmland includes land that possesses the above characteristics and is currently being used to produce livestock and timber. It does not include land already in or committed to urban development or water storage.

This classification makes much of the UGB eligible for agricultural conservation easements, should the landowners wish to pursue them.

Rural Lands Objectives

1. **Protect and enhance the agrarian heritage of land in the Urban Growth Boundary.** Such protection is not limited to the physical protection of land, but includes the retention and development of working farms.
2. **Consolidate development on rural land to preserve agricultural and open lands.** Developments on rural land should be compact, and should result in the conservation of unbuilt land. They should also be located to avoid prime farmland.

Rural Lands Actions

1. **Limit capital improvements in the G1 Sector. See Figure 2.3 Sector Map.** In particular, limit extensions of water and sewer service, and new or widened thoroughfares.
2. **Allow light imprint development in the G1 and G2 Sectors.**
3. **Encourage Voluntary Farmland Preservation and the ded-**

³ US Department of Agriculture Natural Resources Conservation Service, Web Soil Survey

ication of land for land trusts in the G1 and G2 Sectors. As land is preserved, re-designate it as O1.

4. **Permit G1 Sector development in the form of Hamlets.** Those hamlets should consist of at least 50% open space. Amend the Subdivision Ordinance via the SmartCode to require that the hamlets leave space, if feasible, for functioning ecological or agricultural uses.
5. **Permit G2 Sector development in the form of Hamlets or Villages.** Within the G2 Sector, development can be continuous in the form of Villages, or it can be in the form of hamlets with 50% of their land dedicated for open space.
6. **Work with the Jefferson County Farmland Protection Board to develop appropriate conservation easements.** Such easements should take into account the suitability of land for agricultural use, including considerations to do with soil and runoff. In addition, Jefferson County and Ranson should agree upon policies that ensure that urbanized land and working farmland do not interfere with each other. Such arrangements may include buffers against odor and runoff and community-supported agriculture
7. **Map land that has been protected as O1 on the Sector Map.** This Sector indicates that land has been protected and does not permit new urban development. See Figure 2.3 Sector Map.

3.2 HOUSING

Existing Conditions

Ranson is a changing city. Of the 1,936 residential units in the City, 1,044 are owner occupied. The single-family ownership is strong in the City with only 12 multi-family permits issued since 2000. Table 3.2 2010 Housing Data below shows the most current housing information for the City.⁴ While new housing growth has been dramatic in Jefferson County since 2000, as with most cities in the U.S., Ranson’s housing permits have dropped dramatically since 2007. Additionally the housing costs have escalated by over 138% in the last decade. The median home values⁵ are as follows:

TABLE 3.1 RANSON MEDIAN HOME VALUES

2000	\$77,994
2010	\$144,277
2015 – Projected	\$186,196

TABLE 3.2 2010 HOUSING DATA

Total Units	Ranson	Jefferson County
Occupied Units	1,699	23,360
Percent Occupied	87.8%	90.4%
Percent Owner Occupied	61.5%	68.7%
Percent Renter Occupied	38.6%	22.4%
Percent Vacant	12.2%	8.9%
Median Home Value	\$144,277	\$214,194

While this increase in value is an indication of the relative wealth of newcomers to the City and their potential contribution, it begins to

⁴ Forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing

⁵ Forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing

erode the affordability advantage Ranson has historically had in the region. The same period from 2000 – 2015 average household income in Ranson is only expected to rise from \$31,253 in 2000 to a projection of \$45,074 in 2015 or by 44.22% during the same period housing costs are expected to rise 138%.⁶ While its assumed this bubble has been somewhat corrected with the recent recession, it has left Ranson residents in an unfortunate dilemma. The young and old are being priced out of the current housing market.

Since the Department of Housing and Urban Development has established that a household should spend no more than 30% of its annual income on housing, affordable housing solutions is paramount to Ranson’s future.

Projections

Population projections indicate that the 4,440 people shown living in Ranson will steadily increase at 1.57% per year based on the 2010 – 2015 projections⁷. But, actual housing demand and timing is dependent on factors outside the control of the City of Ranson or Jefferson County. The local influences that can effect housing demand include:

1. Water and sewer availability,
2. Attitude toward development,
3. Land availability,
4. Cost of living and impact fees, and
5. Perceived quality of life.

Based on the Census 2010 Profile and projected annual population growth rate of 1.57%, population projections are as follows:

⁶ Forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing

⁷ Census 2010 Profile; U.S. Bureau of the Census





TABLE 3.3 CONSERVATIVE PROJECTIONS

Year	Population
2015	4,510
2020	4,875
2025	5,270
2030	5,697
2035	6,158
2040	6,657
2045	7,197
2050	7,779

Using the Jefferson County average annual growth rate of 3.28% from 1970 – 2000, the projections are:

TABLE 3.4 OPTIMISTIC PROJECTIONS

Year	Population
2015	4,586
2020	5,389
2025	6,332
2030	7,441
2035	8,744
2040	10,276
2045	12,075
2050	14,190

In either situation affordable housing is critical to the City, both in meeting the needs of current residents and in attracting new residents. As mentioned in 3.1 Land Use, a key strategy in providing affordability is permitting smaller lot sizes as well as smaller units.

There are numerous infill sites that provide an opportunity to spread affordable units in areas walkable to employment and services, and avoid concentrations of poverty. Through the Federal grants and the planning that has resulted, the City is poised to replace outdated, use-segregating ordinances with those that can enable affordable so-

lutions.

Housing Objectives

1. **Continue to work with Jefferson County and the City of Charles Town to address the affordable housing issues of the Eastern Panhandle.** These should include both design and regulatory approaches.
2. **Continue to encourage housing redevelopment in the City.**
3. **Work with Charles Town and Jefferson County to assure adequate services are provided in the UGB.** Avoid providing an incentive for residents to move out, and provide an incentive to develop inside the UGB.
4. **Provide a diverse mix of housing types to meet the needs of citizens of all demographics.** Although General Land Use Actions on page 31 calls for allowing a variety of dwelling types, policies may be necessary to encourage that variety. Provide particular emphasis on the needs of the growing population of seniors.
5. **Encourage the preservation and restoration of the existing housing stock from deterioration.** It is less costly to maintain housing near an optimal level of repair than it is to allow it to deteriorate. When housing has deteriorated, it is less costly to fix the occasional structure than it is to fix an entire neighborhood that has been allowed to deteriorate.

Housing Actions

1. **Encourage redevelopment and restoration in the blighted areas of town:**
 - a. **Incentivize high quality affordable housing projects.** Architectural standards for affordable housing should be at least as high as for existing housing, or even higher, in order to reduce the total cost of ownership.
 - b. **Update the zoning ordinance via the SmartCode to**

- legalize small lots and accessory units.** The historic 25' x 125' lots mentioned in the 2004 Comprehensive Plan are only one example of historic precedents that can be used for affordable housing. In particular, accessory units in the rear of lots can integrate affordable housing into neighborhoods almost invisibly, and live-work units can be more cost-effective for residents than separate living and working facilities.
- c. **Update the Zoning Ordinance via the SmartCode to provide additional density, height, and setback reduction to incentivize redevelopment.** By increasing the buildable lot area on a given lot, more housing should be fit on without increasing construction costs, as building upward usually does.
 - d. **Encourage small permanent structures as replacements of declining mobile homes.** This may be done by renovating entire mobile home parks, or it may be done on a piecemeal basis. After Hurricane Katrina, a number of small housing types were developed and deployed. The success of such a program, however, depends on coordinating building inspections so that site-built and factory-built units remain affordable.
 - e. **Place a priority on capital improvements including streetscape improvements, civic space acquisition and public beautification to Old Town.** Not only does this make the more urban areas of Ranson more attractive, such improvements can make it easier to intermingle housing with workplaces. The overall standard should be raised to that usually demanded by business people. In addition, streetscape improvements can include space for on-street parking and bicycle lanes, which make it easier to get around.
 - f. **When selecting sites for affordable housing, consider proximity to workplaces.** For many people, transportation is second only to housing in cost. Public transportation and sheer proximity to work, shopping, and amenities can reduce transportation costs – and make the combination of transportation and housing more affordable.
 - g. **Continue to operate the Ranson Rental Registration Program.** This protection of tenants' rights is key to meaningful affordable housing.
2. **Establish a City of Ranson / City of Charles Town / Jefferson County task force to perform a SWOT analysis and develop an action plan to meet the County-wide needs.** Representation on the task force should include:
 - a. Local, County, and State governments
 - b. West Virginia Housing Development Fund
 - c. Financing Institutions
 - d. Development community
 - e. Major employers
 - f. Economic and Community Development
 - g. Non-profit Housing interests
 - h. Jefferson County Council on Aging
 - i. Utility providers
 3. **Housing options should include the following:**
 - a. Small single family houses
 - b. Multi-family rentals apartments,
 - c. Live/work units (of various configurations),
 - d. Multi-family condominiums,
 - e. Assisted living housing,
 - f. Accessory units, and
 - g. Co-housing.
 4. **Work with West Virginia Housing Development Fund for the promotion of the following programs:**
 - a. Early Ownership Program
 - b. Deferred Closing Cost Loan Program
 - c. Low Income Assisted Mortgage Program
 - d. Mortgage Credit Certificates





- e. HOME Investment Partnership Program
 - f. Flood Assistance Program
 - g. West Virginia Homeless Shelters/Special Needs Programs
 - h. Land Development Program
 - i. Other programs as they evolve from state and federal sources
5. **Identify and monitor residential rental rehabilitation projects, for two purposes:**
- a. In some cases, these projects may be eligible for tax credits or other subsidies, and the City may wish to assist in this process.
 - b. Residential rental rehabilitation projects often run into unanticipated costs and in any case the economics of maintaining older properties at affordable prices may lead to deteriorating conditions. In the early phases, the City may wish to lend assistance. On an ongoing basis, the City should monitor conditions to ensure that they do not grow untenable.

3.3 HISTORIC PRESERVATION

Although it was incorporated just over 100 years ago, Ranson still has some older structures that represent and reflect the history of Ranson. The 3rd Avenue and Mildred Street examples of the American mercantile are unique in Ranson, and should be preserved as such. These structures provide character to Ranson’s neighborhoods and should not be overlooked as the City grows. Some of the historic properties within the UGB include⁸:

TABLE 3.5 UGB HISTORIC RESOURCES PARTIAL LIST

Ranson City Hall	Charles Town Races
Badger Powhatan Brass and Iron Works	West Edgewood
Lancaster Circle	Elmwood (Evitt’s Run)
Rosemont	Magha
Mt. Pleasant	La Grange
Piedmont	La Grange Tenant House
Piedmont Tenant House	Lone Oak
Locust Hill Battlefield	Marion Pomeroy House
Sunnyside (Ambler)	Aspen Hill
Clay Hill	Stehr Farm
Stehr Tenant House	Wiltshire School
Coyle Tenant House	Woodlawn
Woodlawn Tenant House	Level Green
Mount Pleasant	Leonard Davis House
James Burr House	Blackford House
Tackley Mill	Gap View
Gap View Tenant House 1	Gap View Tenant House 2
Daniels House	Greystone
George Beall House	Media Farm
Media Stone House	Aglionby House (Peighton)
Bretsch House (Walnut Grove)	Walnut Hill
Walnut Hill Tenant House 1	Walnut Hill Tenant House 2

⁸ Jefferson County Historical Landmarks Commission, Google Map.

Historic Preservation Objectives

1. **Protect historic structures and find methods for re-purposing them if necessary.** This includes protecting the properties from demolition, and gathering the resources necessary to keep them intact.
2. **Protect historic urban fabric in Old Town.** Often, it is important to understand historic properties in context. Moreover, an entire street or district may be worthy of preservation.

Historic Preservation Actions

1. **Develop a database of historic properties within the UGB, and use legal tools to preserve them.** Designate them as contributing buildings.
2. **Support the Jefferson County Historical Landmarks Commission (JCHLC) in efforts to complete the JCHLC database.**
3. **Establish a Historic Landmarks Commission to pursue the preservation of historic properties.** The first priority should be to establish a landmark and historic-preservation process which

helps property owners preserve their property. Once the programs are established, prohibitions against demolition may be phased in.

4. **Provide for the protection of historic sites and structures in all applicable ordinances and regulations.** While heavy-handed preservation requirements can cause a backlash among the public, common-sense preservation requirements – paired with incentives – often prove popular.
5. **Evaluate new development projects and their relationship to historic properties to reduce potential impacts they may cause.** The first impact is when viewed from the street. As noted in 3.1 Land Use on page 22, the Zoning Ordinance should be revised via the SmartCode so that new development is compatible with the prevailing existing development in older areas. There are sometimes impacts across side and rear property lines – particularly around farms. The City should consider overlay zones around sensitive historic properties.



Clay Hill Farm





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CHAPTER 4. PUBLIC REALM

The public realm is composed of the physical space and the physical manifestations of local government services on behalf of the public. The following is an inventory of existing public facilities, an assessment of the local conditions as to their adequacy to support the City's development patterns, and objectives and actions necessary to plan for the future of the city.

The majority of the public realm is in control of the City, the City of Charles Town, the County, and sometimes the State. A number of the Objectives and Actions rely on these different jurisdictions working together to achieve a common goal. However, it is understood that the City of Ranson cannot guarantee collaboration on the part of the other entities.

4.1 PUBLIC SERVICES

Services and facilities such as schools, police and emergency services are necessary to the future of Ranson. That future depends on safety and security, as well as effective services. The design of streets, blocks, lots, and buildings should reinforce safe environments. Security should be integrated seamlessly into the organization of the public and private realms, rather than added on in an unsightly way. Enhance of the City's commitment to protect local citizen's health, safety and welfare. Libraries and Community Centers also contribute to residents' physical and mental health as well as to their own and the City's welfare: their personal growth and the City's culture.

Public Services Objectives

1. **Every neighborhood should share in the civic, institutional, and commercial activity of Ranson.** Such activity should neither be concentrated in an over-saturated center nor dispersed to over-large peripheral locations.
2. **Schools and other children's facilities should be sized and located so that most students can walk or bicycle to them.** Each school and children's facility should have a "catchment area" defined by walking and bicycling distance, and from within which most students can walk. The older the students, the larger the catchment area can be, and the bigger the school – but schools should not be made so large that many students have to come from a long distance.
3. **A range of parks, from playgrounds, greens and plazas to ball fields and community gardens, should be distributed within neighborhoods.** The larger of these should be located between neighborhoods, where they can be shared. A peripheral location also keeps large parks from disrupting the fine network of thoroughfares within a neighborhood.





4. **All of public services facilities should be sized so that they support the nearby population, but they should be justified according to their benefits to Ranson (and Jefferson County) as a whole.** It is in the City's best interest to provide an equitable and locally accessible distribution of public services.
5. **The future of Ranson depends on safety and security.** The design of streets and buildings should keep environments safe from crime and foreseeable disasters, and help reduce reliance on police and emergency services. Streets and civic space should be safe, comfortable, and interesting to the pedestrian.

Public Services Actions

1. **Establish a "facility-list" of the facilities required for each type of neighborhood, or group of neighborhoods, including target sizes.** This list should serve as a benchmark for future development, not an iron-clad template. For example, the standard may set the number of neighborhoods to be served by a high school or elementary school. The sizes should be chosen to be small enough that facilities can fit either within the neighborhoods they serve, or if they serve several neighborhoods, to fit between them. The list should include parks and buildings for civic, institutional, commercial, educational, and safety services (police, Independent Fire Company, Inc. and the Citizen's Fire Company, Inc., etc.).
2. **Use this "facility-list" to help find sites for new facilities, and to guide the expansion of existing ones.** Ranson can use this to justify and rationalize its decision-making processes. As a practical matter, this list can include, or be collated with, a fair-share list of affordable housing needs for each neighborhood and group of neighborhoods.
3. **Use this "facility-list" within the subdivision process, to help allocate land for various uses, and to inform the physical layout of new subdivisions and infill redevelopment.** For example, the location of fire facilities should inform the layout of streets, so that trucks can get to the locations that they serve quickly. This list can also justify the amount and location of land to be dedicated for public use, so that the fair share required by each subdivision is allocated rationally to community needs.
4. **Provide a variety of types and sizes of parks.** Sizes should range from small neighborhood playgrounds within easy reach of each dwelling to large parks, such as Flowing Springs Park. Very large parks should be located outside of the centers of neighborhoods, and playgrounds can be located on ordinary city blocks. Wherever possible, the parks should be lined by thoroughfares, rather than buried behind backyards. Smaller parks and squares should be physically defined by buildings and landscaping, not treated as residual space.
5. **Define the public realm with buildings and landscaping, according to well-established norms including Crime Prevention Through Environmental Design (CPTED).** Not only should commonsense safety measures and physical design be coordinated, but architectural features should be used to communicate who has control and authority over a piece of land. For example, a low fence at the lot line can indicate where trespass begins, even if it is not tall and barbed to physically deter entry.

4.1.1 SCHOOLS

Existing Conditions

The public schools serving Ranson are part of the Jefferson County Schools system. The City of Ranson has no control of the school system, but should continue encouraging the Jefferson County Board of Education to build appropriately sized schools within convenient walking distance to existing and planned neighborhoods. One elementary school presently serves the community – Ranson Elementary School, and it is ideally located in Old Town. Most middle school students attend Wildwood Middle School, with the remainder at Charles Town Middle School. All county high school age students attend Jefferson County High School in Shenandoah Junction.

The following tables are the population projection of Jefferson County Schools.¹

TABLE 4.1 RANSON ELEMENTARY SCHOOL

Grades	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
PK	47	48	50	51	53	54	55	56	57	58
K	55	55	56	60	61	62	64	65	66	68
1	74	75	76	77	81	82	95	86	89	90
2	58	56	57	57	58	61	62	64	65	67
3	59	61	60	61	61	62	65	66	68	69
4	61	63	65	64	65	65	66	69	70	72
5	62	68	71	73	72	72	72	73	77	78
Total	416	426	435	443	451	458	479	479	492	502

TABLE 4.2 WILDWOOD MIDDLE SCHOOL

Grades	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
6	183	185	204	212	217	214	216	217	219	230
7	197	199	201	221	230	236	232	234	235	236
8	142	143	144	146	160	166	170	168	169	170
Total	522	527	549	579	607	616	618	619	623	638

TABLE 4.3 CHARLES TOWN MIDDLE SCHOOL

Grades	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
6	246	248	273	284	291	297	290	291	294	309
7	207	208	210	231	240	246	243	245	246	249
8	235	237	238	240	264	275	282	278	280	281
Total	688	693	721	755	795	818	815	814	820	839

TABLE 4.4 JEFFERSON COUNTY HIGH SCHOOL

Grades	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019
9	303	321	324	327	329	360	373	384	379	382
10	339	344	363	366	368	371	404	419	429	424
11	295	296	301	317	320	322	326	353	368	376
12	253	247	249	252	266	269	270	272	239	307
Total	1190	1208	1237	1262	1283	1322	1373	1428	1415	1489

Overcrowding within many Jefferson County schools is a negative factor in sustaining the quality of life in Ranson and Jefferson County. The county presently requires an analysis of the potential student population for each new subdivision to understand the ability of the county to meet the needs for education.

In connection with a HUD Challenge grant, the City has begun discussions with the Jefferson County School Board about locating schools close to the urban center.

TABLE 4.5 COMPARISON OF ENROLLMENT AND CAPACITY 2008 AND 2018

Schools	2009 Capacity	2009 Enrollment	2009 Surplus/Deficit	PK-12 Enrollment 2018	2018 Surplus/Deficit
Ranson Elementary	430	380	150	502	28
Wildwood Mid.	720	0	0	638	-59
Charles Town Mid.	1145	425	720	839	306
Jefferson High	1639	1400	239	1914	-275

¹ Jefferson County Schools Comprehensive Educational Facility Plan 2010-2020





Schools Objectives

1. **Develop policies that reflect the fact that Ranson’s opportunity for economic development, hence its employment base, depends on a good-quality local school district.**
2. **Develop policies that reflect the fact that a purely residential tax base cannot fiscally support a good-quality school system.**
3. **Provide adequate school facilities for each neighborhood.**
Not only must each student receive a good education in good facilities, but each neighborhood needs its own good facilities – not least because employers look for good facilities for their employees.

Schools Actions

1. **Work with the Jefferson County School system to plan for adequate classroom space in schools, using the “facility-list” as a starting point for the work.** For its own viability, Ranson needs adequate school facilities, and in order to allow students and parents to take good advantage of schools, those schools should be close to homes.
2. **Work with the Jefferson County School system to share parks, fields, and community spaces with the public.** Work with the state as well, for two main purposes:
 - a. An equitable and legal means for sharing space should be identified, so that school land can be used off-hours by residents, and so that City land can be used (leased, etc.) by the schools, and
 - b. State requirements for school facilities could then be adjusted so that the schools can fit within and between neighborhoods, and not disrupt their connectivity. The dual use saves space, which improves connectivity and can bring the schools closer to residents.
3. **Make the “facility-list” available to the City Planning Department, so that it can coordinate with the Board of Education**

to ensure that school sites are consolidated within and between new subdivisions.

4. **Coordinate Development Impact Fees based upon neighborhood and Transect Zone types rather than residential building types, to share fees more equitably across the City, and potentially across the County.** School facilities should be allocated according to not only the number of students, but also according to walking distance. The City should work with the County to establish an Urban Level of Service Area that addresses these issues.

4.1.2 LIBRARIES

Existing Conditions

There are no public libraries within the City of Ranson, and the Charles Town Library is a private library and loans are only available for its membership. Jefferson County has three public libraries: Bolivar-Harpers Ferry Public Library, Shepherdstown Public Library, and the South Jefferson Public Library in Summit Point. The Ruth Scarborough Library is located on the campus of Shepherd University and is a State library open to the public.

As Ranson grows, it will probably need adequate library facilities, according to the West Virginia Library Working Standards (1992). Nevertheless, although more materials are moving on-line, physical library facilities remain invaluable to residents, particularly children. The mission of libraries to preserve, store, and make their collections available will not change. Further, librarians' expertise in performing research will remain invaluable.

Libraries Objectives:

1. **Ranson should actively partner with a convenient library, adequate to meet its needs.** Even if it does not receive a library of its own, Ranson needs an active partnership with the Charles Town Library.

Libraries Actions

1. **The City should consider a stronger partnership with the Charles Town Library.** The City should take advantage of this convenient resource and establish funding as necessary to provide membership for the citizens of Ranson.
2. **Partner with Jefferson County Schools to establish a shared library system.** Work with the state as well, to find an equitable and legal means for sharing facilities. This will enable school libraries to be used during off-hours by residents, and permit the city to provide specific financial support for the school libraries.



Charles Town Library





Civic Center Ribbon Cutting: May 15, 2010 courtesy of Ranson Convention & Visitor's Bureau

4.1.3 COMMUNITY CENTERS

Existing Conditions Today's citizens and future residents living in Ranson will need community space to meet their recreational and social needs.

The Ranson Civic Center provides 40,000 square feet of multi-purpose space for the community. The Civic Center was acquired and renovated in 2010 as an action item in the 2004 Comprehensive Plan. Additionally, Ranson Senior Center helps to provide some of the needs of the local seniors, while many local organizations help to fill the needs of so many others. Finally, the Pierson Field House at Marcus Field serves as a community meeting place for the northwest portion of the City.

The expectations of a changing community will create demand for a variety of programs, some of which are offered by the Jefferson County Parks and Recreation Commission (JCPRC) at Sam Michael's

Park Community Center.

Community Centers Objective:

1. **Neighborhoods in Ranson should have access to adequate community center facilities.** Not only are such facilities beneficial to residents, but many employers look for good recreational facilities.

Community Centers Actions

1. **The City and JCPRC should work jointly to meet the needs of Ranson and Charles Town.** The facilities should be located convenient to Ranson, but may be located within regional parks or newly created parks.
2. **Every neighborhood, or collection of neighborhoods, should have some community facilities for community use.** Many subdivisions build their own facilities as private amenities, but the City can provide its own facilities to neighborhoods' residents.

4.1.4 FIRE, RESCUE AND EMERGENCY

Existing Conditions

The City and the area within its Urban Growth Boundary are the service areas of the Independent Fire Company, Inc. and the Citizen's Fire Company, Inc. These companies provide fire and rescue services on a volunteer basis. Paid emergency medical technicians, through the Jefferson County Emergency Services Agency (JCESA), provide paramedics and EMTs around the clock. The Jefferson County Emergency Communications Center provides emergency dispatching services (911) calls for Jefferson County. These operations are housed at the Jefferson County Public Services Center in Bardane. Funding comes from the State, County, City and private donations. The City donated land to Jefferson County Emergency Services Agency for the new headquarters which opened in 2009. Jefferson County also provides emergency services and disaster planning for Ranson.

Fire, Rescue and Emergency Issues

As the area grows, additional equipment and personnel will be needed. Moreover, staffing is inadequate for the current demand throughout the county, according to the Jefferson County Emergency Services Agency's Five-Year Strategic Plan.

Fire, Rescue and Emergency Objectives

1. **Continue to provide support of the fire, rescue, and emergency services that serve the community through appropriately located and staffed fire departments.** This may require more staff assigned to existing locations, and it may eventually require new facilities in new locations.
2. **Keep fire safety up to date, as Ranson grows.** Support the Independent Fire Company in its efforts to achieve the JCESA

Staffing Model, Capital Facility Improvements, and Apparatus Replacement Schedule requirements.

Fire, Rescue and Emergency Actions

1. **Optimize fire-fighting, emergency response and police capabilities:**
 - a. **Improve facilities and staffing levels as land is developed.** Use connected thoroughfares to minimize travel distances and times, as well as to use facilities efficiently.
 - b. **Involve the fire and police staff in the subdivision process.**
 - c. **Develop a plan that balances adequate and quick fire access with narrow streets that do not promote speeding.** Do this by designating key thoroughfares for direct travel from fire and emergency facilities, and allow the



Independent Fire Company, Inc.





balance of the streets to be narrow enough to discourage fast driving through neighborhoods. Ensure that a fine network of thoroughfares allows fire trucks to return without having to back up. Ranson has a similar designation process for snow removal priorities. The two maps may not be identical, but they should be coordinated.

2. **Improve emergency response time:**
 - a. **Increase staffing levels,**
 - b. **Add fire stations as necessary, though only as necessary, and**
 - c. **Create and allocate fees and taxes to pay for improvements.**
3. **Require the following in new development:**
 - a. **Assess impact fees as necessary to support the necessary improvements.** Consider assessing these impact fees according to the location of the new facilities. Both new and infill development may require a lower fee than does a development in an isolated location, if it requires a new facility.
 - b. **Enforce building codes. Such codes, however, should be interpreted in a fashion which allows compact building.** For example, live-work arrangements can be rendered illegal if the interpretation of use is too narrow.
4. **Designate emergency shelters in most intense “urban” neighborhoods, as well as in selected locations in “sub-urban” neighborhoods.** If the entire transportation network is designed to make the more “downtown” or “town center” locations easy to get to, then they will likely be locations suitable for emergency shelters.
5. **Enable Ranson’s rapid and effective recovery after a major disaster:**
 - a. **Ensure the development of plans and procedures that allow the City to declare itself a disaster area quickly so that it can receive its fair share of federal and state**

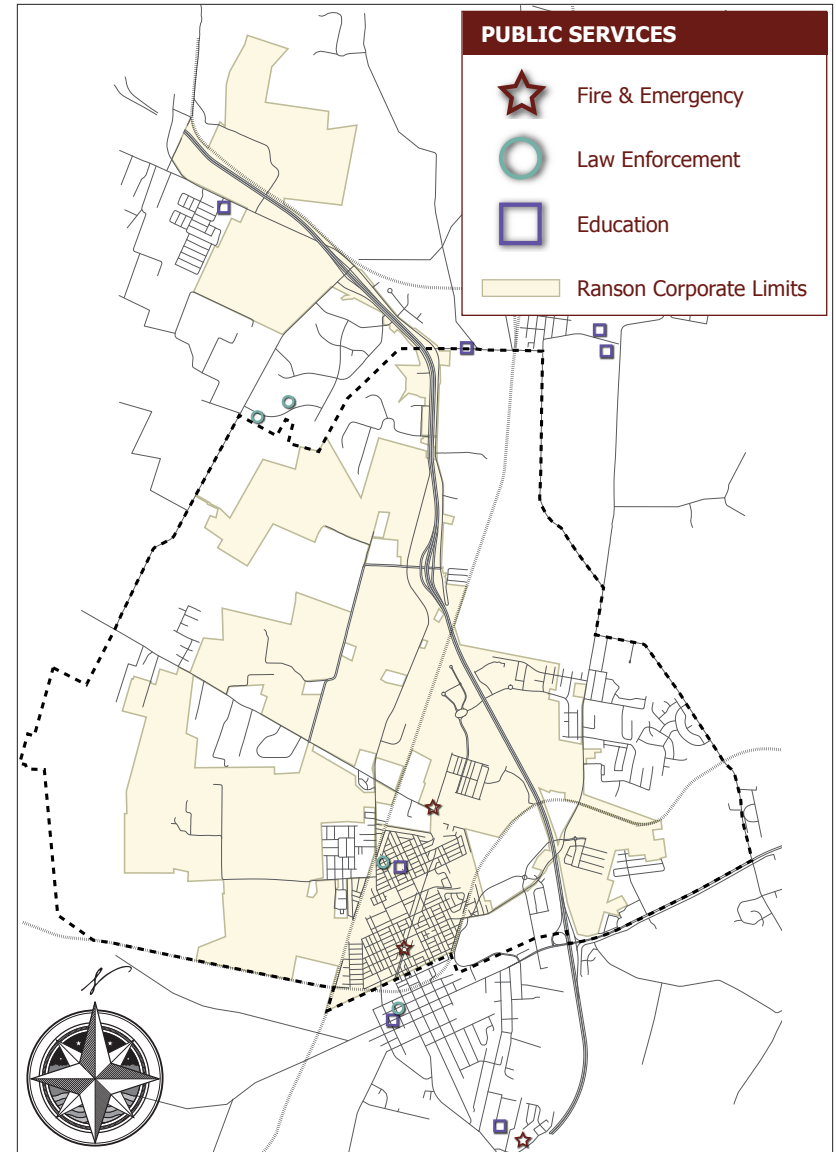


FIGURE 4.1 PUBLIC SERVICES

The services indicated above are those available to and utilized by the City. They are not necessarily City services.

- emergency funds after a qualifying disaster;**
 - b. Develop and practice emergency and evacuation procedures using various scenarios, not least weather emergencies and hazardous material emergencies.** These procedures should be coordinated with Jefferson County and Charles Town, as well as other public and private authorities.

4.1.5 POLICE (LAW ENFORCEMENT)

Existing Conditions

The City provides its own police force to serve its citizens. Annually, Ranson’s Police Department answers an average 8,000 calls for service. Depending on the availability of local personnel, Ranson’s Police Department will respond to calls outside of its jurisdiction through a mutual aid agreement.

Police (Law Enforcement) Assets

There are 13 full-time law enforcement personnel who are supported by a civilian staff member who operates out of the headquarters located at 700 North Preston Street. Additional support comes from two on-call magistrates. There is also a part-time prosecutor. The local West Virginia State Police barracks and Jefferson County Sheriff’s Office are located nearby, just north of the Urban Growth Boundary. The Charles Town Police Department headquarters is within a mile of Ranson’s. Ranson has historically committed noteworthy funding to law enforcement. Subsequently, crime rates are below the national average and the Police Department generates significant fine revenue.

Police (Law Enforcement) Issues

Ranson’s proximity to Washington D.C., Baltimore, and the Interstate 81 corridor creates a higher level of exposure to potential crime. This, coupled with the millions of visitors to the Hollywood Casino and the regional historical site, warrant an ongoing heightened investment in

law enforcement.

Police (Law Enforcement) Objectives

1. **Maintain the current high level of service to assure future security.**
2. **Keep police presence personal.** Residents and businesses should know and trust the police – and see them every day.
3. **Incorporate the following qualities of safe spaces throughout the City:**
 - a. **Ensure that both infill and new development makes use of common-sense techniques to minimize exposure to crime without creating an un-welcoming public realm.** Ensure that the public and private modes are modulated so that everyone knows which territory is theirs to monitor.
 - b. **Make sure that people are comfortable on streets. If people shun streets, then they may not notice when something is amiss.** Keep the design of streets and alleys open so that people can see what is going on. Thus, beautiful, welcoming design is a safety measure.
 - c. **Configure streets and civic spaces properly to encourage walking, biking, driving and transit, and to enable neighbors to know each other and protect their communities.**

Police (Law Enforcement) Actions

1. **As growth occurs, add at least two sub-stations housing 10 personnel each, for approximately 16,000 people.** The City currently exceeds the national standards of one law enforcement officer for every 700 citizens by providing one officer for every 454 citizens.
2. **Purchase equipment as necessary, and in concert with new development.**
3. **Consider expanding bicycle and foot patrols in the busiest**





locations.

4. **Begin with CPTED principles, and adapt traditional techniques that carefully modulate the public and private realms.** Those techniques can reinforce Ranson’s small-town look and feel to ensure that everybody knows who is responsible for what, and that there are no gaps in the urban fabric which attract crime. Low fences and walls, even flower beds, can assert residents’ and businesses’ territory.
5. **Educate designers, developers, the public and police on how traditional places can help them keep crime low.** For example, if living rooms and front doors are on the street, it is easier to monitor it, and if alleys are visible from houses, they will be safer. Teach techniques for keeping public space in view without making it look like a prison yard.
6. **Educate and involve the public on personal safety.** This may range from organizing neighborhood watches to safety training for everyday situations.
7. **Ensure that illumination is appropriate to the location.** More urban neighborhoods and zones should be more brightly lit than rural hamlets and rural zones.

4.1.6 PUBLIC WORKS

Existing Conditions

The City maintains a Public Works Department along Fifth Avenue consisting of a one-story building, a three-bay maintenance shed, and a four-bay equipment shed within a storage yard. The staff provides city-wide maintenance, street maintenance, operating the sanitary sewer pump stations and collection mains; building, remodeling, electrical, painting, and general maintenance work on six city buildings; service and maintenance of twenty-six police units, four city hall vehicles, and twenty two pieces of equipment in Public Works as well as one vehicle and several mowers in Parks and Recreation. Public Works repairs and maintains stormwater lines and holding ponds. They pro-

vide sewer inspection for new taps, and line location inspections. After hiring personnel to expand its skill set, Public Works has nine (9) full-time and two (2) part-time employees.

Garbage collection has been outsourced to save money, and other services may be similarly outsourced. This and other services may need to be coordinated with each other, by setting priorities. The City has set snow removal priorities, and such careful allocation of resources is appropriate for other services.

Public Works Objective

1. **Continue to provide a high level of service to the citizens of Ranson.**
2. **Ensure that Ranson’s in-house staff can properly coordinate with and supervise private contractors as needed.**

Public Works Actions

1. **Coordinate street function and streetscape improvements to the appropriate, zoned, context.**
2. **As the City grows, Public Works should increase staffing, or outsourced to private contractors.** In order to keep this level of service affordable, Ranson may wish to outsource work, but it should consider the implications for sovereign immunity as it does so.
3. **Continue to diversify the skill sets of municipal Public Works employees, and cross-train them as necessary.** Ensure that at least one in-house employee has the skills required of private contractors. Plan for and eventually construct an expanded public works yard.
4. **Develop an equipment replacement / acquisition schedule.** There is a current need to update plow trucks, acquire hand tools, and general equipment. A plan should be implemented to assure timely acquisition and replacement.

4.1.7 HOSPITAL

Existing Conditions

Jefferson Memorial Hospital occupies land in the Old Town neighborhood. Future expansion could occur in this location with the densification of the site.

Hospital Assets

When its associated businesses are included, Jefferson Memorial Hospital is the one of the City's largest employers. Support services are generally within walking distance of the Hospital. Having the Hospital within Old Town is an asset to the community through the employment, activity, and related businesses it provides.

Hospital Issues

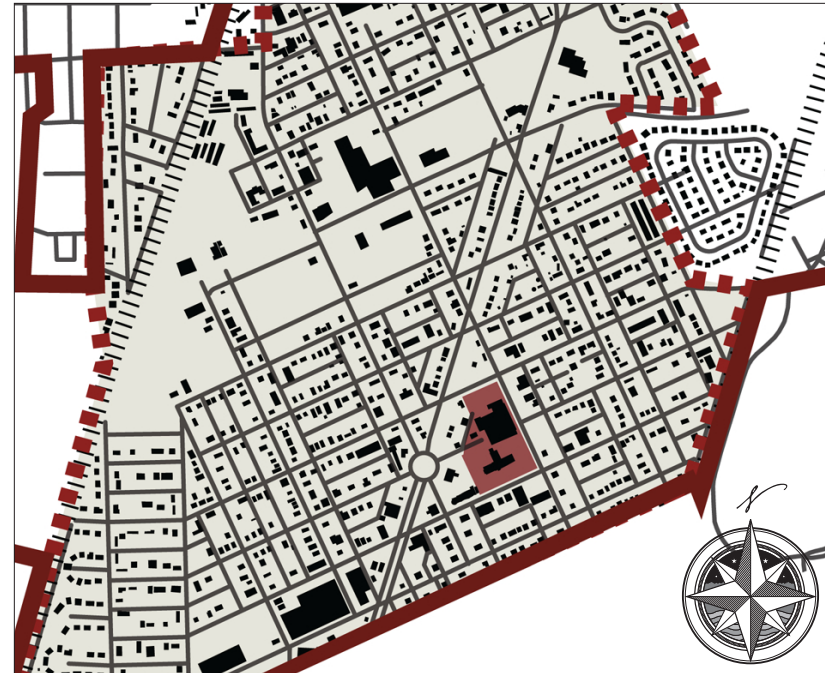
The Hospital has recently purchased property in the County to relocate. This will have a negative impact on Old Town if not properly planned. However, the Hospital has no time line for moving or expansion, or a clear decision on whether it will relocate or expand.

Hospital Objectives

1. **Work with the Hospital to assure an ongoing presence and employment base in Old Town.**

Hospital Actions

1. **If there is a possibility that the hospital will expand into the new location rather than move and vacate the current one, the City should encourage it to do so, rather than lose the Hospital altogether.**
2. **If the Hospital moves from its present location, it is recommended that part of its relocation plans include a redevelopment or alternative plan for the existing facilities.**



Jefferson Memorial Hospital site in Old Town.



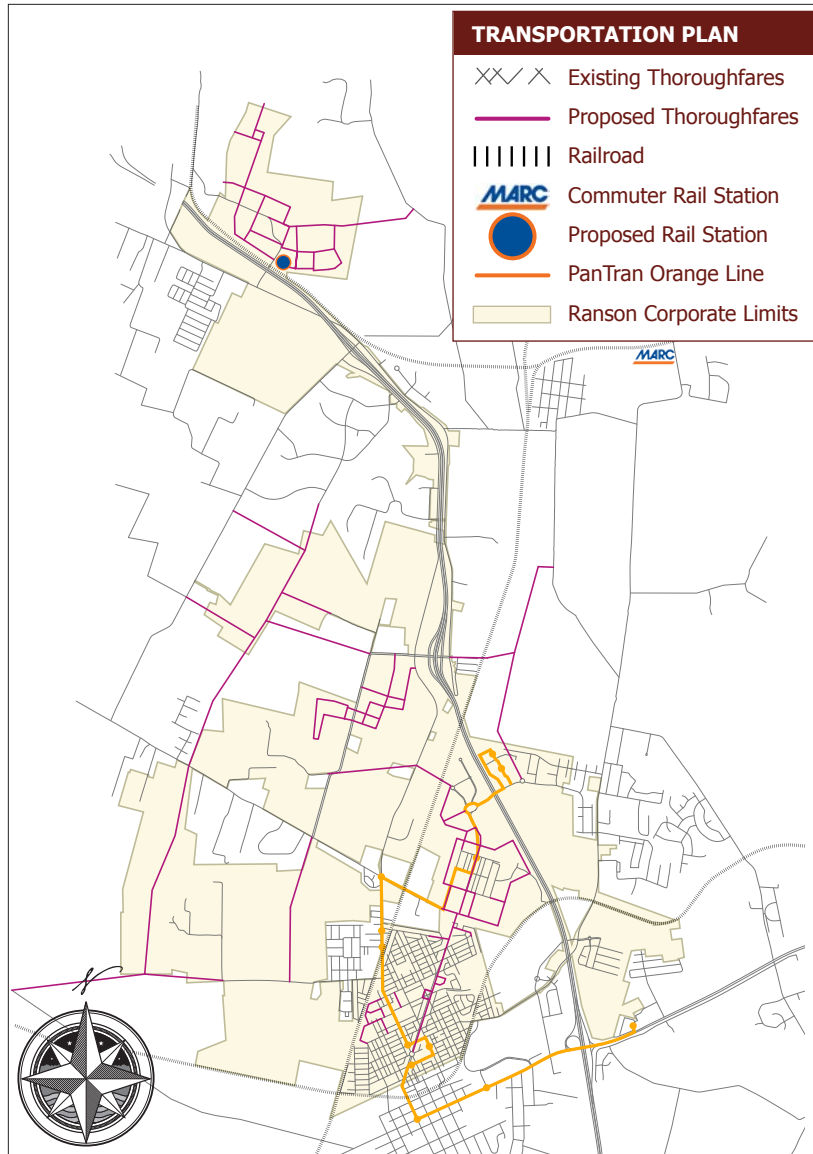


FIGURE 4.2 TRANSPORTATION PLAN

4.2 TRANSPORTATION

4.2.1 EXISTING CONDITIONS

The center of Old Town Ranson is considered to be at Fourth Avenue and Mildred Street's (Route 115) intersection with Lancaster Circle. Fairfax Boulevard leaves Lancaster Circle to the northeast, as it cuts diagonally through the street grid. The original street aligns with Charles Town's, but the diagonal extends in the direction in which Ranson grew. This thoroughfare was planned as a major route, with a 100-foot right-of-way, but was never completed to the north. The \$1.2 million Federal DOT TIGER II grant will plan, engineer and provide construction drawings for the completion of Fairfax Boulevard to Route 9. This work is currently in progress.

Ranson is connected to the surrounding communities at numerous points along the city limits. Generally, trips to the north use State Route 9, which provides the most efficient connection to Martinsburg, Shepherdstown or Berryville. Local northern traffic uses State Route 115 (Mildred Street). Traveling east, residents use Fifth Avenue with its connections to trips west or south usually start by heading south into Charles Town along Mildred Street and then taking US Route 340 South out of the center of Charles Town. Fredrick, Baltimore and Washington trips are via US Route 340 North, while Leesburg and Dulles are accessed by US Route 340 South or State Route 9 connecting to State Route 7 East.

Unless they are grade-separated, railroad crossings limit the long-term viability of routes – particularly as railroads carry increasingly more traffic. This tends to constrain Ranson's downtown. Moreover, railroads discourage at-grade crossings due to the limits they place on their operations. Railroads will only rarely consider a new at-grade or surface crossing, unless two existing crossings are closed. New thoroughfares along Ranson's eastern border will encounter this difficulty

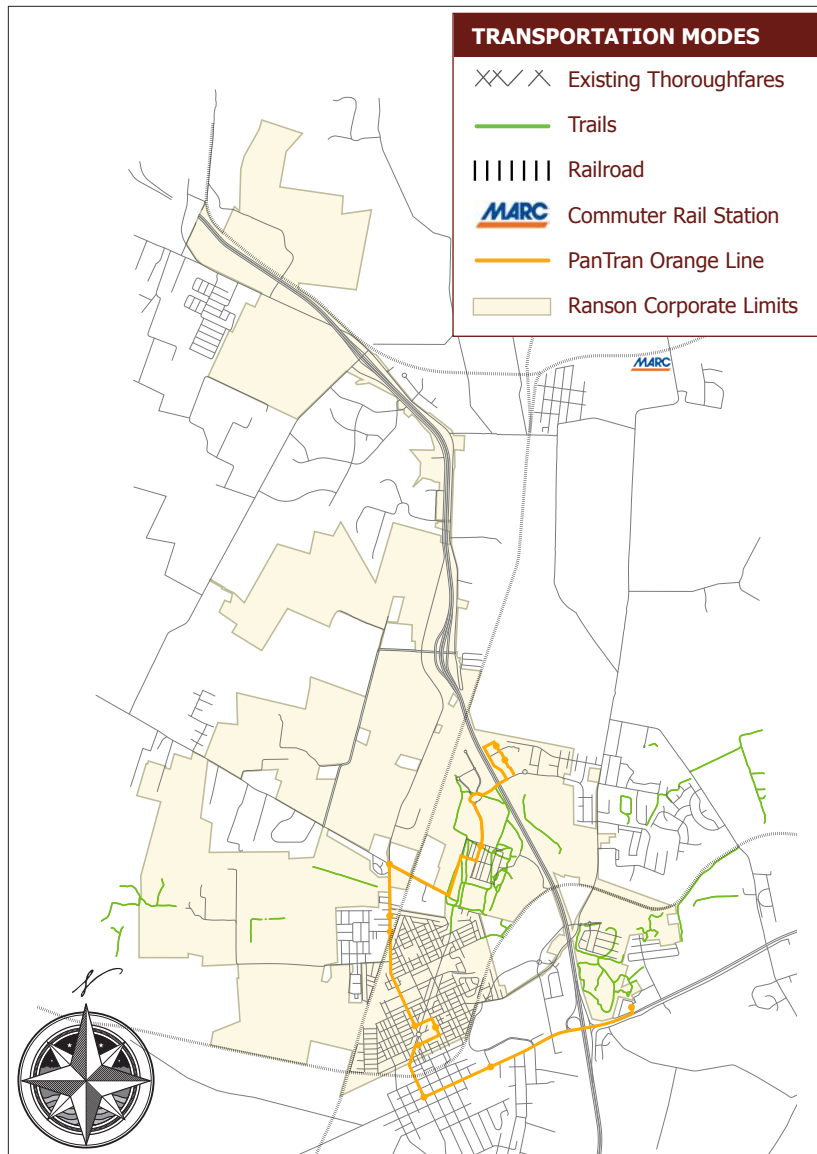


FIGURE 4.3 EXISTING TRANSPORTATION MODES

with the existing CSX Railroad. Similarly, the existing crossing of State Route 51 and the CSX Railroad will ultimately limit the future mobility of residents within the Western sector of the Urban Growth Boundary. It will be hard for them to travel south and east along State Route 51 after connecting with Amber Road.

At the city scale, a network of interconnected streets forms a framework from which to establish a balanced transportation system. Today, Ranson has a fine-grained network in Old Town, a very sparse rural network, and a sparse and unconnected tree-like network in its suburban areas. (See 2.3.3 Context: Compact Urban, Suburban, Rural) In the Sector Plan, more intense neighborhoods are located at major intersections of regional commerce. Fine-grained neighborhood structure allows the connection of walkable neighborhoods, which are structured by a 5-minute walk that is ideal for walking to transit, shopping, and civic spaces. City-wide pathways and other networks integrate to form a comprehensive regional system.

Ranson has a number of transportation projects in-process, particularly under a \$1.2 million DOT TIGER II planning grant.

1. Ranson has a project to improve connections to surrounding communities via Mildred Street, 5th Avenue, and WV Route 9 (now complete to Martinsburg).
2. Sidewalk construction has been completed along Mildred Street, and is being planned for Fifth Avenue and other locations, and as part of a Safe Routes to School program it is both acquiring land and building sidewalks.
3. Under the Flowing Springs Trail Recreational Grant, Ranson will start a trail system, which is intended to be connected to an existing path adjacent to W.Va. Route 9 at the Currie Road interchange.
4. Walkable streetscape improvements to Third Avenue and Mildred near City Hall.

In addition, Ranson is embarking on projects to redesign the Fairfax Boulevard-George Street Corridor into a “complete street” with green





TABLE 4.11 THOROUGHFARE TYPE BY CONTEXT

Context	Description	Thoroughfare Type
T1	Minimal road connections. Transportation largely provided by paths and trails for pedestrians, cyclists, and horses. Paths are dirt with minimal paving. Natural landscaping and minimal lighting.	1. Highway 2. Parkway 3. Road
T2	Minimal road connections. Transportation largely provided by rural roads with minimal pedestrian provisions.	1. Highway 2. Parkway 3. Road
T3	Medium number of street connections. Largely residential streets designed for slow speeds, and compatible with cyclists and pedestrians as well as automobiles.	2. Parkway 3. Road 4. Street 5. Drive 6. Avenue 9. Rear Lane
T4	High street connectivity with multiple street types. More residential streets, with neighborhood service mixed use streets occasionally. Onstreet parking, and transit provisions and medium sized blocks.	2. Parkway 4. Street 5. Drive 6. Avenue 7. Commercial Street 8. Boulevard 9. Rear Lane 10. Rear Alley
T5	High street connectivity with largely commercial street types. Onstreet parking may include parallel and angled. Small blocks with wide sidewalks, street landscaping and pedestrian-scaled lighting.	4. Street 5. Drive 6. Avenue 7. Commercial Street 8. Boulevard 10. Rear Alley
Suburban Residential	Conventional functional classifications.	1. Local 2. Collector
Suburban Commercial	Conventional functional classifications.	2. Collector 3. Arterial
Industrial	Conventional functional classifications.	2. Collector 3. Arterial

infrastructure, to promote a better transportation route for pedestrians, cyclists, and transit; and this grant will also design a new regional Charles Washington Commuter Center in downtown Charles Town, which will facilitate access to regional transit.

Transportation Vision

At the neighborhood scale, an interconnected network of streets forms a walkable block structure. A grid gives people a choice of direct routes to destinations, whether by car, on foot, or by bicycle. Moreover, short blocks help keep speeds low, and let people drive to nearby destinations through their neighborhoods, rather than force them out onto main streets. For these reasons, block sizes should be regulated, and they should be shorter in higher-density zones.

Thoroughfares should be detailed for both functionality and character. A range of street types keyed to their zones (See Table 4.11 Thoroughfare Type by Context) ensure that streets are neither too narrow nor too wide for their context – or of a character that is either too rural or too urban for it. Vehicular movements can be controlled by lanes that are only as wide as necessary for the desired speed, short blocks, on-street parking, and other cues. They can be further controlled by the judicious placement of traffic-calming devices as needed. However, such engineering tools must be studied carefully, as they must be accepted by the public to be effective.

Transportation Objectives

1. **The network of thoroughfares should be treated as a designed, attractive, and livable public realm not just a medium for vehicular traffic.** It should be continuous, generally free of dead ends, and finer-grained in more urban neighborhoods than in rural ones.
2. **Pedestrian and bicycle access and comfort should be considered throughout.** This includes not just sidewalks and bike lanes, but also sufficient crossings.
3. **Thoroughfares should be laid out to be ready for transit,**

should local transit ever become feasible or desirable between neighborhoods. The needs of an aging population and rising gas prices may prompt the introduction of local transit within the often centuries-long lifetime of street and block structure.

4. **Ranson should be connected to regional transit.** There are opportunities for such connections, and Ranson should take advantage of them.

Transportation Actions

1. **Adjust the transportation mobility guidance and design standards to achieve land use / transportation compatibility.** Problems with the existing Functional Classification System frustrate walkability:
 - a. Only trips by auto or truck are considered,
 - b. Pedestrian mobility is not included in functional definitions,
 - c. Functional class areas are only rural or urbanized, but most non-rural designs are suburban, and
 - d. Designs promote fast driving, disregard context and make walking uncomfortable.
2. **Augment the system with a third area type: Compact Urban.** This will divide the existing Urbanized area type into two areas: compact urban and suburban. Within compact urban places, walkable, multi-modal transportation design is considered first, while vehicular mobility is still, accommodated.
3. **Within Compact Urban areas, prioritize character and function over capacity and size thoroughfare networks to yield smaller blocks and increase the total capacity for moving people.** This is in sharp contrast to suburban areas, which develop land using travel models of highway capacity alone, and give too much priority to vehicle’s “level of service.”
4. **Consider all forms of mobility, and use forecasting methods that account for network effects.** As long as all mobility is assumed to be via car or truck, alternatives remain literally incon-





ceivable. Use forecasting and estimates of thoroughfare capacity that adequately account for the performance of interconnected networks and increased multi-modal travel options (not just one-way-in/one-way-out layouts).

5. **Use the following tests to see whether suburban neighborhoods have potential for conversion to Compact Urban, as the suburban areas shown in Figure 2.2 Rural, Suburban, Compact Urban Map evolve:**
 - a. Does the area have an intersection/network density of more than 100 intersections per square mile?
 - b. Does the area have a mix of uses or would benefit from one?
 - c. Does the area have a vision that includes increased walking and bicycling?
6. **Develop a Transportation Master Plan with the West Virginia Department of Highways.** A transportation master plan includes all modes, not just cars and trucks.
7. **Seek the expansion of the PanTran Ranson/Charles Town commuter bus service to Duffields or Harpers Ferry MARC rail station.**
8. **Continue to improve pedestrian travel.** This involves the integration of sidewalks and paths into complete streets and public spaces, not just retrofitting them with sidewalks.

4.2.2 STREET NETWORK

Ranson's street network is formed along the primary spines of State Route 115 (Mildred Street) and State Route 9. Except for those living within Old Town, nearly every trip includes the use of at least one of these corridors, and usually requires a car. Current development patterns compound this with disconnected networks that overload the main corridors.

Old Town Ranson is built upon a grid pattern with east-west roads as numbered avenues and the north-south roads as named streets. The grid pattern is a traditional layout that provides multiple routes to each destination. It contrasts with the suburban style of subdivision, which allows cul-de-sacs and dead ends in the grid and overload major arterials.

In the 2011 West Virginia Department of Highways (WVDOH), Hagerstown/Eastern Panhandle Metropolitan Planning Organization (HEPM-PO), the City of Ranson and City of Charles Town sponsored a report, "Ranson – Charles Town Transportation Development Fee Study" [See



Example of connected street grid system in Old Town Ranson. Intersections per square mile: over 300.

Appendix A]. It found congestion at a number of locations along several corridors. The report also recommended a number of new thoroughfares that would allow local trips to occur on local streets, and provide a secondary route through the town. Figure 4.2 Transportation Plan illustrates these connections, as well as a number of the future connections recommended in the 2004 Plan and the new neighborhood networks that were generated as a part of the Federal grants plans. The thoroughfare connection proposal and the 2011 Transportation Development Fee Study support reducing congestion and increased walkability. However, the suggested widening and crossing closures in the Transportation Development Fee Study should be judged on a case by case basis, as building too many of these could contribute to general auto-dominance and reduce multi-modal opportunities.

Pedestrian travel opportunities within Ranson will go a long way toward maintaining the quality of life and community for its citizens. A safe pedestrian/bike pathway network will allow the residents opportunities to connect with their destination by modes other than auto-



Above: A low level of inter-connectivity with little variety of street types found in conventional Ranson subdivisions. Intersections per square mile: fewer than 70.

mobile.

Ranson has undertaken a draft plan – the City of Ranson, West Virginia Street and Right-of-Way Management Plan – to rationalize the way that it approaches street maintenance, street signs, street cleaning, and other matters. It is undertaking a Street, Sidewalk, Curb, and Alley assessment in connection with it. These will both be helpful for Ranson as it grows, as without it Ranson may not be able to control its costs for new outward development, as well as infill. In particular, Ranson would spend less money on frequent, but less-expensive maintenance than on infrequent, expensive repair.

Street Network Objectives

In addition to the objectives noted above, Ranson needs to do the following:

1. **The City should explore the likely geographical directions and means of growing.** It is hemmed in by rail lines, and as it grows it will need to take a different approach than it has toward congestion. This requires extensive coordination with state and county agencies. In particular, it will require Ranson to do the following:
 - a. Engage those authorities so that it can build connected thoroughfare networks that tie into main routes.
 - b. Support moves away from the prevailing traffic engineering methodology and augment the “functional classification system.”
2. **Ensure that the street grid is fine-grained in compact urban areas, to promote both neighborhood life and safety.**
3. **Over time, Ranson should ensure that street design is compatible with revisions to the Zoning Ordinance via the SmartCode.** When extensive repairs and changes are needed for existing thoroughfares, ensure that they are compatible with the existing built context, and with zones contemplated in the revi-





sions.

4. **Ranson should plan adequately for transit.** This may require physical facilities, in addition to planning the walkable thoroughfare network for easy access to transit.
5. **Ranson should preserve and expand its trail network.** This is particularly important in order to connect to the Harpers Ferry Trail and the Appalachian Trail, since these are both popular destinations.

Street Network Actions:

1. **Ranson should undertake the following regional actions:**
 - a. **The City should maintain its involvement with the West Virginia Department of Highways (WVDOH) and cooperate with their plans for intersection improvements, new highways, etc.** Ranson should work with the WVDOH to develop short-range, mid-range, and long-range projects to provide linkages with new neighborhoods. The final build-out of connecting thoroughfares may become the City's responsibility in specific areas.
 - b. **The City should coordinate with Jefferson County and Hagerstown/Eastern Panhandle Metropolitan Planning Organization (HEPMPO) on future thoroughfares in the UGB.**
 - c. **A city-wide thoroughfare, pedestrian and transit network should connect beyond the Urban Growth Boundary to the proposed Harpers Ferry Trail and the Appalachian Trail.**
 - d. **The City should explore the status of this trail with the Hagerstown Eastern Panhandle Metropolitan Planning Organization (MPO) and lobby State and Federal agencies for construction of the trail.**
 - e. **The City should plan thoroughfares to support regional transit needs, by incorporating the appropriate routes**

within its planning. While such planning should not require wholesale changes to the thoroughfare network, it likely will require facilities such as bus turnarounds.

2. **Ranson should do the following itself:**
 - a. **Create a connected network of thoroughfares that let people travel on routes parallel to State Route 115 and State Route 9.**
 - b. **Coordinate infrastructure spending using the Sectors shown on Table 2.1 Intended Change.** Infrastructure should be appropriate for the sector, and the sectors have been partly chosen according to existing infrastructure.
 - c. **Use intersection spacings on major thoroughfares as a framework to creating block structure within neighborhoods.** Ranson may have to work closely with authorities to establish the necessary protocols and warrants for doing so. (See the minimum standards under "3. Ranson should do the following in Old Town:" on page 63)
 - d. **Create an interconnected network of thoroughfares that form human-scaled blocks as regulated by the SmartCode.** Note that the SmartCode space maximums are just that – not optimal. All roads and streets should connect to other roads and streets at either end, unless they are prohibited by difficult topography.
 - e. **Adopt the SmartCode thoroughfares as part of the City's public works standards.** This includes not just design standards, but standards for block sizes by zone.
 - f. **Use the SmartCode to ensure that new thoroughfares are suitable to the character of Ranson and appropriate to their context in Figure 2.2 Rural, Suburban, Compact Urban Map.**
 - g. **Allow the type of thoroughfare to change as zones around it change, so that each segment between intersections can be different from the next one along the same route.**

- h. **Interconnect the City’s parks and commercial / employment centers with a pedestrian trail system.** Use abandoned railroad rights-of-way as the armature of the pedestrian system. The city-trail network should connect to adjacent sidewalks seamlessly.
 - i. **Plan neighborhood thoroughfares to converge at the center of pedestrian sheds.** Coordinate these centers – particularly those in more intense neighborhoods – in such a way that local transit is not forever precluded.
 - j. **Complete and continue the Street, Sidewalk, Curb, and Alley assessment.**
 - k. **Adopt the SmartCode to promote continuous and healthy street tree coverage throughout the street network should be established.** The SmartCode identifies appropriate street trees focused on context along with the promotion of diversity to ensure street tree longevity and to minimize the potential for large-scale dissemination due to species monocultures.
3. **Ranson should do the following in Old Town:**
- a. **Work with WVDOH to establish appropriate and predictable right-of way design and access (curb) management along Mildred Street.**
 - b. **Establish a minimum intersection spacing of 1000’ between intersections that allow turns in all directions, along Mildred Street and other major auto-dominated corridors.**
 - c. **Establish a minimum intersection spacing of 500’ between intersections allowing only limited access along major auto-dominated corridors.**
 - d. **Establish a public improvements program to rebuild existing streets in Old Town in the form identified in the SmartCode.** Coordinate this with the City of Ranson,

4.2.3 TRANSIT

Existing Conditions

Ranson’s commuters are served by both bus and rail.

Commuter rail is available, though it doesn’t go through Ranson or Charles Town. There are rail stations for the MARC system in Duffields, six miles north and Harpers Ferry, to the east, however the Duffields station is in a very rural location and only accessible via automobile. Although freight railroads cross through the City, they do not connect to Duffields or Harpers Ferry. That inconvenient routing has limited the opportunity to lobby for a new commuter rail station in Ranson / Charles Town. Therefore a new transit station with shuttle bus service to Harpers Ferry or Duffields is being planned. It is to be located at Charles Washington Hall in Charles Town, along the Fairfax Boulevard/ George Street corridor, as a part of the DOT TIGER II grant.

The Eastern Panhandle Transit Authority (PanTran) operates a local bus service from Ranson and Charles Town to Harpers Ferry (presently the Orange Route). PanTran offers a Demand Response capability from select locations. As a recipient of FTA funding PanTran recovers 50% of its operating costs less fare revenues and 80% of its capital improvement and preventive maintenance expenses as well as planning expenditures. PanTran solicits support from county and municipal governments to meet remaining funding as required for local match of the FTA program.

As Ranson absorbs residents, many of whom will wish to commute east, it may find that it needs to support additional transit options – both for commuters to reach distant locations, and for travel within Ranson and Charles Town.





Transit Objectives

Encourage alternative transportation modes because many residents work far beyond the City/County limits. In particular:

1. **Ranson and Charles Town should ensure that residents have timely and efficient access to commuter rail at Duffields and/or Harpers Ferry.**
2. **Ranson and Charles Town should work with PanTran to retain existing routes, and adjust them as necessary as Ranson develops its G3 and G4 Sectors.** In those Sectors, the intensity of development may be enough to draw people from within the cities of Ranson and Charles Town.
3. **Ranson should ensure that major destinations can be connected by direct and logical routes, should the need for additional transit arise.** Although there is no such plan at present, thoroughfares' trajectories often remain in place for centuries, and its present mix of transportation modes may change over decades.

Transit Actions

1. **Ranson should work to bring commuter rail closer to the centers of Ranson and Charles Town.** Work with Hagerstown/Eastern Panhandle MPO (HEMPO), Jefferson County and the City of Charles Town to lobby for the relocation of the Duffields station to an urban location more convenient to the Ranson / Charles Town ridership.
2. **Ranson should continue to support PanTran service.** It should also encourage its expansion as the City grows.

4.3 INFRASTRUCTURE & UTILITIES

Community preferences, directions, and corresponding objectives are developed to control waste-management as well as to promote the efficient delivery of utilities and services throughout Ranson's Urban Growth Boundary. The development of sound sustainable infrastructure goals, objectives and actions, gives Ranson the opportunity to be a leader in Jefferson County in the sustainable and responsible use and management of resources. Although it is in many ways a small town, Ranson has storm and sanitary sewers, and municipal water. Its projected growth, and in particular its anticipated densities, would likely overwhelm any private wells or septic systems in any case. Moreover, Ranson must control its storm water, to prevent degradation of the Shenandoah River, and hence of the Potomac River. At the same time, the premature extension of utilities has led to unsustainable growth in other parts of the region (and other states).

General Objectives

1. **Ranson should prepare and regularly update master plans and a Capital Improvement Program to ensure for the orderly expansion of systems, funding requirements and design standards.** As part of this process, it can set target levels at which infrastructure should be utilized before it is extended, and it can investigate the costs and benefits of extending infrastructure to various locations.
2. **Ranson should coordinate infrastructure planning with the public utilities that service the City and consolidate service delivery when economically feasible.** Innovative solutions should be encouraged.
3. **Establish funding sources and cost sharing opportunities for infrastructure improvements.**

General Actions

1. **Develop an infrastructure plan in which priority is given**

to infill development located adjacent to existing infrastructure in order to decrease the need and expense for the City to fund extensions of the backbone grid.

2. **Establish new public utilities as required to support the sustainable and responsible delivery of infrastructure to the City.**
3. **Prepare revenue bonds to finance infrastructure improvements including sanitary sewer and stormwater.**

4.3.1 STORMWATER PLANNING

Existing Conditions

Ranson is located in the Potomac and Shenandoah River watersheds which collectively flow to the Chesapeake Bay. The sub-watersheds for the northern portion of Ranson include Rockymarsh Run and Elk Branch, with the southern portions draining to Flowing Springs Run, Cattail Run and Evitts Run. With the exception of the Evitts Run watershed, Ranson is located within the upper reaches of all the noted drainage sheds and is not greatly impacted by stormwater originating outside of its municipal limits.

Localized flooding in Old Town is common for larger rain events, but it quickly drains and is more of a short-term safety hazard than a hazard to property. However, a large portion of the southwest section of Old Town Ranson is located within the 100 year flood plain and could be subject to damaging floods.

Stormwater management planning in Ranson has generally been limited to development in greenfield areas where water quality and quantity measures are required. While some drainage problems have been addressed in the Old Town area, the solutions have primarily been associated with increasing channel capacity to decrease the ponding of water in existing problem areas.

Ranson's objective is to promote sound development in both annexed greenfield developments and its historic core. Given the pending regu-

latory changes associated with Chesapeake Bay directives and the potential designation of Ranson as a Municipal Separate Storm Sewer System (MS4) community, both areas will need to modify the way in which stormwater planning is undertaken. The definition of MS4 is complex and often misunderstood. It can include systems owned by the State, County or City, such as the road system, and includes any conveyance of stormwater such as roads, streets, catch basins, curbs and gutters, ditches, man-made channels and storm drains. The State of West Virginia is studying the effects of MS4 designation on small communities at the time this Plan was adopted. Refer to the U.S. EPA Policy for Stormwater Discharges from Municipal Separate Storm Sewer Systems (MS4s) for technical detail.

If Ranson becomes an MS4 community, new developments will be well positioned to adapt to new regulations, since they already have facilities that meet at least some of the new requirements. Because the Old Town area lacks stormwater infrastructure, it is not well positioned to satisfy the new requirements and it will likely require new infrastructure investment. (Some spot improvements made to alleviate runoff are along Mildred Street and George Street.)

The intent of all stormwater infrastructure is to enhance water quality and to mitigate the impact increased impervious surfaces have on the rate at which stormwater is discharged. Together these will reduce flooding, and improve water quality into the Potomac River, and ultimately the Chesapeake Bay.

Stormwater planning in the Old Town area is impacted by the existing drainage patterns and topography. As shown on Figure 4.7 Watershed Map major outfalls are:

- a. West Ranson outfall under the Norfolk Southern Railway, approximately 600 acres. Drains to "B".
- b. Evitts Run Outfall for Old Town Ranson, approximately 950 acres.
- c. Evitts Run drainage area through Charles Town.
- d. Flowing Springs Run Outfall.





Stormwater Planning Objectives

Stormwater planning should address current and future regulatory requirements, sustainable infrastructure objectives associated with new development and existing problem areas. While addressing these objectives plans should recognize the significant differences between greenfield areas in Ranson's annexed lands and the Old Town core. The objectives for stormwater planning in Ranson are:

1. **Regulatory Objective: Satisfy the requirements of state and federal laws as authorized by the Clean Water Act.** As it satisfies these requirements, however, it must not allow them to diffuse development so as to make it inefficient.
2. **Sustainability Objective:**
 - a. **To control stormwater, light imprint development Best Management Practices should be used at all scales, and density should be used as a Best Management Practice.** See Table 4.12 Light Imprint Stormwater Management by Transect Zone.
 - b. **Work with the City of Charles Town, Jefferson County, and other public utilities to enhance stormwater management planning for lands within shared drainage sheds and achieve consistent standards between the County and municipalities.** As it does this, it should use the techniques of light imprint, and it should use density to reduce impacts per capita, so that some land can be left undeveloped for ecosystem services.
 - c. Implement a treatment train approach to stormwater planning, reducing the total volume while improving water quality.
3. **Infrastructure Objective:**
 - a. **Facilitate infill and redevelopment of Old Town through the construction of sustainable municipal stormwater management facilities.** Facilities should mitigate the impacts of increased stormwater runoff created by development and allow for denser urban infill development through

the linked utilization of green on-site and off-site stormwater management facilities, without relying on suburban style site detention infrastructure and heavily engineered conveyance systems.

- b. **Review all new stormwater management facilities, seeking opportunities for regional stormwater planning possibilities.**

Stormwater Planning Actions

1. **Regulatory Actions**
 - a. **Implement a Storm Water Management Program (SWMP) and associated ordinance.** Implement the required components of the West Virginia Phase II Watershed Implementation Plan (WIP) through the adoption of a new Storm Water Management Ordinance. This program can be written in advance of the designation. The program and associated ordinance should regulate both stormwater volume and stormwater quality comprehensively. Work with the West Virginia Department of Environmental Protection to adopt the stormwater ordinance. (The WVDEP has formally notified Ranson that it will be designated as an MS4.)
 - b. **If designated as an MS4, establish a Storm Water Utility District to fund and manage stormwater facilities within Ranson.** Such a district may be able to garner funds not otherwise available, and may be established with other jurisdictions, jointly.
 - c. **Require that all new commercial and residential development with lots smaller than one acre to construct a closed section storm drain system.** (Note, large lots that have been consolidated from small lots in Old Town may not be exempt from this regulation.)
 - d. **Review storm water regulations on a regular basis to make them equal or better than those of Jefferson County.**

2. Sustainability Actions

a. **Establish a Stormwater Utility Board for the City of Ranson that will be charged with implementing watershed-based stormwater management practices.**

The Stormwater Utility Board should develop a fee schedule for built and new projects and to create incentives for infill development.

b. **Implement flexible regulations to enhance stormwater management planning within the City of Ranson.**

These should be based on Light Imprint techniques.

c. **Rewrite the stormwater management regulations for the City of Ranson and incorporate Light Imprint BMP's at all scales of the community as allocated in Table 4.12 Light Imprint Stormwater Management by Transect Zone.**

d. **Encourage the design of streets which integrate stormwater management facilities into public right-of-ways.** This should be done as seamlessly as possible. For example, "rain gardens" should be seamlessly integrated into the design of streets and other open spaces, rather than be added on as ostentatiously "green" intervention.

e. **Address karst issues and the direct flow of surface waters into the groundwater.**

f. **Explore opportunities for water reuse as a component of stormwater planning.** Encourage creative storage and use of stormwater runoff from buildings and paved surfaces in landscaping, beautification, parks and community gardens.

3. Infrastructure Actions

a. **Prepare a stormwater management plan for Old Town to address existing drainage issues and those anticipated through infill and redevelopment.** This plan should emphasize managing stormwater through a hybrid system of pretreatment, detention (rather than on-site infiltration due

to karst geology) and conveyance facilities to achieve better results than traditional piping-only approaches. Detention should be permitted at the scale of the block, rather than required parcel by parcel in T5 and T40.

b. **Construct a Mildred Street storm sewer system to reduce flooding.** The proposed system will connect to the drainage swale located between McDonald Street and Mineral Street.

c. **Construct municipal stormwater management facilities that facilitate the redevelopment of brownfield sites.**

d. **Prepare a Capital Improvement Program that will allow for the planned expansion of stormwater infrastructure;**

i. **Develop a fee structure for implementation of Stormwater Management Capital Projects that will reduce flooding, improve water quality, and include projects for regional stormwater detention and flood control.**





TABLE 4.12 LIGHT IMPRINT STORMWATER MANAGEMENT BY TRANSECT ZONE

Technique	T1	T2	T3	T4	T5	SDR	SDC	Maintenance
a. paving								
Compacted Earth	•	•	•			•		L
Plastic Mesh/Geomat		•	•	•		•		L
Crushed Stone		•	•	•		•		M
Cast/Pressed Concrete Paver Block			•	•	•	•	•	L
Grassed Cellular Plastic			•	•	•	•	•	M
Grassed Cellular Concrete			•	•	•	•	•	M
Asphalt			•	•	•	•	•	L
Concrete			•	•	•	•	•	L
Pervious Asphalt			•	•	•	•	•	L
Pervious Concrete			•	•	•	•	•	L
Stamped Asphalt			•	•	•	•	•	L
Stamped Concrete			•	•	•	•	•	L
Pea Gravel				•	•		•	M
Stone/Masonry Paving Blocks				•	•		•	L
Wood Paving Blocks					•		•	L
Asphalt Paving Blocks					•		•	M
b. conveyance								
Natural Creek	•	•	•			•		L
Terraced Swale (with Weirs)	•	•	•	•		•		M
Vegetative Swale	•	•	•			•		L
Drainage Ditch	•	•	•	•		•		L
Stone/Rip Rap Channels		•	•	•		•		L
Vegetative/Stone Swale		•	•	•	•	•	•	L
Grassed Cellular Plastic			•	•	•	•	•	M
Grassed Cellular Concrete			•	•	•	•	•	M
Soakaway Trench			•	•	•	•	•	M
Slope Avenue			•	•	•	•	•	M
French Drain			•	•	•	•	•	M
Shallow Channel Footpath/Rainwater Conveyor			•	•	•	•	•	L
Concrete Pipe			•	•	•	•	•	L
Uncemented Gravel/Cobble Gutter Plan		•	•	•		•		M
Cemented Cobble Gutter Pan			•	•	•	•	•	L
Paved Gutter Pan (Brick/Concrete)			•	•	•	•	•	L
Grass Filter Strip			•	•	•	•	•	L
Shallow Masonry Trough			•	•	•	•	•	L
Trapezoidal Channel/Canal			•	•	•	•	•	L

TABLE 4.12 LIGHT IMPRINT STORMWATER MANAGEMENT BY TRANSECT ZONE

Technique	T1	T2	T3	T4	T5	SDR	SDC	Maintenance
b. conveyance continued								
Armored Canal				•	•		•	H
Sculpted Watercourse, i.e. cascades					•		•	M
Concrete Trough					•		•	L
c. storage								
Irrigation Pond		•	•			•		L
Retention Basin with Sloping Bank		•	•			•		L
Retention Basin with Fence		•	•	•		•		L
Retention Hollow			•	•		•		M
Detention Pond			•	•		•		L
Exfiltration Trench/Drywell								M
Vegetative Purification Bed			•	•	•	•	•	M
Recessed Green/Park			•	•	•	•	•	M
Retention Pond			•	•	•	•	•	M
Landscaped Tree Well				•	•		•	L
Permanent Pool with fountain				•	•		•	H
Underground Vault/Pipe/Cistern-Corrugated Metal				•	•		•	L
Underground Vault/Pipe/Cistern-Precast Concrete				•	•		•	L
Underground Vault/Pipe/Cistern-Cast in place Concrete				•	•		•	L
Water Butt/Rain Barrel		•	•	•		•		L
Grated Tree Well					•		•	L
Underground Vault/Pipe/Cistern-Plastic					•		•	L
Paved Basin					•		•	M
d. filtration								
Wetland/Swamp	•	•						L
Filtration Ponds	•	•						L
Shallow Marsh	•	•	•					M
Surface Landscape	•	•	•					L
Natural Vegetation	•	•	•	•	•			L
Constructed Wetland		•	•					M
Bio-Retention Swale		•	•					M
Purification Biotope		•	•	•	•			H
Maintenance of low areas, streams, and green finger in plan		•	•	•	•			L
Roof Garden		•	•	•	•			M
Rain Garden			•	•				M
Trees as BMP								M
Detention Pond			•	•				L





TABLE 4.12 LIGHT IMPRINT STORMWATER MANAGEMENT BY TRANSECT ZONE

Technique	T1	T2	T3	T4	T5	SDR	SDC	Maintenance
Grassed Cellular Plastic			•	•		•		M
Grassed Cellular Concrete			•	•		•		M
Waterscapes				•	•		•	H
e. other								
Downspout disconnection	•	•	•	•	•	•	•	L
Disconnected Impervious Surfaces	•	•	•	•	•	•	•	L
Redevelopment			•	•	•	•	•	NA
Vertical Mixed Use				•	•		•	NA
Small Lots & High Density Development (>7 dwelling units/acre)			•	•	•	•	•	NA
Walkable Streets, Roads, and Pathways	•	•	•	•	•	•	•	NA

Maintenance Key: H: High; M: Medium; L: Low; NA: Not Applicable

4.3.2 PUBLIC WATER

Existing Conditions

Public water is used for residential consumption, commercial uses and fire fighting. The primary objective for the water system is the delivery of water in a reliable manner. This requires management to reduce loss associated with leaks and to promote efficient water use by customers.

Ranson is served by two public water utilities: Jefferson Utilities and the Charles Town Utility Board. These utilities provide service to the existing developed areas, while most of the annexed lands have no water infrastructure. Extending water to annexed lands will tax the capacity of the existing system, so it has to be phased in a manner that maintains acceptable pressures and flows to existing customers.

The Charles Town Utility board owns, operates and maintains the public water system that serves the Old Town area. It has a single water treatment plant on Route 9 east of Charles Town that draws water from the Shenandoah River for treatment and distribution. The river is sufficient to provide raw water for future development although the treatment and distribution infrastructure will have to be expanded. That may require the construction of additional water tanks to pressurize the system.

Jefferson Utilities is a privately owned utility that serves the Flowing Springs Development District. It owns the water system that serves the Burr Industrial Park and could be called upon to provide service to North Ranson.

Until now, the water distribution system has been expanded by private developments, and has been sized to serve their needs. Today, Ranson requires a strategic approach to the extension of public water into the Urban Growth Boundary so that it is cost-effective. Where possible public water should be extended to properties in close proximity to existing main lines and the Old Town area.

Public Water Objectives

The expansion and improvement of public water infrastructure should address current/future regulatory requirements, goals for sustainability, and objectives for infrastructure, as follows:

1. **Regulatory Objectives: Satisfy state and federal laws.**
2. **Sustainability Objectives:**
 - a. **Limit outward expansion of the system to sustainable levels.**
 - b. **Work with all users to promote the efficient use of water.**
3. **Infrastructure Objectives: Work with public utilities to assure the evolving needs of Ranson's redevelopment and new development are adequately met and consolidate service delivery where economically feasible.**

Public Water Actions

1. **Regulatory Actions**
 - a. **Adopt design guidelines and incentives that allow for the use of stormwater and reuse of water within the building envelope.** (Gray water is water that has been used for activities such as dishwashing or laundering.)
 - b. **Work with the public utilities to adopt capital improvement fees that are sufficient for the maintenance and expansion of water infrastructure.**
2. **Sustainability Actions**
 - a. **Adopt policies that reduce water use by the municipality.**
 - b. **Work with the public utilities to reduce water loss through leaks.**
 - c. **Provide incentives to use stormwater and "gray" water.**
3. **Infrastructure Actions**
 - a. **Safeguard critical public infrastructure from potential security threats.**
 - b. **Work with the public utilities to prepare for infill development on brownfield parcels.** Work with the public





utilities to map existing water infrastructure.

- c. **Work with the public utilities to prepare and/or maintain water to the existing water systems.**
- d. **Work with the public utilities to prepare a long range plan for expanding water services into annexed lands and lands within the Urban Growth Boundary.**
- e. **Replace and upgrade water lines in Fairfax Boulevard as part of its upgrade and extension to Fairfax Crossing.**
- f. **Prepare a Capital Improvement Program that will allow for a carefully phased expansion of public water infrastructure.**
- g. **In conjunction with the water utility, review the need for additional water towers in the G2, G3 and G4 Sectors to maintain appropriate system water pressure.**

See Figure 2.3 Sector Map.

4.3.3 SANITARY SEWER

Existing Conditions

The City of Charles Town Waste Water Treatment Plant (WWTP) needs additional capacity to accommodate Ranson's anticipated growth. As of December 31st 2010, Ranson had 580 available Equivalent Dwelling Units (EDU's) of capacity at the WWTP. This translates into 580 residential units or a specific amount of commercial development determined by the daily generation of wastewater.

Charles Town has been diligent in its upgrades to their plants and it anticipates that the planned upgrades of their facilities will accommodate growth in Ranson for the near future. Ranson will need to work closely with the WWTP to ensure that upgrades are phased in concert with growth projections. In addition to this coordination with Charles Town, Ranson should evaluate the feasibility of developing transmission and treatment facilities in the North Ranson area in conjunction with the Jefferson County Public Service District (JCPSD). A new facility in this area could provide much needed treatment capacity and free up capacity in the transmission lines that run through Old Town Ranson. This facility could eliminate the need for expensive sewer line upgrades.

The efficient use of the current available treatment capacity at the WWTP is an effective tool to reduce the need for infrastructure upgrades. If new growth uses less water and generates less wastewater, the capacity can support more homes and mixed-use development. Ranson can help develop incentives to use less wastewater. Thus, Ranson should work with the WWTP to reduce the amount of groundwater that infiltrates into pipes, which decreases capacity.

The second greatest cost associated with wastewater is transmission. Where possible, Ranson should maximize the capacity of gravity sewer systems in its long range planning and locate pump stations

strategically. This will require a cooperative effort including Jefferson County, the City of Charles Town and the Jefferson County Public Service District.

Finally, as regulations for Chesapeake Bay are implemented, Ranson should advocate for its citizens and businesses. These Federal regulations are unfunded mandates. The regulations need to be applied in a practical and cost-effective way.

Sanitary Sewer Objectives

1. **Support the expansion of Charles Town’s WWTP and continue to expand its transmission capacity for Ranson.**
2. **Ensure the sanitary sewer infrastructure is available for future growth by promoting the efficiency of the sanitary sewer systems through careful phasing, careful design of the system’s layout, and conservation.**

Sanitary Sewer Actions

1. **Regulatory Actions**
 - a. **Advocate for customers in the City of Ranson, so that Chesapeake Bay policies are reasonable for them.**
 - b. **Work with Charles Town, Jefferson Utilities, and the Jefferson County Public Service District to establish a joint water/wastewater authority to service Ranson’s Urban Growth Boundary.**
 - c. **Satisfy the requirements of state and federal laws.**
 - d. **Adopt design guidelines for the construction of sanitary sewer infrastructure.** The design guidelines should be coordinated with all public utilities.
 - e. **Adopt design guidelines and incentives for reusing gray water.**
 - f. **Work with the public utilities to adopt capital improvement fees that are sufficient to maintain and expand sewer infrastructure.**

2. Sustainability Actions

- a. **Work with all users to reduce their generation of wastewater.**
- b. **Adopt policies that reduce the City’s generation of wastewater.**
- c. **Work with the public utilities to reduce the amount of groundwater that infiltrates into sanitary sewer lines.**
- d. **Provide incentives to reuse gray water.**
- e. **Connect existing homes served by drainfields to the sanitary sewer system.**

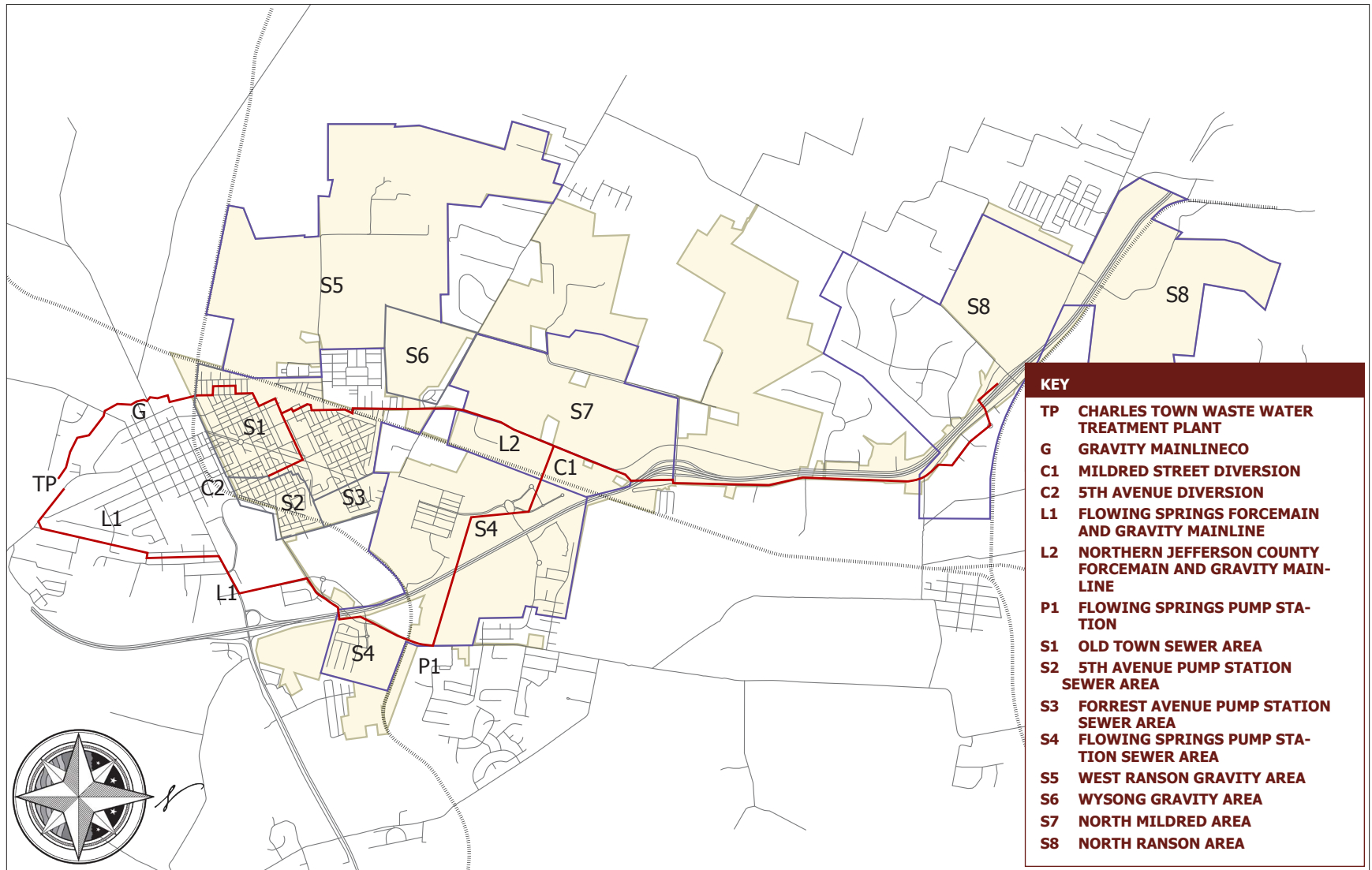
3. Infrastructure Actions

- a. **Safeguard critical public infrastructure from potential security threats.**
- b. **Work with the public utilities to do the following:**
 - i. **Map existing sanitary infrastructure.**
 - ii. **Monitor the capacity of pump stations.**
 - iii. **Prepare a long range plan for the expansion of sanitary sewer services to annexed lands and lands within the urban growth boundaries.** In cooperation with public utility providers, coordinate the layout of the system, and its phasing along with growth.
 - iv. **Implement a beneficial Capacity Improvement Fee structure.**
 - v. **Prepare for the development of brownfield parcels.**
- c. **Prepare a Capital Improvement Program that will allow for the planned expansion of sanitary sewer infrastructure.**
- d. **Provide dual plumbing for all new public parks and landscape projects in anticipation of future water recycling or water re-use infrastructure to be used for irrigation.**
- e. **Prioritize the following specific projects:**
 - i. **Develop a replacement/improvement plan for the**





FIGURE 4.4 SANITARY SEWER PLAN



Forest Avenue pump station. Review the cost benefit of connecting this area to the Fairfax Crossing development via gravity sewer.

- ii. **Relocate the Fourth Avenue pump station and re-direct flows to increase the capacity of the sewer trunk line in Ranson.**
- iii. **Upgrade sanitary sewer lines in Fairfax Boulevard as part of its upgrade and extension to Fairfax Crossing.**
- iv. **Review the feasibility of installing a gravity line from Mildred Street to Ranson Gateway.**

4.3.4 DRY UTILITIES

Existing Conditions

Dry utilities include power and communication infrastructure. They are generally owned by large private companies and are part of much larger infrastructure networks or grids. The corporate nature of this infrastructure makes it important that the City adopt policies that are for the benefit of current and future residents and businesses. For new business redundant power sources are important as is high speed fiber internet access, enhanced power, and communication infrastructure. These are tools to attract new business and will be critical for the growth of Ranson in the future. In Ranson the following companies have dry utilities;

1. Potomac Edison – electricity
2. Frontier – internet, phone, television
3. Comcast – internet, television

In the Old Town district most of these utilities are aerial and located on poles, in new development these utilities are placed underground. The gradual relocation of these utilities underground as part of the redevelopment process is greatly encouraged. Planning for the placement

of dry utilities is an important component of urban design.

Dry Utilities Objectives

1. **Work with Potomac Edison to enhance the electrical grid in commercial areas where high tech business would require multiple sources of electricity.**
2. **Reduce electrical demand through energy saving design practices and alternative energy generation.**
3. **Work with providers to expand the availability of high speed internet access for business and residential customers.**
4. **Enhance the visual appeal of streetscapes through the planned location of dry utility infrastructure.**

Dry Utilities Actions

1. **The Public Works Department and the City should require that new dry utilities (and meters, etc.) are buried in rights-of-way – preferably in rear alleys and lanes.** This will allow residents to use their full lots.
2. **Coordinate design standards with the utility companies, including the location of lines and surface transformers and utility pedestals.**
3. **Establish policies that encourage the generation of solar, wind and other power sources on municipal and individual properties.**
4. **Review the feasibility of a wireless internet access grid that would increase internet access among Ranson residents.**
5. **Work with Potomac Edison and the City of Charles Town to evaluate the feasibility of relocating the George Street substation.**





4.4 RECREATION

Existing Conditions

The City has made great strides in providing for Parks and Open Space since the 2004 Plan was adopted. The Ranson Parks and Recreation Commission was formed to oversee and expand the system, and to provide recreational and educational opportunities. The City had no public parks prior to 2004, but has acquired the following facilities:

1. Ranson Civic Center
2. West End Park
3. Charles C. Marcus Field
4. Brian Run Park
5. Cranes Lane Field
6. Lance / Slusher Park
7. Flowing Springs Park

In addition, several projects have been completed or are in progress since 2004 including the renovation of the Ranson Civic Center, Centennial Park and gardens at City Hall, the Jefferson County Urban Tree Canopy Plan and Goals (see Appendix A), and the planting of several hundred trees.

Most of the parks listed above provide options for structured play and are an asset to the entire community. The City still lacks in smaller scale neighborhood civic spaces and tot lots that provide unstructured play, and gathering space, particularly opportunities for civic engagement.

As noted above, in 4.1.3 Community Centers, Ranson has recreation centers, and new ones may be developed.

Today, Ranson provides over 63 acres of parkland and \$11,000,000 in assets within the City. Ranson acquired and developed these within the last six years. With Ranson's 2015 population projected to be 5,418,²

² Forecasts for 2010 and 2015: U.S. Bureau of the Census, 2000 Census of Popula-

tion and Housing
the annual growth rate from 2010 to 2015 is projected as 1.57%. This projection assumes a population of 6,042 in 2022. National Park standards recommend that five acres per 1,000 residents be dedicated to meet park demands for regional facilities and .5 acre per 1,000 residents for mini-parks. Ranson is currently meeting this standard, but with steady population growth over the next ten years, Ranson will need to acquire an additional 10 acres of parkland over the life of this plan. Moreover, as the vicinity of Ranson and Charles Town intensifies in use, parkland for quiet contemplation available in unstructured parkland may have to be intentionally provided to residents.

Based on socioeconomic and demographic shifts, increases in populations, cultural changes in the types of sports activities pursued and the increased awareness of natural resource preservation there is a need for a comprehensive review of not just the acreage of parks and recreation facilities but also the types of facilities provided. The latest park, recreation, open space and greenway guidelines released by the National Recreation and Park Association (NRPA) are based on a new philosophy, with a "systems approach" to community facility planning at its core. The new approach presents an alternative premise which states that every community has its own unique blend of social and economic characteristics that define it. Each community must be considered on an individual basis in order to tailor the most appropriate range, quantity and quality of recreational facilities within fiscal limits. The new NRPA guidelines specifically address the following.

Environmental Trends: pollution reduction, disappearing resources such as wetlands and forests, and the greenhouse effect.

Social Trends: the importance of wellness activities and desire to maintain diverse cultural heritage as well as the continued introduction of new recreational activities.

Economic Trends: reductions in per capita leisure spending and the increasing cost of maintaining public facilities.

Demographic Trends: changes in household sizes, composition as well as the growth of minorities populations.

The City's vision is to organize an open space network comprised of a variety of parks, natural lands, and neighborhood civic spaces linked by a network of thoroughfares, trails, bikeways and other open space connectors.

Recreation Objectives

1. **Maintain a network of open space types.** Provide parks and recreation facilities that balance the needs for active and passive recreation within larger parks to ensure that each facility provides the broadest range of recreational opportunities to its serving population.
2. **New community centers should be coordinated with outdoor recreation facilities.**
3. **Create small public spaces within the neighborhoods, with the larger ones located between and at the edges of neighborhoods.**
4. **Provide a range of recreational and civic opportunities for citizens of all age groups.** Recreation centers should be associated with structured outdoor recreation facilities, even if they are not under the same ownership or management.
5. **Incorporate bicycle and walking trails within parks, and connect them to existing and projected ones.**
6. **Seek opportunities to develop land for unstructured recreation in a natural setting, particularly around low land and ravines.** Treat the Flowing Springs Park as a precedent.

Recreation Actions

1. **Prepare a Comprehensive Parks, Recreation and Open Space Plan, ideally in partnership with the City of Charles Town as a regional effort since so many of the facilities are shared and this would eliminate facility redundancy.**

Comply with the National Recreation and Parks Association (NRPA) standards of 10.5 acres per 1,000 residents.

2. **Coordinate demand with the provision of parkland, and share facilities with the City of Charles Town and Jefferson County. Parkland should be provided at a ratio of at least 5 acres per 1,000 residents.** Infill and outward development may pay or dedicate land according to different fee schedules, but each should contribute its fair share. Coordinate the location of Community Centers with the location of land for structured outdoor recreation. Note, not every type of community center should be associated with ballfields, but most (such as those for seniors) should have some form of structured recreation facility outside (such as walking paths).
3. **As much as is practical, provide additional recreational, cultural and non-school related open space through agreements with public and/or private institutions for the joint use of facilities.** In particular, coordinate dual use of structured facilities with the Jefferson County Schools system. See "Schools Actions" on page 48.
4. **Use conservation areas, flood zones, and open lands to form greenways that define and connect neighborhoods and districts.** Continuous parkland can act as a thoroughfare for wildlife, so Ranson may wish to amend existing policies, including the Subdivision Ordinance via the SmartCode, to encourage continuity where it would benefit wildlife. In particular, ravines and low lands offer rich opportunities for both wildlife and unstructured recreational use following interesting natural features.
5. **Provide a range of open space types appropriate to the scale of their location and their function.** Small ones should go within neighborhoods, and large ones should go between and outside of them.
6. **Create standards that coordinate open space types with the appropriate physical context they are intended to**





serve. In general, more formal and structured parks should go in the most urban locations, and informal and unstructured parks should be located in more rural areas. However, the contrast of a wall of urban buildings facing an attractive natural Vista across a popular promenade is a traditional and popular urban pattern.

4.4.1 CIVIC AND OPEN SPACE TYPES

Existing Conditions

The 2004 Comprehensive Plan recommended that a comprehensive park system be developed, and noted the following areas as possible additions to the system:

TABLE 4.6 2004 PLAN PARK RECOMMENDATIONS

Location	Status
Eastern Area: Flowing Springs	Planned / In Progress
Western Area: Elmwood Farm	Not Planned
Northern Area: Clay Hill Farm	Not Planned
North Central Area: Lakeland Place	Planned / In Progress
South Central Area: North Evitts Run	Planned / In Progress

Ranson and Charles Town have partnered to plan the Evitts Run Park, which will border both cities. Ranson is also in the process of developing Flowing Springs Park as a Park, see Table 4.10 Civic Types and Table 4.13 Open Space Types.

As noted at “Recreation Objectives” on page 77, the types of open space can be organized by their location within the Transect, and to be truly public, urban spaces should be faced by building facades and thoroughfares – not backyards or alleys. Care should also be taken that open spaces have visual supervision from adjacent buildings to allow for “eyes on the street” as a deterrent to crime.

Parks and open spaces should be context sensitive in a manner similar to the way thoroughfares should be. The specific contexts usually attributed to land and water resources designated for park and open space purposes are:

1. Recreational – The most obvious function is to provide space and facilities for people to engage in active recreational activities. Ball fields, playgrounds, and swimming pools are prime examples.
2. Urban – Urban plazas, squares, parkways, gardens, and other urban spaces result from man-made changes to the environment. Many of these spaces are most suited for passive recreation and are often overlooked. They provide breathing space for urban residents and a sense of openness in an otherwise developed environment.
3. Conservation – In addition to providing space and facilities for leisure activity, park systems often include conservation land. Examples of conservation space include streambeds, wetlands, floodplains and their buffers, steep slopes, forestland, sinkholes, wildlife habitats, and other unique natural features and resources. These areas often act as links between parks and residential communities. Pedestrian trails and educational interpretive activities may be found in these areas.

In Table 4.8 Recreation Standards, the basic standards for space needs for each type of recreational facility and in turn the standard that Ranson should strive for is given. Table 4.9 Recreation Provided clearly shows that Ranson doesn’t have enough smaller, neighborhood parks, though Ranson is doing an excellent job of providing larger-scale parks.

In virtually all instances the land area needed for City parks should be dedicated to it as land is developed. Improvements such as playground equipment and constructed ball fields will be a part of the proffer/development process.

TABLE 4.7 PROJECTED RECREATION NEEDS

Year	Population	NRPA Standard
2010	4,440	46.6
2015	4,510	47.4
2020	4,875	51.2
2022	5,029	52.8

Civic and Open Space Types Objectives

1. **Civic and open space types should be chosen according to the benefits that they give the community:**
 - a. **Recreational open spaces, including playgrounds, should be provided at an appropriate ratio for the recreation of citizens.**
 - b. **Urban plazas, squares, parkways, gardens, and other urban open-space amenities should be relatively compact, and located where people congregate in more intense areas.**
 - c. **Land for conservation and unstructured recreation should be located in more rural areas, and where there are ecological benefits for locating them.** They should also be connected to each other according to the principles of land ecology, which emphasizes continuous pathways for wildlife.
 - d. **Small-scale community gardens should be encouraged in each neighborhood.** This will encourage appreciation of the importance of agriculture and horticulture, provide opportunities for learning gardening techniques, and supply wholesome produce to meet the community needs.
2. **The types of open space should be coordinated with the Subdivision Ordinance and revisions to the Zoning Ordinance via the SmartCode.**

Civic and Open Space Types Actions

1. **Ranson should do the following:**
 - a. **Develop guidelines for new civic open spaces, and for the redevelopment of existing ones.** These guidelines should include the considerations noted above in "Recreation Objectives" on page 77. They should also be used to inform requirements for dedication of land to new public developments, or for fees in lieu of dedications.

- b. **The Subdivision Ordinance and the Zoning Ordinance should be amended via the SmartCode to include standards for the location of civic open spaces with regard to their location in respect to community units, and their location in respect to adjacent Transect Zones.**

TABLE 4.8 RECREATION STANDARDS

Type	Use	Service Area in mile radius	Size in acres	Acres / 1000 population
Mini-Park	Specialized facilities that serve a concentrated or limited population group	< 1/4	≤ 1	.25 – .5
Neighborhood Park / Playground	Area for intense recreational activities such as field games, court games, playground apparatus area, etc.	1/4 – 1/2	10 min.	1 – 2
Community Park	Area of diverse environmental quality. May include areas suited for intense recreational facilities, such as athletic complexes. May be an area of natural quality for outdoor recreation such as walking, biking, viewing, and picnicking. May be any combination of the above	1 – 2	10 min.	5 – 8
Linear Park	Walking, biking, nature trails, and linkages to other points of interest.	entire community	50 ft. width min. from drainage course top of bank.	NA





TABLE 4.9 RECREATION PROVIDED

Type	Locations	Acres	Current Surplus (Deficit)	Projected 2022 Needs
Mini-Park	Centennial Park	.1	(.45)	(5.1)
	Lancaster Circle	.2		
Neighborhood Park / Playground	Lance – Slusher Park	2.5	9.2	8.4
	Park	2		
	West End Playground	2.6		
	Briar Run Park	3.8		
	Marcus Field	5		
Community Park	Flowing Springs Park	38.9	10.0	6.2

TABLE 4.10 CIVIC TYPES

Type	Locations	Acres
Plaza	Centennial Park	.1
Plaza	Lancaster Circle	.2
Neighborhood Multipurpose Field	Marcus Field	3.8
Neighborhood Multipurpose Field	Crane’s Lane	5
Playground	West End Playground	2
Playground	Lance – Slusher Park	2.5
Playground	Briar Run Park	2.6
Park	Flowing Springs Park	38.9

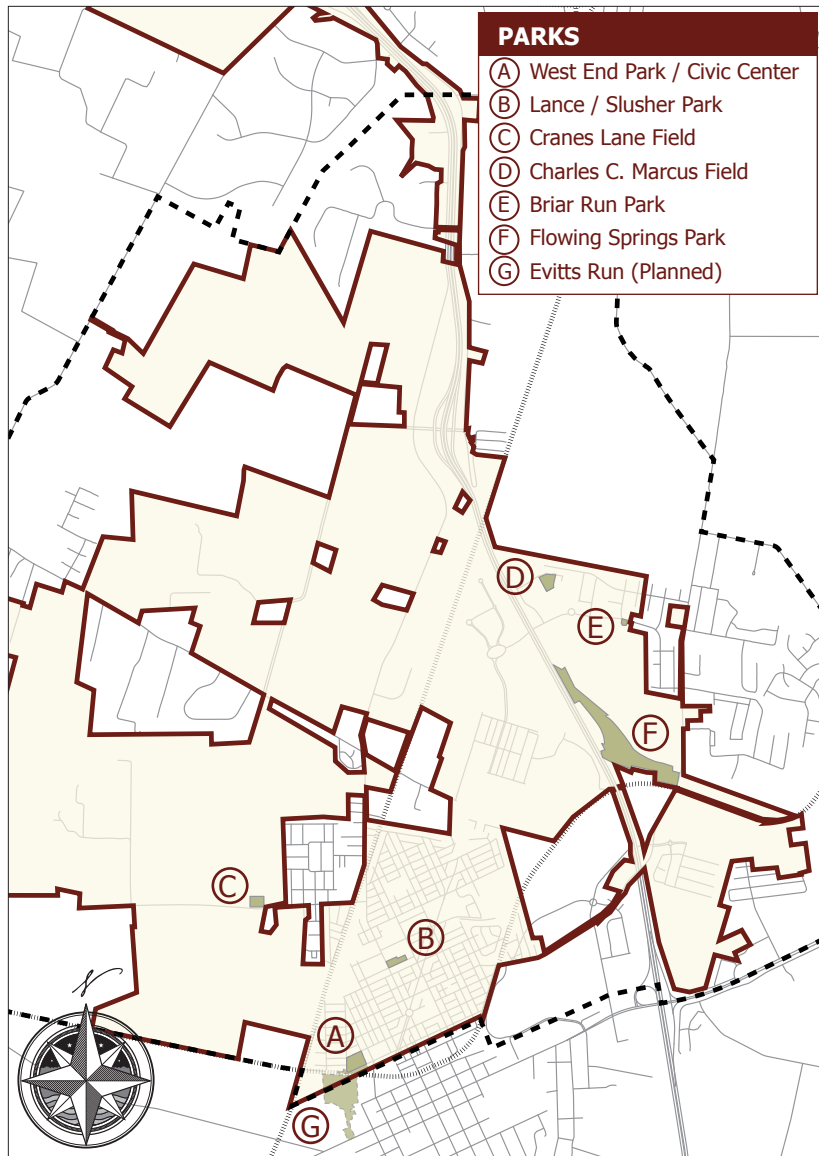


FIGURE 4.5 PARKS AND PLAYGROUNDS

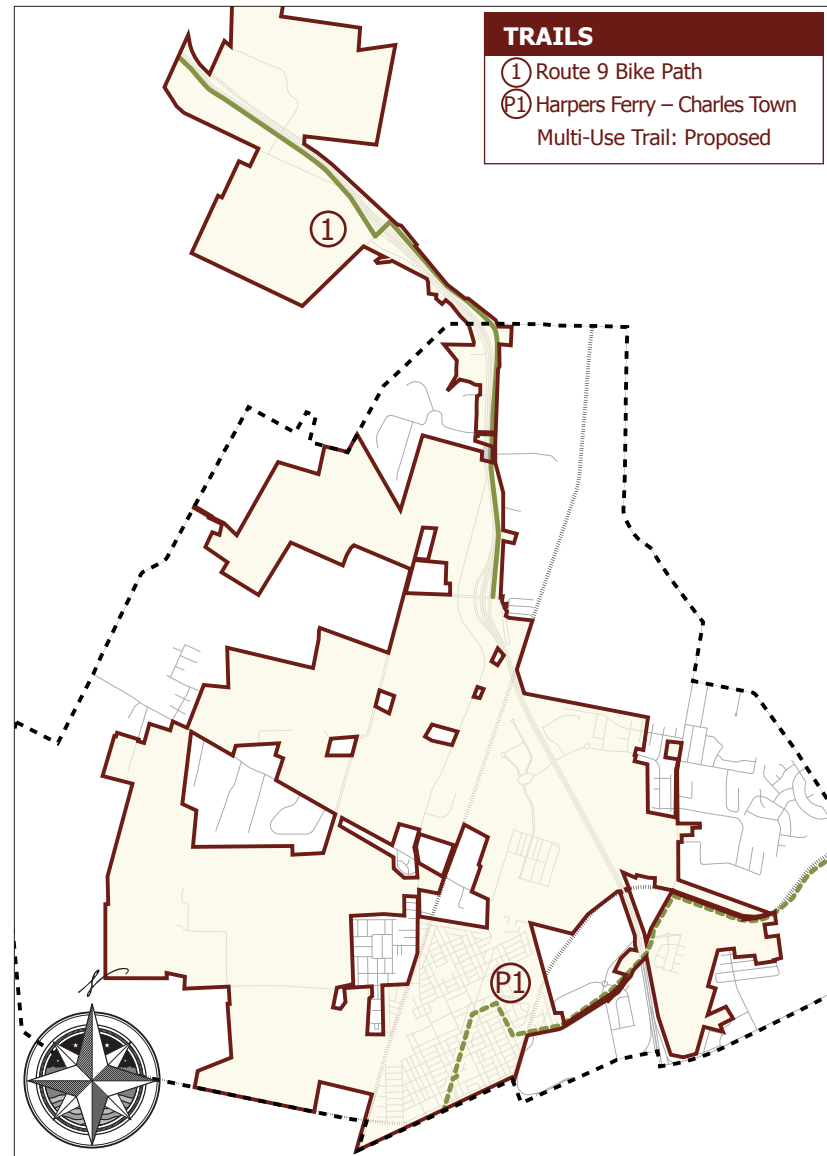


FIGURE 4.6 TRAILS / PROPOSED TRAILS





TABLE 4.13 OPEN SPACE TYPES

Recreation

Sports Field

Facilities serving the whole City and contributing to the structured play resources of Jefferson County. Regulation size fields with bleachers, parking facilities, rest rooms, and concession stands.



Neighborhood Multipurpose Field

A civic space type for structured recreation and stormwater management. It may be spatially defined by landscaping rather than building frontages. Informal viewing areas are provided, and it may include multiple half-size fields. Its smaller size makes it appropriate for occurring within the neighborhood structure, and thus it can be served by on-street parking.



Urban

Green

Informal community gathering places for unstructured recreation at the neighborhood scale. Greens are fairly large and informal. They may be spatially defined by landscaping rather than buildings, and are usually the largest open space type that is embedded within the neighborhood



Square

A formal gathering place that provides open space for unstructured recreation or civic activity. Squares may serve all of Ranson, or a specific neighborhood. A square may be a commercial activity center at the intersection of important streets and spatially defined by buildings.



Plaza

A formal community gathering place that provides open space, available for civic and/or commercial activities. A plaza should be located within civic or commercial activity centers, preferably at the intersection of important streets. A plaza should be spatially defined by building frontages. Plazas may be partially or completely paved.



Playground

An informal community gathering place specifically designed and equipped for the recreation of children. Playgrounds should be interspersed within neighborhoods to provide easy walking access. A playground may be located on a vacant lot between houses or at a street corner and may also be included within a Park or a Green. A playground should be fenced for safety.



Community Garden

A plot of land that is gardened by a group of people to produce fruits, vegetables and/or flowers. These plots can also be home to chicken keeping for egg production. Community gardens exist in both urban and rural settings, and many are located on vacant lots, at schools or community centers, or on donated land. Food may be grown communally, or families may have individual garden plots or beds.



Conservation

Park or Greenbelt

Parks are large community gathering places that provide natural open space for unstructured recreation. Parks serve the entire City as well as residents of Jefferson County. They are generally located at the edge of town, between neighborhoods, or adjacent to schools. Parks and Greenbelts are frequently natural preserves with the primary purpose of conservation of habitat. Its landscape consists of meadows, waterbodies, and woodland, all naturalistically disposed. Trails may be included at the edges, however the priority is the preservation of habitat. Greenbelts should be lineal, following the trajectories of natural corridors.





4.5 NATURAL ENVIRONMENT

Existing Conditions

The Urban Growth Boundary Area contains 6,700+ acres of rolling terrain ranging from 490 feet to 602 feet above mean sea level in the Eastern Panhandle of West Virginia. This area is known as The Great Limestone Valley, and is mostly rolling terrain over folded limestone and a small amount of shale.

In West Virginia, identification of rare and endangered species is the responsibility of the National Heritage Program, West Virginia Division of Natural Resources. They verify whether proposed development will impact any identified species and their evaluation should become a requirement with all new development applications.

Farm or vacant land makes up a vast part of the area within the Urban Growth Boundary. Charles Town/Ranson's direct relationship with the surrounding agriculture is part of its character and its appeal as a free-standing, independent town. To maintain this positive and appealing relationship in a community, it is necessary to understand the Urban Growth Boundary as more than land that can ultimately be annexed to Ranson. Rather, it is an area of transition within which the more urbanized area of Ranson (and Charles Town) gives way into countryside. Instead of being a blurred transition, it should be a carefully modulated one that includes the contrast between town and country. Ranson's surroundings will contribute positively to the town's identity and economy in the following ways:

1. Any agriculture-related employment will continue to be viable in and around Ranson if prime agricultural land is preserved and the "town" is relatively compact (but of course not city-like).
2. Ranson's position as an attractive destination for visitors will be enhanced by preserving the natural and agricultural landscape.

Natural Environment Objectives

1. **Encourage existing farms at the edges of the UGB to continue with working agriculture, including homestead buildings.** Not only will this keep Ranson and its environs attractive but it will also minimize the cost of importing food for the local economy. Permit the development of agrarian urbanism communities to incentivize working agriculture in conjunction with appropriately scaled development.
2. **Avoid noxious uses in the annexed area.** In this case, a "noxious" use is one which poses a hazard, or which nobody would like to live or have their food grown near and include uses such as:
 - a. Meat packing and slaughterhouses,
 - b. Incineration, and
 - c. Landfills
3. **The unincorporated lands within Ranson's Urban Growth Boundary can serve as an agricultural reserve for the town by providing a transition between the built-up town and agriculture on the unincorporated land.** The primary economic use for this area should be for land uses that are compatible with agricultural activities. Land in this area should only be annexed into the town as demand arises for moderately compact neighborhood living. It should not be annexed for large-lot development, except as working agriculture. Examples of beneficial land uses that are to be encouraged in the reserve area are:
 - a. Agricultural production,
 - b. Agricultural storage, and
 - c. Eco-tourism and Agri-tourism.
4. **Neighborhood-development should only be permitted where necessary, where it is fiscally sustainable, and in a manner that keeps town and country distinct.**

Natural Environment Actions

1. **Make the Figure 2.3 Sector Map regulatory, and work with Jefferson County and the State to preserve land un-**

der the Voluntary Farmland Protection Act. This Act is not intended to preserve land in its natural state, but it does include some very limited ability to preserve unused agricultural land.

2. **Preserve or acquire land in the 100-year floodplains of Evitts Run and Flowing Springs Run and their buffers, and identify rare and endangered species in the area.** Develop a plan to preserve rare and endangered species. (See “Rivers and Streams Actions” on page 86.)
3. **Amend the Zoning Ordinance and the Subdivision Ordinance via the SmartCode to prohibit noxious uses within land annexed into the Urban Growth Boundary.** To the extent possible, work with Jefferson County and the State to eliminate noxious uses from land that may be annexed by Ranson.
4. **Develop design guidelines for the land in the Urban Growth Boundary, based on both sound urban design principles and upon ecological and agricultural principles.** For example guidelines may cover which land to develop to what level, sightlines, and surveys of karst geology. These may become regulatory or advisory.
5. **Forecast the fiscal effects of the annexation of land both by use and by intensity.** Encourage outward development only when it would be fiscally sustainable.

4.5.1 GEOLOGY AND HYDROLOGY

Ranson sits on Shenandoah carbonate bedrock with solution channels. These channels are the primary way precipitation gets into the water table. Percolation through the carbonate rock dissolves the rock and enlarges minute fractures. This has produced a karst geology, with caves, sinkholes, springs, “losing” streams, and underground streams. Sinkholes are formed when the carbonate rock below the surface is eroded by water, and the surface collapses into a depression. These sinkholes provide an avenue for ground-water recharge. However, they can also sluice stormwater runoff or hazardous materials into the aquifer. Within the Urban Growth Boundary, the groundwater is as little as 25 feet below the surface.³

Geology and Hydrology Objectives

1. **Buffer any hazardous materials and proposed development and direct stormwater runoff, treated or untreated, from sinkholes.** This may require a distance buffer. It may also require an engineered solution – depending on the geology and hydrology.

Geology and Hydrology Actions

1. **Require adequate planning during the development of land.** Given the nature of the karst geology, not to mention that of rivulets leading to streams, a one-size-fits-all approach should be avoided, in favor of sound engineering.

³ Evaldi, R.D., Paybins, K.S., and Kozar, M.D., 2009, Hydrogeologic factors affecting base-flow yields in the Jefferson County area, West Virginia, October–November 2007: U.S. Geological Survey Scientific Investigations Report 2009–5145, 13 p., 1 plate.





4.5.2 RIVERS AND STREAMS

There are two main drainage courses, Evitts Run and Flowing Springs Run, that carry stormwater runoff toward the Shenandoah River. Each of these tributaries of the Shenandoah River has a 100-year floodplain that is delineated on Federal Flood Insurance Rate Maps (FIRM) Panel #s 54037C0110E, 54037C0120E, 54037C0130E, 54037C0136E, 54037C0137E. These floodplains store excess stormwater runoff to prevent the flooding of downstream properties outside the designated 100-year limits. These floodplains and their adjoining buffer zones contain wetlands and forested areas. Stormwater runoff is naturally treated in these zones through plants' uptake of excess nitrates and nutrients, by naturally dropping the water temperature, and through filtering and slowing the flow, to allow the deposit of sediment and other debris. Not all of the streams in the area are in 100-year floodplains, but their adjoining buffer zones provide similar treatment of stormwater runoff and those should usually remain intact.

The stream, wetland buffers, and floodplains harbor a variety of plant life. Existing forested lands also exist beyond the streams and were likely left by farmers due to inconveniently steep slopes, rock outcroppings, and low and wet areas. These buffer areas, which are often forested, benefit the wildlife of Jefferson County by providing natural habitat. This plan enables new neighborhood patterns that preserve these lands by using them as buffers and amenities around individual land development projects.

The City's vision is to preserve and protect critical and sensitive environmental areas. These areas include land and water bodies that provide habitat for plants and wildlife, such as wetlands, riparian corridors, and floodplains; and serve as groundwater recharge areas for aquifers and waterways. By identifying these areas, the City intends to safeguard them through regulation, incentives, purchase of land or interest in land, and modification of public and private development projects.

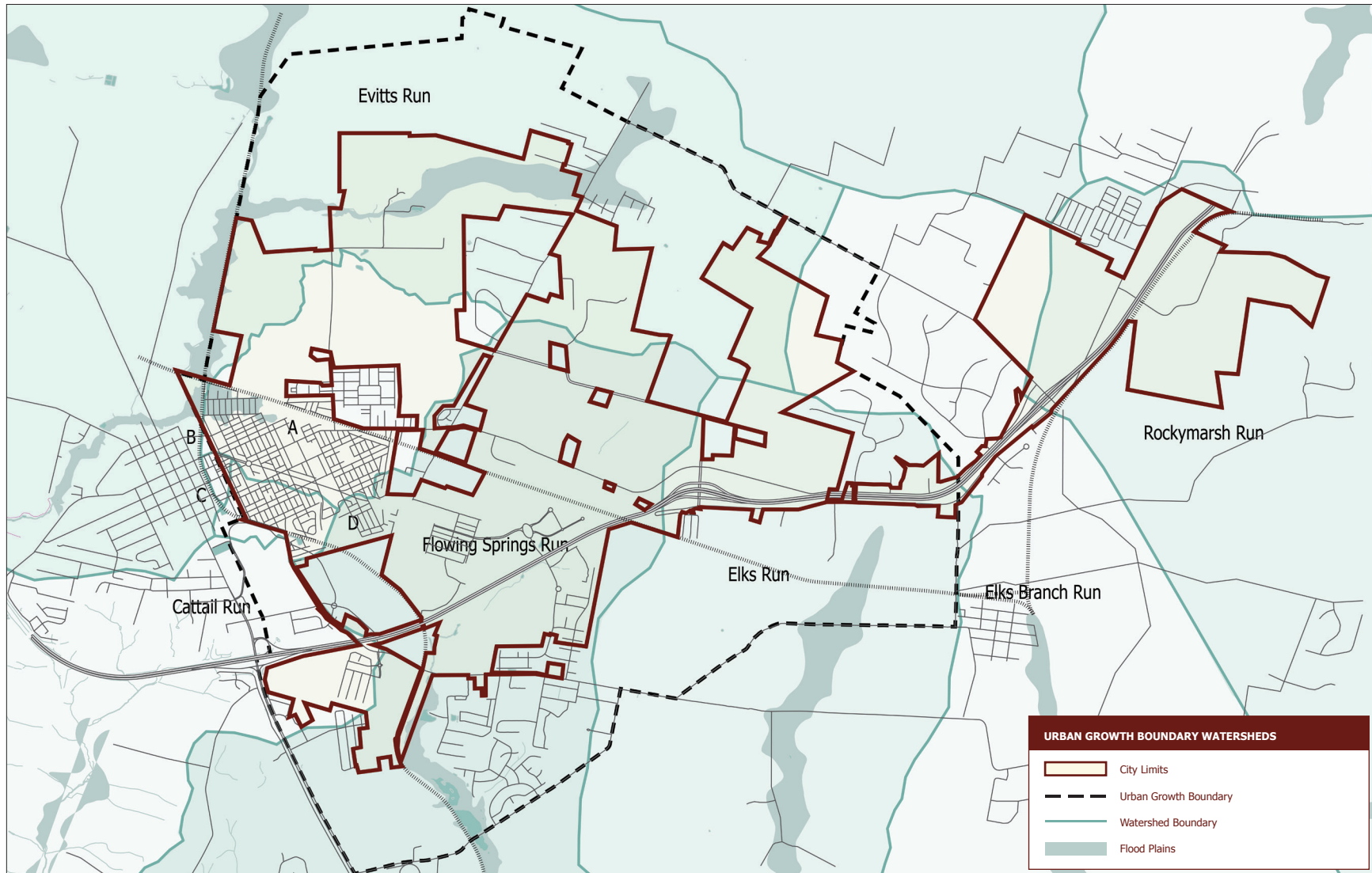
Rivers and Streams Objectives

1. **Protect the health of the local watersheds.**
2. **Do so in a manner that enhances, rather than detracts from neighborhood environments.**

Rivers and Streams Actions

1. **Preserve or acquire the 100-year floodplains and the buffers of the streams identified on the Federal Emergency Management Agency's (FEMA) Flood Insurance Rate Maps (FIRM).** As these are acquired, add them to Ranson's linear park/trail network to create an urban greenway for future generations. (See "Recreation Objectives" on page 77, and "Civic and Open Space Types Objectives" on page 79.) FEMA now refers to the 100-year flood plain as the AE Zone and maps them as such on the FIRMs.
2. **Establish minimum buffer standards for streams, floodplains, and wetlands.** These standards should be based on geology and hydrology, rather than arbitrary numerical distances.
3. **Encourage the use of natural drainage swales rather than visibly engineered, visually intrusive stormwater management channels in the more rural Transect zones.** The swales and other measures should blend into the countryside.
4. **Identify and preserve wetlands by requiring wetland surveys for new developments and utilize the U.S. Corps of Engineers' recommendations for mitigation.** Ensure that both the developed land, and the land buffers and wetlands function optimally. Optimal functioning may require fill and mitigation, under unusual circumstances.

FIGURE 4.7 WATERSHED MAP





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CHAPTER 5. IMPLEMENTATION

Implementation of this comprehensive plan will require evaluation and prioritization of the recommendations by the City Council. Not all of the recommendations set forth herein can be accomplished immediately and certainly not without adequate resources. Work session(s) between the City Council and Planning Commission will provide the guidance needed for the Planning Commissioners and City staff to move forward on each of the recommendations and coordinate with other public agencies.

Funding to implement these recommendations will come from a variety of sources beyond the City's budget. Federal and State programs can provide grants and cost sharing funds for some of the necessary infrastructure, while other monies may come directly from the proffers for new development. Potential funding, grants, and loans include the Governor's Community Partnership Grants, TEA-21 Grants, State Revolving Loan Funds, Water Development Authority Bonds, Small Cities Block Grants, Video Lottery Funds, Rural Utility Service Grants or the EPA Brownfield Funds. Normally, the grants are based upon income, and due to the average income of City residents rising, these monies will become more difficult to acquire City-wide. Identifying smaller areas "in need" within the City that meet the income limitations will allow these and other agencies to provide funding.

5.1 ECONOMIC DEVELOPMENT

In the last few decades, Ranson and Charles Town's economies have been driven by high quality of life and competitive housing prices drawing residents, federal agencies, a university, and entertainment to the region. Growth drivers today include Washington D.C., the Dulles Corridor, the Hollywood Casino at Charles Town Races, American Public University System (APUS), federal agencies, and infrastructure improvements of the Route 9 expansion and the Dulles Silver Line. Regional assets center around tourism, transportation, and affordability.

Located at the state's eastern-most point, Jefferson County (pop. 53,498) borders Loudoun County, Virginia, on the fringe of the Baltimore-Washington Metropolitan Area. County growth has been significant: 17% from 1990 to 2000; 27% from 2000 to 2010; estimated 49% from 2000 to 2020, although this number is based on pre-recession data. Over 80% of County households are in non-municipal open spaces and subdivisions. Ranson has grown 60% since 2000, double the County rate. However this number is slightly misleading as 2,976 acres were annexed during 2002 and 2003.

Jefferson County employment is concentrated within Ranson and Charles Town, as can be seen in Figure 5.1, from Longitudinal Employer-Household Dynamics, US Census. Frederick and Martinsburg are major nearby employment centers. A small but significant group of residents (12.6%) commutes over 50 miles.

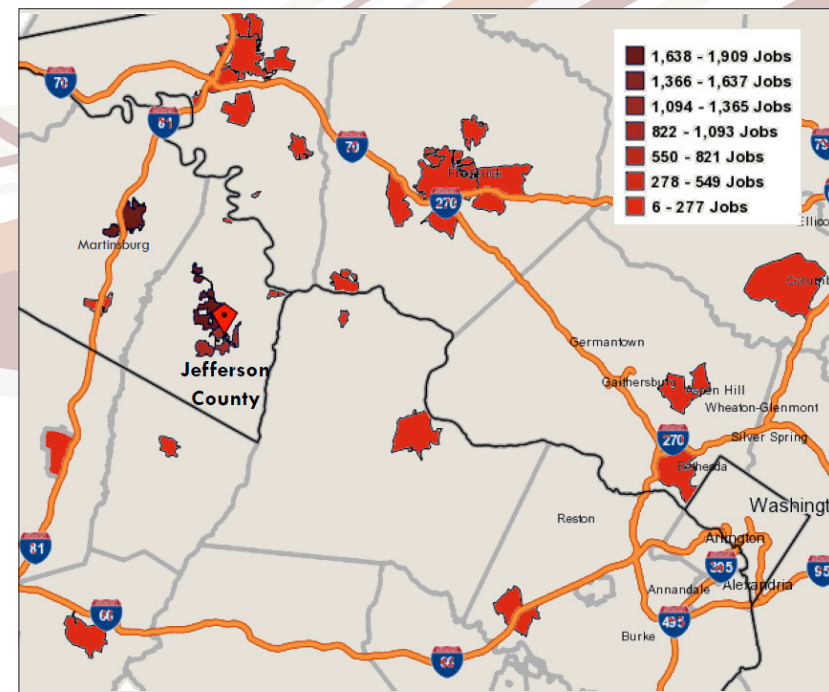


FIGURE 5.1 REGIONAL EMPLOYMENT





However, like many industrial-based rural areas, the past decade has been devastating for the local economy. Ranson alone has lost more than 1,500 jobs (in a community of 4,400), as major employers – including Dixie Narco, Kidde Fire, Badger Powhatan and AB&C Group – left behind contaminated, idled sites. Several EPA grants to assess Ranson brownfields are underway.

Six downtown brownfield sites have been identified to lead in near term redevelopment and include: Kidde Foundry, Peoples Supply, Former ABC, Former CSX Site, Charles Town Public Works, and Miller Chemical. (See Appendix A, EPA Brownfield ESRI Master Data; Illustrative Plan: Powhatan Place Town Center for more detail.)

Ranson purchased a 7-acre United Technologies brass foundry to redevelop Powhatan Place, in a mixed-use format with 150 units of affordable and market-rate housing. Charles Town partnered with the American Public University System (APUS), a nationally accredited online university, to redevelop a former metal salvage yard into the larg-

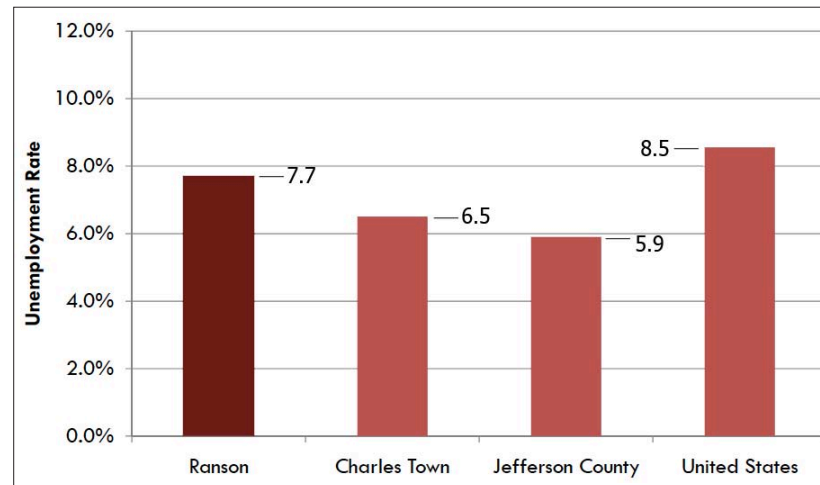


FIGURE 5.5 UNEMPLOYMENT COMPARISON¹

¹ ESRI Forecasts for 2010 and 2015. U.S. Bureau of the Census, 2000 Census of Population and Housing for city data, U.S. Department of Labor, Bureau of Labor Statistics for Jefferson County and United States data – December 2011.

est privately-financed, LEED-certified building in West Virginia. More than a dozen brownfields sites remain as priorities as well as tools for implementing the vision of the Ranson Comprehensive Plan.

Despite the challenges of the job losses due to a decreasing base of heavy industrial manufacturing, Ranson has significantly lower unemployment than the US national average, per Figure 5.2 from ESRI & HR&A. This graph is based on mid-2010 data so is lagging the adoption of the Plan. In the December 2011, the data for Jefferson County and the United States was showing further improvement as can be seen on the graph, however these numbers not yet available for the cities of Ranson and Charles Town.

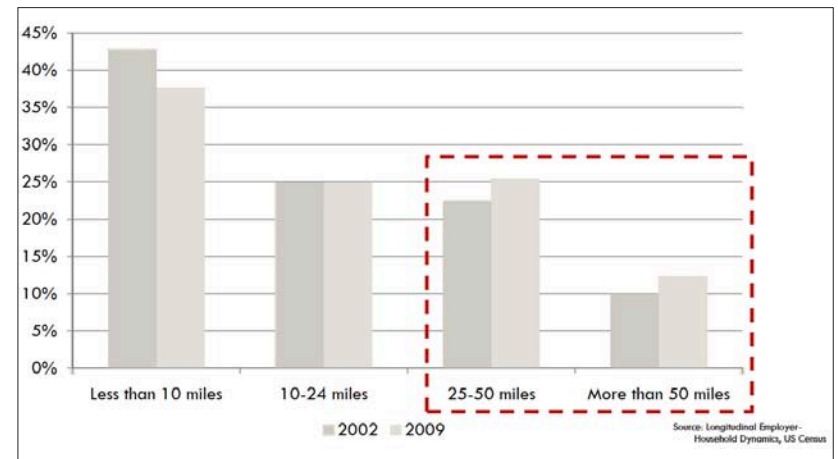


FIGURE 5.3 THE JEFFERSON COUNTY COMMUTE

A growing share of Jefferson County residents – almost 39% – commute daily more than 25 miles to work, per Figure 5.3, from Longitudinal Employer-Household Dynamics, US Census.

Demographic Trend Conclusions

The growth of the Washington, DC metro area and low housing costs

have driven the population growth in Ranson. The City may have an opportunity to capture a greater share of this growth with the right mix of residential development.

Ranson/Charles Town have several strong anchor employers. New development in downtown Ranson can respond to workforce demand from a strong base of local employees. Long distance commuters are a growing segment of Jefferson County's population. Access to major roads and transit will be critical to attract new residents.

Residential Market Analysis

Single family housing dominates the market in Jefferson and Berkeley Counties, with limited townhouse development. Nearly 75% of existing stock is single family, 5% townhouse (single-family attached), and 11% multi-family. Only 8% of new building permits in the past decade were for a housing type other than single family. Housing is 76% owner-occupied, which is above national average. Multi-family development has been built in Shepherdstown and Martinsburg. Demographic trends suggest pent up demand for a townhouse or multi-family product that could be captured by Ranson.

**TABLE 5.1 RESIDENTIAL CATCHMENT
JEFFERSON & BERKELEY COUNTIES**

Households by Age and Income, 2010 Census						
\$1000's	Age<25	25-44	45-64	65-74	75+	Total
\$0-9.9	382	1,141	1,252	638	777	4,190
\$10-14.9	261	732	304	496	588	2,764
\$15-24.9	568	2,186	832	1,070	810	6,287
\$25-34.9	456	2,567	1,220	631	608	6,210
\$35-49.9	367	3,823	1,972	906	386	8,602
\$50-\$74.9	191	5,078	2,363	649	263	9,924
\$75-99	37	1,795	1,453	249	95	4,418
\$100-149	32	770	938	248	84	2,533

\$150-199	9	152	185	39	25	494
\$200+	0	55	111	47	40	373
Total	2,303	7,510	10,017	4,973	3,676	45,795

Household income from \$25,000 to \$49,900 is indicated by the HR&A Advisors 2011 Ranson Market Analysis as the largest demand for downtown housing, largely APUS and Hollywood Casino employees. Market support is evident noting 40 new multi-family rental units per year in downtown Ranson, which reflects a 25% capture. Short term product types include rental live/work and multifamily. Long term demand will likely support condos and owned live/work residential types.

**TABLE 5.2 TENURE BY AGE OF HOME OWNERS
JEFFERSON & BERKELEY COUNTIES**

US Census Bureau, 2005-2009 American Community Survey		
Age of Householder	Units	% Own
Householder 15 to 24 years	641	28%
Householder 25 to 34 years	5,935	62%
Householder 35 to 44 years	9,863	79%
Householder 45 to 54 years	10,173	81%
Householder 55 to 59 years	4,905	79%
Householder 60 to 64 years	3,456	80%
Householder 65 to 74 years	4,906	84%
Householder 75 to 84 years	3,148	88%
Householder 85 years and over	683	77%

Tables 5.2 and 5.3 show totals for Jefferson and Berkeley Counties. 76% of residential units are owner-occupied, 24% renter-occupied.





**TABLE 5.3 TENURE BY AGE OF RENTERS
JEFFERSON & BERKELEY COUNTIES**

US Census Bureau, 2005-2009 American Community Survey

Age of Householder	Units	% Rent
Householder 15 to 24 years	1,652	72%
Householder 25 to 34 years	3,623	38%
Householder 35 to 44 years	2,621	21%
Householder 45 to 54 years	2,382	19%
Householder 55 to 59 years	1,271	21%
Householder 60 to 64 years	855	20%
Householder 65 to 74 years	915	16%
Householder 75 to 84 years	417	12%
Householder 85 years and over	202	23%

**TABLE 5.4 TENURE BY AGE OF HOME OWNERS
RANSON & CHARLES TOWN**

US Census Bureau, 2005-2009 American Community Survey

Age of Householder	Units	% Own
Householder 15 to 24 years	22	14%
Householder 25 to 34 years	403	53%
Householder 35 to 44 years	534	72%
Householder 45 to 54 years	486	69%
Householder 55 to 59 years	251	72%
Householder 60 to 64 years	244	68%
Householder 65 to 74 years	259	71%
Householder 75 to 84 years	139	63%
Householder 85 years and over	35	46%

Tables 5.4 and 5.5 show totals for Ranson and Charles Town, where 63% of residential units are owner-occupied, 37% renter-occupied.

**TABLE 5.5 TENURE BY AGE OF RENTERS
RANSON & CHARLES TOWN**

US Census Bureau, 2005-2009 American Community Survey

Age of Householder	Units	% Rent
Householder 15 to 24 years	134	86%
Householder 25 to 34 years	362	47%
Householder 35 to 44 years	210	28%
Householder 45 to 54 years	222	31%
Householder 55 to 59 years	99	28%
Householder 60 to 64 years	115	32%
Householder 65 to 74 years	107	29%
Householder 75 to 84 years	82	37%
Householder 85 years and over	41	54%

Residential Opportunities

Jefferson County’s limited supply of market rate multi-family housing in the context of nationally increasing demand suggests a market opportunity. Downtown Ranson is well positioned to capture a high percentage of regional rental demand and could likely absorb up to 40 units per year.

Market demand is primarily driven by the 25-44 age group. Development should consider workforce housing to meet the needs of local employers. Limited demand exists for senior housing, and could be included as a component of a larger development.

For sale housing is a challenging sell in the short term. Greater potential is likely in the longer-term as the market matures and economic conditions improve.



FIGURE 5.6 ATTACHED AND MULTI-FAMILY REGIONAL DEVELOPMENTS





Retail Trends

The Ranson retail market is dominated by highway-accessible, box retail. Potomac Towne Center is the only major new retail development in Ranson and Charles Town in the past decade. Large-format retail serves the 35,000 cars on Route 9 each day, but does not cater to growth of downtown population. Investment in Ranson’s public realm provides an opportunity to create a new marketplace.

TABLE 5.6 DOWNTOWN RANSON RETAIL MARKETPLACE PROFILE

2010 Downtown Trade Area Demographics, HR&A Market Study	
Retail Trade Area	17.5 square miles
Population	13,096
Median Household Income	\$40,379
Per Capita Income	\$24,272

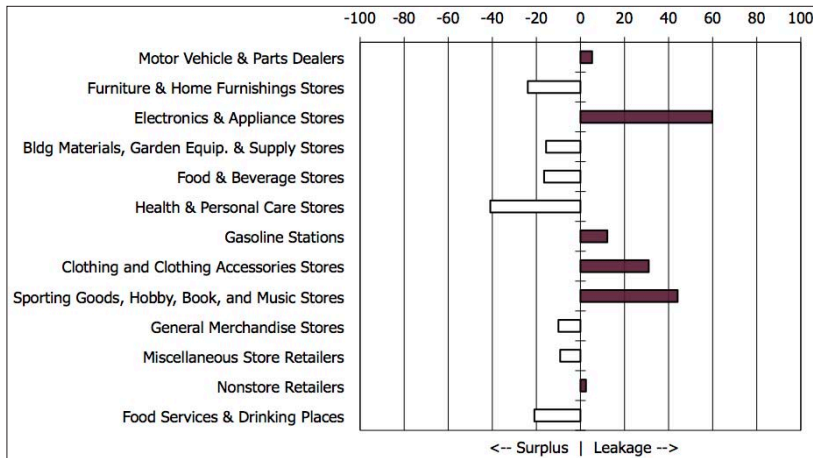


FIGURE 5.4 RETAIL LEAKAGE/SURPLUS BY SECTOR

While the City of Ranson trade area is estimated by HR&A as 28.3 square miles, the downtown trade area is 17.5 square miles. Within

that trade area, a population of 13,096 has a median household income of \$40,379. The retail goal of this comprehensive plan is to leverage brownfield redevelopments, the Ranson SmartCode, and regional assets to grow the City’s trade area from a 3-mile radius to a 30-mile radius in the long-term.

TABLE 5.7 5-YEAR RETAIL DEMAND FORECAST

2010 Downtown Trade Area, HR&A Market Study			
Industry Group	Demand	Supply	Gap/Surplus
Grocery Stores	\$28,234,291	\$33,984,713	-\$5,750,422
Specialty Food Stores	\$1,267,567	\$214,617	\$1,052,950
Beer, Wine, Liquor Store	\$401,980	\$445,825	-\$43,845
Health & Personal Care	\$5,586,250	\$10,402,093	-\$4,815,843
Book, Periodical, Music	\$819,592	\$240,595	\$578,997
Direct Selling	\$527,949	\$0	\$527,949
Full-Service Restaurants	\$8,356,925	\$8,388,224	-\$31,299
Limited-Service Eating	\$11,153,726	\$16,799,307	-\$5,645,581
Drinking Places-Alcohol	\$470,693	\$472,322	-\$1,629

Although regional big box has created an over supply of retail, HR&A Advisors Ranson Market Analysis identifies a number of downtown retail opportunities to leverage brownfield redevelopment:

Neighborhood retail: small scale specialty foods, specialty foods such as coffee shops and bakeries, restaurants, small grocery, bookstore, direct sellers such as arts & crafts.

Induced demand: live/works can incentivize and cross-subsidize a number of retail and service providers, such as childcare, children’s books, medical office, and pharmacy.

Embrace the industrial character to attract unique retailers and the creative class of employment, including marketing firms, internet companies and Gen X, the generation following the Baby Boomers.

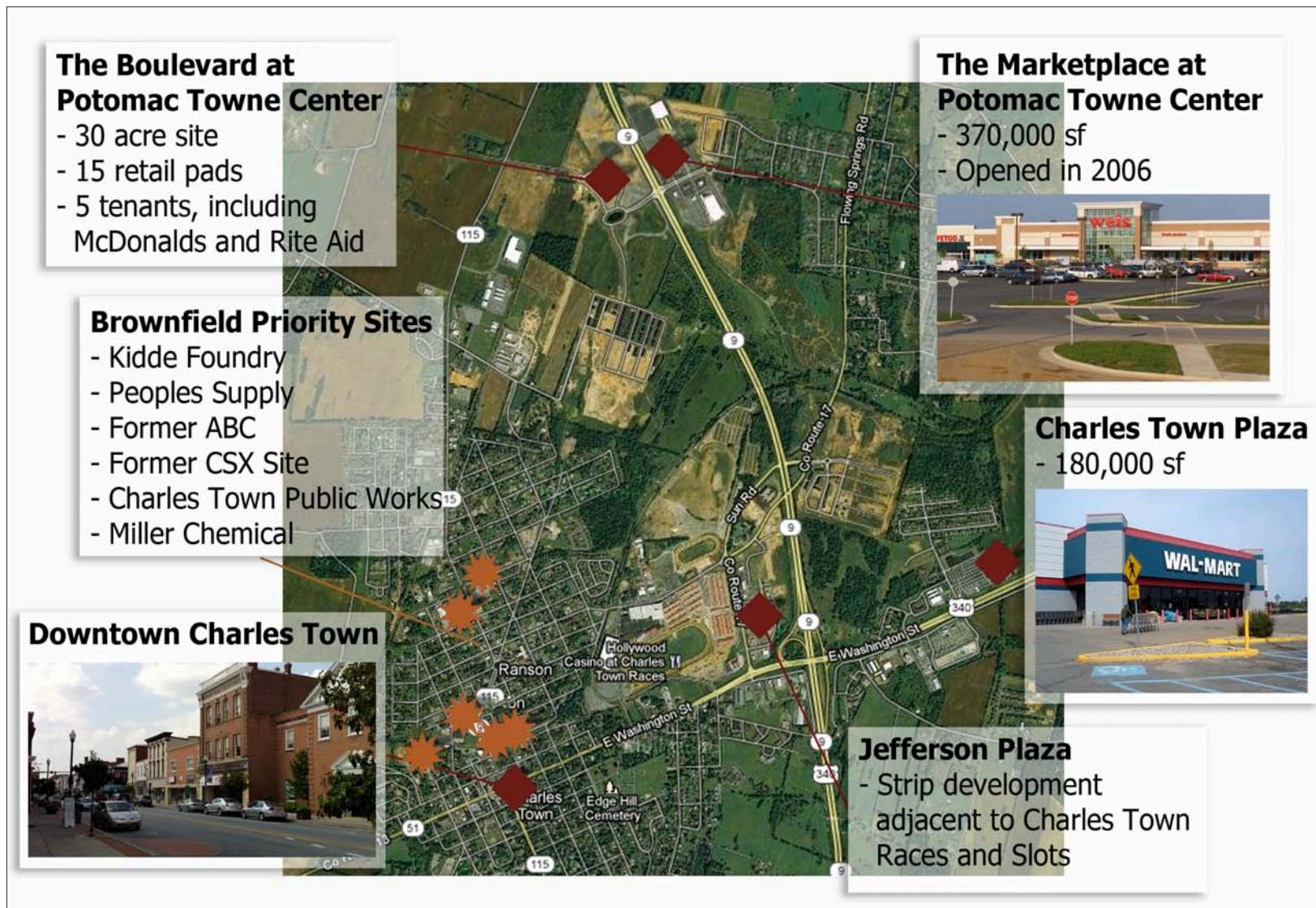


FIGURE 5.7 EXISTING RETAIL CLUSTERS



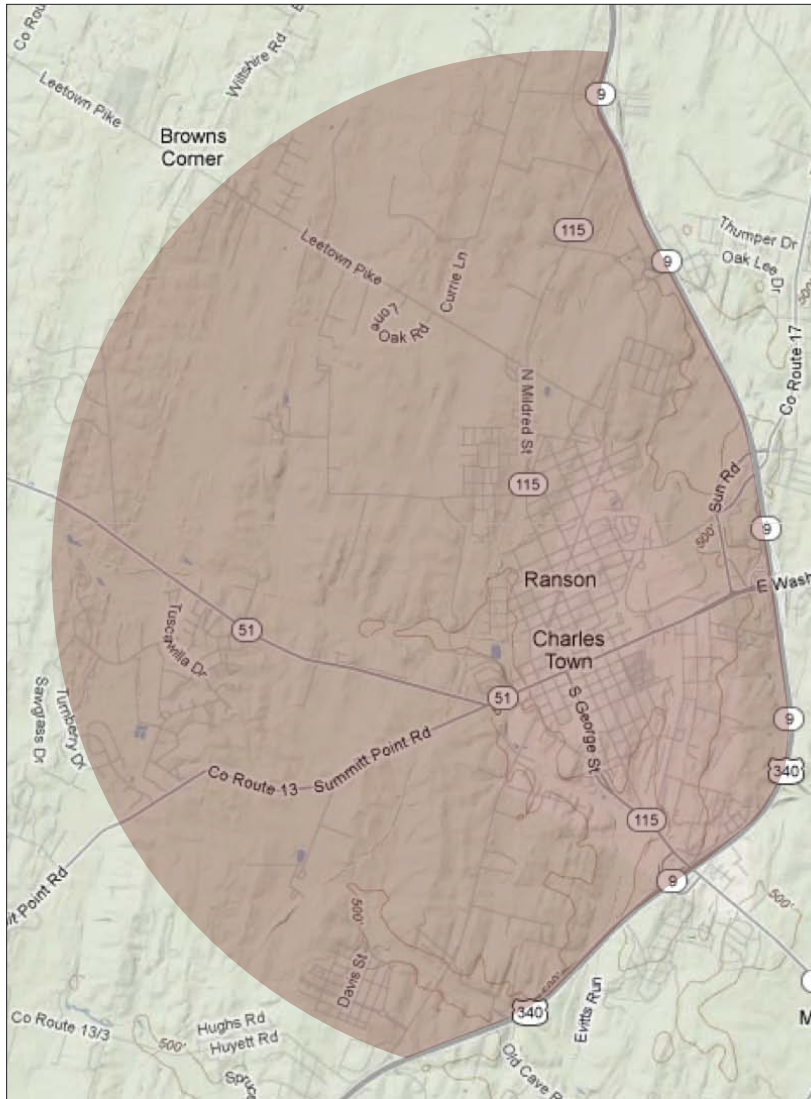


FIGURE 5.8 DOWNTOWN RANSON RETAIL CATCHMENT¹

1 ESRI, HR&A Advisors

In 2010, the national average sales per square foot were approximately \$80/SF for independent retailers, \$275/SF for malls, and \$575/SF for the highest performing centers, according to Gibbs Planning Group Ranson Retail Assessment. Typically rents are 8-10% of sales, so Ranson's rental rates of between \$8 to \$25/SF triple net indicate that Ranson retailers may be out performing similar small town businesses.

The goal is for main street retailers to get higher returns than malls. In order to do that, pay attention to key rules for retail regarding: tenant mix, anchor, hours, parking policy, private frontage, and costs. Urban centers, to be sustainable, need to be more than employment and residential centers – must have retail as well.

Cities lost 77% of retail market share between 1941 and 1960, and are now down to 2-5%. Now, cities should shoot for a minimum of 30%, but ideally over 50% market share.

Retailers love historic downtown buildings, and want to be surrounded by houses. This Comprehensive Plan seeks to make it as easy or easier to develop in Ranson's city center than on its outskirts, which will be facilitated in part by the form-based SmartCode. Seek out employment centers including corporate headquarters and manufacturing, and consider a third party business recruitment organization, a role the Ranson Economic Development Authority might fill or assist with.

There is an opportunity to allow the highway retailers to be the region's anchor, and for the downtown to be the secondary visit. Regional retail will curb existing leakage, and pull more visitors to Ranson and Charles Town on a more frequent basis.

In addition to building a strong retail and residential environment, renewable energy has been identified as a potential economic development driver. According to West Virginia Energy Opportunities, "West Virginia currently imports 1.3 billion barrels of oil a year. We believe that if we are to enjoy energy security and economic freedom, we must reverse that trend. We will develop an Energy Policy and Plan for the State that seeks to achieve energy independence by 2030, and

whenever possible, will seek to implement it through all of our state agencies with the Public Energy Authority taking the lead. Our policy will include all forms of feasible energy technologies, from clean coal, to coal liquefaction, natural gas, biomass, hydrogen, hydro, wind and solar power.”

The West Virginia Division of Energy is responsible for the formulation and implementation of fossil, renewable and energy efficiency initiatives designed to advance energy resource development opportunities and provide energy services to businesses, communities and homeowners in West Virginia. <http://wvcommerce.org/energy/energyopportunities/default.aspx>

Economic Objectives

Looking forward, the Ranson Comprehensive Plan seeks strategies, initiatives, and funding sources to develop a resilient economy by making Ranson a unique destination.

- 1. Get more money to circulate within Ranson** – cultivate local economies. Develop a retail program for downtown Ranson and Charles Town to attract residents to live within walking distance of downtown provide additional dining venues for workers and residents, and expand shopping and entertainment opportunities for Hollywood Casino visitors. Technical assistance, incubation, micro loans, Community Enhancement District(s), Old Town Tax Increment Financing (TIF) district. Reduction of County impact fees in City to reduce development outside urban growth boundary.
- 2. Bring money in from outside Ranson** – increase exports. Undertake measures to increase tourism by attracting visitors to downtown and the Casino. Consider processing, marketing, and insurance to enable agricultural exports. Explore electric generation: geothermal, solar, biomass, and wind.
- 3. Get money to relocate to Ranson** – continue to attract grants and new business. Seek out employment centers including corpo-

rate headquarters and manufacturing, consider a third party business recruitment organization. Encourage growth of new residents through increased transit connections, housing choice, and quality of life via walkability. Seek out retail restaurants located with the region to open a sister business in Ranson. Develop a regional and national retail business recruitment task force: participate in trade leasing shows for the International Council of Shopping Centers (ICSC) and Urban Land Institute (ULI). Consider retaining a third party business recruitment consultant, or structuring the Ranson Economic Development Authority to fill this role. Continue to develop a governmental affairs program for capacity building for grant applications and administration from all levels of government and private foundations for character-appropriate projects that fulfill the comp plan mandate.

Economic Actions

- 1. Maintain and support the Ranson Economic Development Authority.**
- 2. Continue to pursue brownfield redevelopment via public-private partnerships.** Consider seeking State of West Virginia legislative changes to allow for Brownfield Redevelopment Agencies similar to the ones authorized in Michigan, which includes greyfield retail and City acquisition of key properties for comprehensive redevelopment.
- 3. Consider developing identified retail opportunities:**
 - a. Retail program for downtown Ranson** to attract residents to live within walking distance to downtown, provide additional dining venues for downtown workers and residents, and expand shopping and entertainment opportunities for Hollywood Casino visitors. Consider having a commercial broker focused on downtown to comprehensively address tenant mix, consistent hours, joint marketing, and programs. Once the initial direction is set, develop a Main Street Retail Program





to retain tenants, host events, and jointly market downtown.

- b. **Neighborhood retail:** small scale specialty foods (coffee, bakery), restaurants, small grocery, bookstore, and direct sellers (arts & crafts).
 - c. **Induced demand:** live/work units can incentivize and cross-subsidize childcare, children's books, and medical office pharmacy.
 - d. **Embrace the industrial character** to attract unique retailers and the creative class of employment: marketing firms, internet companies and Gen X.
4. **Encourage industrial and larger-format uses in appropriate areas**, including large scale government agencies, and large industrial / commercial uses. Create incentives to configure these into walkable Special Districts within the SmartCode, whenever possible. Leverage the requirement that every federal agency with a security interest is required to establish a secondary facility at least 50 miles outside of Washington, DC, and Ranson is just beyond that limit. Use the SmartCode Special Districts developed for large industrial and federal office / training programs to increase long term return on investment.
5. **Remove barriers to economic resilience, including:**
- a. **Work with Jefferson County Commissioners, the Jefferson County Economic Development Authority, and the local development community to reduce the County Impact Fees within the City of Ranson**, by demonstrating that impacts have been mitigated within the City for water, sewer, parks, schools, etc. Sewer Equivalent Dwelling Unit (EDU) fees of \$5,500 to \$7,500 per EDU are significantly higher than regional comparisons, often making new construction not economically feasible. This drives development outside the urban growth boundary where services are less available, and commute times are often lengthened.
 - b. **Work with the State of West Virginia to reclassify the**

cities which qualify to set up Tax Increment Financing (TIF) to revitalize and support their urban cores.

- c. **Consider doing away with the Land Bank and moving its incentives to the SmartCode.**
 - d. **Work to strategically increase sewer and stormwater capacity.** 2006 was the last increase in capacity. Since then, the Public Service District (PSD) Flowing Springs Sewage Treatment Plant at Hall Town was denied by the West Virginia Public Service Commission (PSC). However Charles Town's current \$5,500 and Jefferson County PSD's \$7,500 Capacity Improvement Fee per Equivalent Dwelling Unit (EDU) stalls economic development.
 - e. **Ensure that lot size minimums are small enough to allow city services to be supported without significantly raising property taxes.** Adequate infrastructure, water, sewer, public safety are all fundamental requirements for economic development to occur.
6. **Develop a Tourism Strategy** for historical and agritourism, including web and physical cross promotion. The region is rich in history, and there is a significant opportunity to make some connections with other cities and towns, and tell the story to develop relationships with visitors. Market agritourism (Ridgefield Farm) and historical tourism (DC region; Harpers Ferry National Historic Park; Appalachian Trail; Manassas National Battlefield; local plan by George Washington's brother, Charles) as a region.
7. **Develop a Ranson Community Network Initiative** to allow capacity building within the region over time, including business incubation and micro loan access. A community network would address all Ranson financial strategies – creating local economies, increasing exports, and attracting new businesses. Consider **Jefferson County Economic Development Authority's** Agriculture Development Coordinator <http://www.jcda.net/> and the **Appalachian Regional Commission** <http://www.arc.gov/> as

potential partners. This network structure may include:

- a. **Local food production and distribution: Community Supported Agriculture (CSA)** – the nearest CSAs are in Shepherdstown and Martinsburg. Some deliver to Ranson and Charles Town, but none are local. Examples and potential partners include: **Berkeley/Jefferson Master Gardeners** is a volunteer group that supports local gardens and runs Berkeley Springs Farmers Market. There are two master gardeners in Ranson and five in Charles Town. Berkeley County Extension Office. <http://www.berkeleyextension.com/id3.html>. **Master Gardeners of Morgan County** runs the Berkeley Springs Farmers Market. http://www.morgan.ext.wvu.edu/agriculture_natural_resources/master_gardeners. **Neighborhood garden plots** are shared lots close to people who do not have space for gardening. An example is Lots to Gardens in Lewiston, Maine <http://www.stmarysmaine.com/Nutrition-Center-of-Maine/lots-to-gardens.html>. **Market outlet:** A smaller version of the Reading Terminal Market in Philadelphia would greatly supplement the 3-hour per week Charles Town Market on Saturdays. <http://www.readingterminalmarket.org/>
- b. **Food Innovation Center** – commercial kitchen, allows farmers to test soils, business incubation, food labs, sensory labs, marketing for exports, and packaging. A successful example is the **Portland Food Innovation Center** <http://fic.oregonstate.edu/>.
- c. **Multi-Use Community Center** – Sample structures include: **Appalachian Center For Economic Networks ACENet Ventures (ACENet)** <http://acenetworks.org/> and **Lawrence Community Works** address two major challenges: Re-populating the civic landscape with residents who are able to take on leadership roles in local problems and lead the city into a place in the global economy; and Finding a way to help its

many struggling families to build assets, escape poverty and build the networks of support they need to succeed. <http://www.lcworks.org/>. Also **Handmade in America** promotes craft and culture for community and economic development <http://www.handmadeinamerica.org/>.

- d. **Cooperative Processing Facilities** for local crops: soybeans, apples, corn. Leverage empty or under utilized agricultural structures.
8. **Consider creating incentives for developers to use renewable energy**, including the City being a financial partner, where possible:
- a. **Solar energy** opportunity has been equated to the equivalent of 1.5 million barrels of oil of energy per year per square kilometer for WV. Consider methods to incentivize photovoltaic solar cells and utilize West Virginia's net metering by homeowners and building owners, with potential partners of Shepherd University and Solar America Initiative. Consider initiating a discussion to establish a more equitable method for tripping up the current payment practice in which WV utilities currently pay a wholesale rate to homeowners who generate a domestic surplus.
 - b. **Geothermal.** According to recent academic geologists at SMU and Google, West Virginia is the largest geothermal hot spot in the eastern US. The state sits atop several hot patches of Earth, some as warm as 200°C and as shallow as 5 kilometers. Consider heating and cooling as well as power generation from geothermal, to export green energy to Maryland, Virginia, and Pennsylvania with potential partners of WVGES, DOE, International Geothermal Association, and Chevron Corporation.
 - c. **Biofuels.** Wood residues and agricultural resources will be used in the future to produce chemicals, including cellulosic ethanol. West Virginia generates 4.78 million tons of under-





utilized wood residues annually and has the potential to produce approximately 41,000 tons of crop residue. Commercial cellulosic ethanol technologies will lead to increased demand for wood residue and small diameter trees as well as a new chemical industry focus in West Virginia. Wood residue, at \$25 per ton, can be converted to ethanol. Consider a biomass-to-chemicals statewide demonstration project with potential partners of West Virginia Division of Energy, West Virginia Division of Forestry, WVU Division of Forestry and Natural Resources, and Fairmont State University.

- d. Landfill Gas.** There are currently no LFG recovery systems in WV, although the state's potential from landfill gas is 4 billion cubic feet (BCF). While the landfill is owned by Waste Management and located in Hedgesville, 40 minutes from Ranson, consider partnerships that would encourage landfill gas as an incentive for locating new industries with potential partners of Waste Management, West Virginia Department of Environmental Protection, West Virginia Division of Energy, and the Jefferson County Solid Waste Authority.
- e. Wind.** West Virginia wind energy resource is estimated at 3,800 MW, however only 66 MW of wind-powered electric generation is currently operating. Consider encouraging further testing on wind areas within the region, and working with the Division of Energy to catalog suitable surface mine areas for commercial wind operations.

5.2 FINANCE PLAN

Community partnerships are essential to implement this comprehensive plan, and will need to pull from a number of various entities to create structures to trigger the variety of funding sources identified in the following pages.

City of Ranson will be the primary implementation arm of this Economic Development portion of the Comprehensive Plan, with assistance from the Ranson Economic Development Authority (EDA) currently being organized. The City will oversee development grants, such as the EPA Grant for Powatan Place of \$1.5 million, with an additional \$3 million loan for building demolition and site preparation. Other City departments will contribute as well, such as the the Public Works Department via WV Statewide Transportation Improvement Program (STIP) for roads and transportation enhancement.

Community action committees and other community organizations, Main Street Association, Chamber, Universities, Community Foundation, Credit Union, etc., are important partners in the implementation of this Plan.

City of Ranson Internal Funding Sources

1. Taxes: West Virginia Code Chapter 8-13-1 sets forth the municipal corporations' power of taxation, the first and primary funding source of the City of Ranson. <http://www.legis.state.wv.us/wvcode/ChapterEntire.cfm?chap=08&art=13>
2. Revenue bonds: West Virginia Code sets forth the City of Ranson's revenue bond structure starting in Chapter 13-2A-1. <http://www.legis.state.wv.us/wvcode/ChapterEntire.cfm?chap=13>
3. General Obligation Bonds: West Virginia Code starting in Chapter 13-3-1. <http://www.legis.state.wv.us/wvcode/ChapterEntire.cfm?chap=13>
4. Municipal Service Fees - WV Code 8-13-13 states "a municipality which furnishes any essential or special municipal service, includ-

ing, but not limited to, police and fire protection, parking facilities on the streets or otherwise, parks and recreational facilities, street cleaning, street lighting, street maintenance and improvement, sewerage and sewage disposal, and the collection and disposal of garbage, refuse, waste, ashes, trash and any other similar matter, has plenary power and authority to provide by ordinance for the installation, continuance, maintenance or improvement of the service, to make reasonable regulations of the service, and to impose by ordinance upon the users of the service reasonable rates, fees and charges to be collected in the manner specified in the ordinance." <http://www.legis.state.wv.us/wvcode/ChapterEntire.cfm?chap=08&art=13>

5. Tax Increment Financing (TIF): while no provision currently exists for TIF in Ranson, Economic Action 5b of this comprehensive plan encourages pursuit of this potential funding source.

Retail & Housing Potential Funding Sources and Partners

1. USDA Rural Development operates federal loan and grant programs designed to strengthen rural communities, finance new housing, improve existing rural housing, develop community facilities and stimulate rural employment. USDA Rural Development programs include WV Rural Business Opportunity Grants (RBOG) provide technical assistance for business development and economic development planning, \$50,000 max. <http://www.rurdev.usda.gov/wv/progbusinesprograms.htm#RBOG>

Community Network Funding Sources and Partners

Potential partners with similar concerns for agricultural and rural development:

1. USDA Rural Development operates federal loan and grant programs designed to strengthen rural communities, finance new housing, improve existing rural housing, develop community fa-





ilities and stimulate rural employment. USDA Rural Development programs include:

- a. USDA Value-Added Producer Grants (VAPG) for agriculture, including food processing. Maximum of \$100,000 for planning grants (feasibility studies, marketing plans, business plans and legal evaluations); \$300,000 for working capital (operate the venture and pay the normal expenses associated with the operation of the venture (may not directly pay for equipment). <http://www.rurdev.usda.gov/rbs/coops/vadg.htm>
 - b. Sustainable Agriculture Research & Education (SARE) is a program of the USDA that functions through competitive grants conducted cooperatively by farmers, ranchers, researchers and ag professionals to advance farm and ranch systems that are profitable, environmentally sound and good for communities. https://wsare.usu.edu/grants/?ok=Vw_RFAs
2. Dept. of Commerce, Economic Development Administration <http://www.eda.gov/>
 - a. The Economic Adjustment Assistance Program provides a wide range of technical, planning and infrastructure assistance in regions experiencing adverse economic changes that may occur suddenly or over time. This program is designed to respond flexibly to pressing economic recovery issues and is well suited to help address challenges faced by U.S. regions and communities. (CFDA No. 11.307) Economic Adjustment Assistance includes EDA's Revolving Loan Fund Program.
 - b. The Research and National Technical Assistance Program supports research of leading, world class economic development practices, and funds information dissemination efforts. (CFDA No. 11.303); (CFDA No. 11.312)
 - c. The Local Technical Assistance Program helps fill the knowledge and information gaps that may prevent leaders in the public and nonprofit sectors in economically distressed regions from making optimal decisions on local economic development issues. (CFDA No. 11.303)
 - d. The Planning Program helps support planning organizations, including District Organizations and Indian Tribes, in the development, implementation, revision or replacement of comprehensive economic development strategies (CEDS), and for related short-term planning investments and State plans designed to create and retain higher-skill, higher-wage jobs, particularly for the unemployed and underemployed in the nation's most economically distressed regions. (CFDA No. 11.302)
 - e. The University Center Economic Development Program is a partnership between the Federal government and academia that helps to make the varied and vast resources of universities available to economic development communities. (CFDA No. 11.303)
 - f. EDA administers the Trade Adjustment Assistance for Firms Program through a national network of eleven Trade Adjustment Assistance Centers to help manufacturing and production firms, which have lost domestic sales and employment due to increased imports of similar or competitive goods, become more competitive in the global economy. (CFDA No. 11.313)
3. Appalachian Regional Commission is a federal-state partnership that works for sustainable community and economic development in Appalachia. Program grants are awarded to state and local agencies and governmental entities (such as economic development authorities), local governing boards (such as county councils), and nonprofit organizations (such as schools and organizations that build low-cost housing). Contracts are awarded for research on topics that directly impact economic development in the Appalachian Region. <http://www.arc.gov/>
 4. American Farmland Trust's (AFT) Community Farmland Protection Consulting Services fills a special niche in the land protection and

smart growth movements. AFT has more than 25 years of experience saving the best land, planning for the future of agriculture and keeping the land healthy. The team of experts includes more than 50 staff members with a wide range of professional and academic backgrounds: farmers, lawyers, fiscal and policy experts and land use planners. AFT works with the agricultural community, planners, government agencies, elected officials, land trusts and others.

5. West Virginia Department of Agriculture (WVDOA) assists West Virginia producers of agricultural products and manufacturers of a food product with promotional assistance and marketing. West Virginia Department of Agriculture, Marketing & Development Division is a multi-disciplinary division within the Department of Agriculture is responsible for the promotion of WV agricultural products and commodities, economic development and the operation of state owned farms. <http://www.wvagriculture.org/programs/programs.html>

Renewable Energy Development Potential Funding Sources

1. USDA Rural Development operates federal loan and grant programs designed to strengthen rural communities, finance new housing, improve existing rural housing, develop community facilities and stimulate rural employment. USDA Rural Development programs include: WV Renewable Energy gives grants (\$500k; 25% of cost) and guaranteed loans (\$10 million; 50% of cost) to help farmers, ranchers, and rural small businesses purchase renewable energy systems and make energy efficiency improvements <http://www.rurdev.usda.gov/wv/progbusinesprograms.htm#9006>
2. Dept. of Commerce, Economic Development Administration <http://www.eda.gov/> Global Climate Change Mitigation Incentive Fund (GCCMIF) was established to strengthen the linkages between economic development and environmental quality. The purpose

and mission of the GCCMIF is to finance projects that foster economic development by advancing the green economy in distressed communities. The GCCMIF supports projects that create jobs through, and increase private capital investment in, efforts to limit the nation's dependence on fossil fuels, enhance energy efficiency, curb greenhouse gas emissions and protect natural systems. http://www.eda.gov/PDF/GCCMIF_OnePager_External_081409.pdf Public Works and Economic Development investments help support the construction or rehabilitation of essential public infrastructure and facilities necessary to generate or retain private sector jobs and investments, attract private sector capital, and promote regional competitiveness, including investments that expand and upgrade infrastructure to attract new industry, support technology-led development, redevelop brownfield sites and provide eco-industrial development. (CFDA No. 11.300).

Brownfields Funding Sources and Partners

1. EPA's Brownfields Program provides direct funding for brownfields assessment, cleanup, revolving loans, and environmental job training. To facilitate the leveraging of public resources, EPA's Brownfields Program collaborates with other EPA programs, other federal partners, and state agencies to identify and make available resources that can be used for brownfields activities. Given Ranson's work to date with the EPA, special status is granted in applying for future assistance.
 - a. Sustainability Pilots are an EPA effort to promote environmental sustainability at local brownfields projects.
 - b. Assessment Grants provide funding for a grant recipient to inventory, characterize, assess, and conduct planning and community involvement related to brownfield sites.
 - c. Revolving Loan Fund Grants enable States, political subdivisions, and Indian tribes to make low interest loans to carry out cleanup activities at brownfields properties.





- d. Cleanup Grants provide funding for a grant recipient to carry out cleanup activities at brownfield sites.
- e. Job Training Grants are designed to train residents in communities impacted by brownfields. These skills can then be used for future employment in the environmental field, including cleanups employing an alternative or innovative technology.
- f. Training, Research, and Technical Assistance Grants provide funding to eligible organizations to provide training, research, and technical assistance to facilitate brownfields revitalization.
- g. Targeted Brownfields Assessments (TBA) program is designed to help states, tribes, and municipalities – especially those without EPA Brownfields Assessment Pilots/Grants – minimize the uncertainties of contamination often associated with brownfields.

Funding Sources that Apply to More than One Action

1. US Department of Housing and Urban Development (HUD)
 - a. As a Sustainable Communities Initiative Grant Winner, special status is available for applying for additional funds.
 - b. Community Development Block Grants (CDBG)
2. US Environmental Protection Agency (EPA)
 - a. US EPA Smart Growth Implementation Assistance Program, as a Sustainable Communities Initiative Grant Winner, special status is available to apply for additional funds.
3. Capital Improvement Project: CIP funds
4. Workforce Investment Board: State and county funding for workforce development initiatives.
5. American Institute of Architects: Sustainable Design Assessment Teams (SDAT) is a community assistance program that focuses on the principles of sustainability. <http://www.aia.org/livsdats> SDATs will bring a team of volunteer professionals (such as architects, urban designers, planners, hydrologists, economists, attorneys, and others) to work with community decision makers and stake-

holders to help them develop a vision and framework for a sustainable future. The SDAT program will provide a broad assessment to frame any future policies or design solutions in the context of sustainability. The SDAT process will help communities:

- a. Understand their structure at various scales and contexts;
 - b. Explore interactions between ecological, sociological, economic, and physical systems;
 - c. Visualize potential futures;
 - d. Articulate the qualities of a place;
 - e. Advance the principles of sustainable communities; and
 - f. Define the role of stakeholders and players in both the public and private sectors.
6. National Association of Realtors (NAR): Smart Growth Grants to Local Realtor Associations to increase the effectiveness of local association efforts in creating livable communities, NAR has established a grant program to assist REALTOR® efforts to implement programs and activities that position REALTORS® as leaders in improving their communities by advancing smart growth. Activities might include: putting on a smart growth conference or speaker series to educate members on the broad concepts of smart growth or specific topics such as transportation, open space preservation, wetlands, school development, or attainable housing. Topics could also include instruction on how the local planning process works, including issues such as zoning, master plans, and comprehensive plans. NAR support can also be used to further activities to develop a community vision through a community planning workshop or joining a coalition that is working toward a similar community vision. Applications demonstrating cooperation with other organizations in their smart growth efforts will be looked upon favorably. A maximum amount available for any one association is \$3,000. NAR considers applications twice per year, usually in April and October. <http://www.realtor.org/sg3.nsf/pages/communityoutsup?OpenDocument>

7. The National Trust for Historic Preservation (NTHP) in Cooperation with the National Endowment for the Arts (NEA) offers Your Town: Citizens Institute for Rural Design. Your Town assists rural Americans in identifying, protecting, and enhancing their main streets, built heritage, cultural landscapes, and open spaces. It introduces design strategies, techniques, and best practices based on the specific needs of the communities. The program provides access to design professionals that work with community members and leaders. Participatory workshops are tailored to different regions of the country and involve lectures, case study presentations and interactive group problem solving. <http://www.nthp.org/your-town/AboutYourTown.html>
8. Project for Public Spaces (PPS) is a non-profit organization dedicated to creating and sustaining public places that build communities. PPS provides technical assistance, education, and research through programs in parks, plazas and central squares; buildings and civic architecture; transportation and public markets. The organization has worked with over 1000 communities in the United States and around the world since 1975, helping people to grow their public spaces into vital community places. <http://www.pps.org/aboutpps.htm>
9. Urban Land Institute (ULI) Advisory Services is a fee-based service that provides the technical expertise of ULI members to cities, private developers, and other organizations that need objective analysis and advice on how to solve difficult land use, development, and redevelopment problems. ULI teams approach the project from all perspectives including market potential, land use and design, financing and development strategies, and organizing and implementation. <http://www.uli.org/CommunityBuilding/AdvisoryService.aspx>
10. National Vacant Properties Campaign is a collaboration of four leading national organizations, Smart Growth America (SGA), Local Initiatives Support Corporation (LISC), the International City/County Management Association (ICMA), and the Metropolitan Institute at Virginia Tech (MI). NVPC is leveraging the expertise of partners, practitioners, and national experts to offer a range of training and technical assistance services to communities seeking to improve state and local systems for revitalizing vacant and abandoned properties. <http://www.vacantproperties.org/strategies/tools.html>
11. Local Government Commission: Customized Technical Assistance provides customized, fee-based technical assistance to communities through contract planning and design services. The LGC staff has expertise in planning, public participation, visioning, renewable energy resources and development of livable communities. <http://www.lgc.org/services/index.html> Technical assistance is offered in three broad categories: Educational Services; Participatory Planning and Visioning; and Policy Development Assistance.
12. Transportation Planning: TND infrastructure costs 32% to 47% less than conventional development patterns, US EPA, 7/09. "Denser Calgary will save taxpayers \$11.2B versus sprawl over 60 years," Plan It Calgary, 4/09. Doubling residential density while increasing nearby employment, transit, and mixed use can decrease VMT by 25%, The Transportation Research Board's "Driving and the Built Environment," 11/09.
 - a. The FHWA Transportation Planning Capacity Building Peer Program provides opportunities for sharing solution-based experiences throughout the professional planning community. Sharing ideas, noteworthy and solution-based experiences between Metropolitan Planning Organizations (MPOs), regional planning organizations, transit operators, state departments of transportation (DOTs), and tribal governments not only strengthens transportation planning practices, but also builds relationships and reinforces cooperation between these agencies. The people who depend on the transportation system ultimately benefit from this peer exchange in the form





- of a more efficient multi-modal system that provides mobility and access for passengers and freight. <http://www.planning.dot.gov/>
- b. FHWA Transportation Enhancements (TE). Transportation-related improvements, including side-walks, curbs, trails, and restoration of historic transportation related structures.
 - c. FHWA Transportation, Community and Systems Preservation Program (TCSP) for innovative pro-grams to link transportation and land use.
 - d. FHWA funding source for development and maintenance of recreational trails and trail-related facilities for both non-motorized and motorized recreational trail uses.
13. National Trust for Historic Preservation – Main Street Center offers a wide array of fee-based consulting, planning, and training services to assist communities with the revitalization of their traditional commercial districts. The Main Street Center provides service to downtowns and neighborhood business districts in cities, small towns, high-growth communities, and inner-ring suburbs. In particular they provide on-site consulting services and seminars & workshops for communities as well as operating and guiding Main Street coordinating programs. <http://www.preservationnation.org/main-street/about-main-street/the-center/>
 14. Smart Growth Leadership Institute provides technical and strategic assistance to communities working to achieve smart growth. This includes: Presentations and workshops outlining the principles of smart growth; Specific smart growth proposals tailored to meet the needs of your state or community; A comprehensive review and evaluation of the regulatory frameworks that shape development patterns in your community; Training on how to build effective coalitions and achieve meaningful change within complex political environments; Direct consultations to help communities identify urgent issues, select strategies, establish appropriate expectations, and effectively advocate for success. www.sgli.org/
 15. Smart Growth America (SGA) is a coalition of national, state and local organizations working to improve the ways we plan and build the towns, cities and metro areas we call home. The coalition includes many of the best-known national organizations advocating on behalf of historic preservation, the environment, farmland and open space preservation, neighborhood revitalization and more. The state and regional level members are community-based organizations working to save treasured landscapes while making our towns and cities ever more livable and lovable. The members work with citizens across the country to preserve built and natural heritage, promote fairness for people of all backgrounds, fight for high-quality neighborhoods, expand choices in housing and transportation and improve poorly conceived development projects. SGA provides numerous resources on engaging in the planning process and smart growth. <http://www.smartgrowthamerica.org/resources.html>
 16. Small Business Administration promotes job growth, capital investment, and economic development to historically underutilized business zones, referred to as HUBZones, by providing contracting assistance to small businesses located in these economically distressed communities. <https://eweb1.sba.gov/hubzone/internet/>
 - a. Programs to Assist Businesses <http://www.sba.gov/GC/index-programs.html>
 - b. 8(a) Business Development Program <http://www.sba.gov/8abd/>
 - c. Small Disadvantaged Business <http://www.sba.gov/sdb/>
 - d. Assistance for Women Business Owners <http://www.sba.gov/GC/indexprograms-cawbo.html>
 17. Department of Commerce
 - a. Economic Development Administration <http://www.eda.gov/>
 - b. Minority Business Development Agency <http://www.mbda.gov/>

18. State Energy Divisions funding re global warming. An average family in an auto-dependent community drives 24,000 miles per year, but in a walkable community (16 DU/A; compact mixed use) drives 9,000 miles per year (Sustainable Urbanism, Doug Farr, 2007). Average American churns out 24.5 metric tons CO2 but a New Yorker produces 7.1 metric tons (PlaNYC, 2007). Ranson's SmartCode contributes to carbon mitigation and energy efficiency through the encouragement of compact development patterns.
19. Park Services on Ecotourism / Agri-tourism / Geo-tourism <http://www.wvcommerce.org/travel/thingstodo/history/agritourismandfarms.aspx> <http://www.wvfarm2u.org/>

5.3 GENERAL IMPLEMENTATION

As this Comprehensive Plan Update represents Ranson's direction for the near and long-term, there are many resulting actions that need to be taken to accomplish that direction. The following is a listing of the major topic areas and the associated implementation actions that are required for this General Plan to deliver the community vision.

As required by State Law, a complete listing of each action along with time frames and responsibilities is provided in 5.4 Summary of Actions.

Zoning Consistency

Pursuant to this Comprehensive Plan, Ranson's zoning map will need to be updated to reflect the identified Regulating Plan and Transect Zones. This rezoning will carry out the intentions of this Plan. Accordingly, these new zones are to be developed for replacement of existing zones in the Ranson Zoning Code. These new zones are needed to more fully develop the actual standards to be applied throughout Ranson based on the direction in Section 3.1 Land Use.

Zoning Code Update

As with Ranson's Zoning map, the zoning code will need to reflect

all of the zones identified in Table 2.2 The Transect; this is necessary because none of the existing zones can currently enable or fully articulate the community vision. As an alternative to new zones, the existing zones could be amended to include the necessary provisions but the resulting zones would need to be changed substantially. It is more practical to replace Sec. 19-21. – Traditional Neighborhood Development District with new zones that are fully integrated with the community vision. Each new zone will need the corresponding provisions regarding intent, allowed land use activity, allowed building types, allowed frontage types, allowed street and open space types and, development standards regulating the intensity and amount of development throughout the sphere of influence.

Subdivisions (Thoroughfares, Stormwater, Parks):

Chapter 17 – Streets, Sidewalks and Public Places will need to be amended to reflect the Comprehensive Plan's direction for block and thoroughfare standards (Section 4.2 Transportation).

Capital Improvement Program (CIP):

Ranson needs to develop a Capital Improvement Program to reflect the identified capital improvements resulting from this Comprehensive Plan Update. The identified improvements reflect the priorities of this Plan with regard to existing deficiencies as compared to improvements, new, expansion, areas (e.g., Maintenance, Regeneration, Expansion). This prioritization of infrastructure is identified in Figure 2.3 Sector Map and further clarified in Sections 4.2 Transportation.





5.4 SUMMARY OF ACTIONS

The policies and actions within each section and subsection of this Plan are listed below in Table 5.8 Implementation Timeline. The following information is provided by each of the 8 components.

Reference to Objective – The text of each objective is identified alongside the actions needed to make the objective effective.

Action – Each action is listed along with the lead entity responsible for implementing the action and a general time frame for accomplishing the action.

Lead Entity – This is the department or agency responsible for implementing the action but it does not mean that other departments or agencies would not be involved. It simply identifies the party responsible for coordinating and leading the effort to implement the action.

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Timeframe – The timeframes are intended to show two intentions of the Comprehensive Plan:

- a. The overall priority of each action and,
- b. Whether or not the action is something to be accomplished by a particular timeframe or if it is something that is to occur over the life of the Comprehensive Plan.
 - i. **Near Term:** within 12 months.
 - ii. **Mid Term:** within 3 – 5 years.
 - iii. **Long Term:** within the life of the Comprehensive Plan, and is possibly an on-going action.

Financing – For the Funding Source column, actions marked N/A mean that they do not require an additional funding mechanism outside of existing City Staff organization in place today. The blank boxes mean

that a funding source has not yet been identified because it is not clear where the funding might come from at this stage in the development of the effort. The financing types most appropriate to the action are listed in order of priority and include:

- a. funded – actions that have received funding,
- b. general fund,
- c. capital improvement funds,
- d. municipal service fees,
- e. revenue bonds,
- f. grants,
- g. N/A: actions based on policy and do not require funding.

Priorities:

This timeline is comprehensive and a little overwhelming in scope. However, a quarter of the action items will be accomplished through the zoning and subdivision updates. The following list is the top five action items of this Plan, and if achieved will implement the critical Goals and Objectives.

PRIORITY LIST:

1. Adopt the proposed Chapter 19A, SmartCode, and re-adopt the proposed updated Chapter 19.
2. Approve the rezoning of Old Town to the SmartCode.
3. Adopt the EPA Brownfields Plan and the Green Corridor Plan.
4. Develop and adopt a Capital Improvement Program.
5. Develop and adopt an Infrastructure Plan.

TABLE 5.8 IMPLEMENTATION TIMELINE

Objectives and Actions	Responsible Entities								Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
Chapter 3 Private Realm; General: Objective												
1. Maintain the historic mix of housing with businesses.												
2. Encourage neighborhood identity and autonomy.												
3. Encourage the islands within the UGB to annex into the City.												
4. Provide a diversity of neighborhood types that are fiscally sustainable and support the overall prosperity of the City.												
5. Coordinate future expansion plans with the Hollywood Casino.												
Chapter 3 Private Realm; General: Action												
1. Create zoning regulations that allow a variety of uses within each zone.												Funded
2. Review and update the Zoning and Subdivision Ordinances via the SmartCode to support a diversity of mixed-use community types.												Funded
3. Consider mandatory annexation of the small islands within the UGB.												N/A
4. Require new development within Old Town to be appropriate in massing, placement, and lot coverage.												N/A
5. Pursue city and regional governmental and economic policies that provide incentives for privately financed infill development within the G4 Redevelopment / Infill Growth Sector.												General Fund
Private Realm: 3.1 Land Use; General: Objective												
1. Enhance Ranson's community character through the preservation, completion, and enhancement of existing places, including the transformation of conventional subdivisions into complete neighborhoods.												
2. Redevelop the City's brownfield sites.												





TABLE 5.8 IMPLEMENTATION TIMELINE

Objectives and Actions	Responsible Entities									Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term		
Private Realm: 3.1 Land Use; General: Objective													
3. Annex lands as necessary to meet the present and future needs of Ranson.	■												
4. Improve access to sites for a variety of jobs in the manufacturing, technology, and service industries.		■											
5. New development contiguous to urban boundaries should be merged with the existing mosaic of neighborhoods.		■											
6. Each neighborhood has a balanced mix of activities: shopping, work, schooling, recreation, and all types of housing.		■										■	
7. Each neighborhood should be sized to its purpose.		■										■	
8. Encourage and promote affordable low-cost housing.		■										■	
9. Appropriate building densities and land uses should be within walking distance of transit stops.		■										■	
10. Encourage manufacturing and assembly-line facilities to locate in Ranson.		■										■	
Private Realm: 3.1 Land Use; General: Action													
1.a. Revise the Zoning Ordinance via the SmartCode. It should do the following: Encourage the preservation and extension of existing neighborhood character.	■									■	■		Funded
1.b. Revise the Zoning Ordinance via the SmartCode. It should do the following: Create incentives for infill.	■									■	■		Funded
1.c. Revise the Zoning Ordinance via the SmartCode. It should do the following: Encourage a variety of building types – particularly for affordable housing.	■									■	■		Funded
1.d. Revise the Zoning Ordinance via the SmartCode. It should do the following: Allow residential, single and multi-family, retail and commercial in some form in most zones.	■									■	■		Funded

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Objectives and Actions	Responsible Entities								Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
Private Realm: 3.1 Land Use; General: Action												
1.e. Revise the Zoning Ordinance via the SmartCode. It should do the following: Provide a range of zones from rural to urban, so that people have a choice of where to live and work.												Funded
1.f. Revise the Zoning Ordinance via the SmartCode. It should do the following: In older building fabric, tailor the zones to permit buildings of the existing type and character, rather than rely on their being legally non-conforming.												Funded
1.g. Designate locations for industrial development to reduce travel time for employees.												Funded
2.a. Revise the Subdivision Ordinance via the Smart-Code. It should do the following: Promote the development of complete neighborhoods (coordinating adjacent developments as necessary).												Funded
2.b. Revise the Subdivision Ordinance via the Smart-Code. It should do the following: Encourage connectivity in new and existing developments.												Funded
2.c. Revise the Subdivision Ordinance via the Smart-Code. It should do the following: Allocate higher densities appropriately: the most intense neighborhoods should have the highest densities and enhanced infrastructure and services, particularly transit.												Funded
2.d. Revise the Subdivision Ordinance via the Smart-Code. It should do the following: Encourage connectivity of streets, sidewalks, and paths.												Funded
2.e. Revise the Subdivision Ordinance via the Smart-Code. It should do the following: Consider a program for connecting cul-de-sacs and “collectors” into the existing thoroughfare network – by building complete street sections, or by connecting sidewalks and/or paths between them.												Funded

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	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term		
Private Realm: 3.1 Land Use; General: Action													
3. Annex in accordance with W. Va. Code 8-6-4a. The City should prioritize infill development over outward expansion. It should also prioritize the annexation of land surrounded (or nearly so) by the City over the annexation of contiguous land, and the annexation of contiguous land over the annexation of tenuously connected land. Finally, the annexation of land should be justified according to the intensity and type of development.													N/A
4. In coordination Charles Town and Jefferson County, identify sites for Employment bases within the Urban Growth Boundaries. Maximize access to sites served by rail, and provide opportunities for New Economy businesses.													General Fund
5.a. Support affordable low-cost housing: Update the zoning code to permit housing lots typical of each location, such as on 25' x 125' lots.													Funded
5.b. Support affordable low-cost housing: Ensure that zoning allows low-cost building types, particularly near employment.													Funded
5.c. Support affordable low-cost housing: Enact policies guiding such development toward employment centers, but without concentrating poverty.													N/A
5.d. Support affordable low-cost housing: Provide guides and policies to adapt low-cost and small-scale historical precedents for current needs, and to build affordable units to a standard that blends it into the prevailing standard.													N/A
Private Realm: Land Use – 3.1.1 Community Design: Objectives													
1. Develop and redevelop land through well-coordinated types of neighborhood, district, and corridor.													
2. Engage the whole community in planning constructively.													

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	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
Private Realm: Land Use – 3.1.1 Community Design: Actions												
1. Develop specific, named, types of neighborhoods, districts and corridors with benchmarks for the level of infrastructure and services they receive.												Funded
2. Develop procedures for public processes that give immediate neighbors and particular stakeholders an appropriate level of input.												N/A
3.a. Use design and planning tools to mitigate common concerns. Guidance could include the following: Do not allow concentrations of poverty to develop.												N/A
3.b. Use design and planning tools to mitigate common concerns. Guidance could include the following: Use connected thoroughfares to mitigate bottlenecks.												N/A
3.c. Use design and planning tools to mitigate common concerns. Guidance could include the following: Ensure that uses are buffering each other using walls and buildings’ thicknesses.												N/A
3.d. Use design and planning tools to mitigate common concerns. Guidance could include the following: Achieve density using compact planning rather than building height.												N/A
Private Realm: Land Use – 3.1.2 Preferred Development: Objectives												
1. Incentivize redevelopment and expansion in areas most appropriate to promote well designed and coordinated communities, and to prevent sprawl.												
Private Realm: Land Use – 3.1.2 Preferred Development: Actions												
1. Develop and assign Sectors as a regulatory tool. A Sector is the area of land in which a certain bundle of policies are applied.												Funded
2. Permit different types of development according to Sectors. These include neighborhoods (“Community Units”), districts and corridors. This includes the development of thoroughfares and natural areas.												Funded

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	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term			
Private Realm: Land Use – 3.1.2 Preferred Development: Actions														
3. Create incentives (in addition to farmland preservation) for investment and development. Coordinate those incentives across jurisdictions, and coordinate them with annexation.														N/A
4. Assign the Suburban (S1, S2, and S3) Sectors on land that is to remain in approximately its current “suburban”-style use as Special Districts.														Funded
Private Realm: Land Use – 3.1.3 Redevelopment and Renewal: Objectives														
1. Promote infill development.														
2. Promote redevelopment of the City’s brownfield sites.														
3. Ensure that redevelopment respects adjacent existing neighborhoods and subdivisions.														
4. Ensure that redevelopment respects adjacent natural and other open areas.														
Private Realm: Land Use – 3.1.3 Redevelopment and Renewal: Actions														
1. Assign Sectors for Infill and regulate them per the SmartCode.														Funded
2. Prioritize capital improvements in the G4 Redevelopment / Infill Growth Sector (see Figure 2.3 Sector Map).														N/A
3. Incentivize development in Old Town. Adopt and implement the EPA Area Wide Brownfields Plan and the US DOT TIGER II Green Corridor Plan.														Funded
4. Require redevelopment projects to adapt to SmartCode zoning which has been based on models appropriate to the location.														Funded
5. Expedite vesting process for properties within the G4 Sector, see Figure 2.3 Sector Map.														N/A

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	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
Private Realm: Land Use – 3.1.3 Redevelopment and Renewal: Actions												
6. In the G4 Sector, use density as a best management practice for stormwater runoff.												N/A
Private Realm: Land Use – 3.1.4 Rural Lands: Objectives												
1. Protect and enhance the agrarian heritage of land in the Urban Growth Boundary.												
2. Consolidate development on rural land to preserve agricultural and open lands.												
Private Realm: Land Use – 3.1.4 Rural Lands: Actions												
1. Limit capital improvements in the G1 Sector.												N/A
2. Allow light imprint development in the G1 and G2 Sectors.												N/A
3. Encourage Voluntary Farmland Preservation and the dedication of land for land trusts in the G1 and G2 Sectors.												N/A
4. Permit G1 Sector development in the form of Hamlets.												N/A
5. Permit G2 Sector development in the form of Hamlets or Villages.												N/A
6. Work with the Jefferson County Farmland Protection Board to develop appropriate conservation easements.												N/A
7. Map land that has been protected as O1 on the Sector Map.												Funded
Private Realm: 3.2 Housing: Objectives												
1. Continue to work with Jefferson County and the City of Charles Town to address the affordable housing issues of the Eastern Panhandle.												
2. Continue to encourage housing redevelopment in the City.												

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Objectives and Actions	Responsible Entities									Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term		
Private Realm: 3.2 Housing: Objectives													
3. Work with Charles Town and Jefferson County to assure adequate services are provided in the UGB.	■												
4. Provide a diverse mix of housing types to meet the needs of citizens of all demographics.	■	■											
5. Encourage the preservation and restoration of the existing housing stock from deterioration.		■											
Private Realm: 3.2 Housing: Actions													
1.a. Encourage redevelopment and restoration in the blighted areas of town: Incentivize high quality affordable housing projects.		■								■	■	■	WV Rural Business Opportunity Grant ; USDA Rural Development loans and grant
1.b. Encourage redevelopment and restoration in the blighted areas of town: Update the zoning ordinance via the SmartCode to legalize small lots and accessory units.	■	■								■			Funded
1.c. Encourage redevelopment and restoration in the blighted areas of town: Update the Zoning Ordinance via the SmartCode to provide additional density, height, and setback reduction to incentivize redevelopment.	■									■			Funded
1.d. Encourage redevelopment and restoration in the blighted areas of town: Encourage small permanent structures as replacements of declining manufactured homes.	■									■	■	■	USDA Rural Development loans and grant
1.e. Encourage redevelopment and restoration in the blighted areas of town: Place a priority on capital improvements including streetscape improvements, civic space acquisition and public beautification to Old Town.	■									■	■	■	Capital Improvement Fund

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Objectives and Actions	Responsible Entities								Timeframe			Financing
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	Type
1.f. Encourage redevelopment and restoration in the blighted areas of town: When selecting sites for affordable housing, consider proximity to workplaces.												N/A
1.g. Encourage redevelopment and restoration in the blighted areas of town: Continue to operate the Ranson Rental Registration Program.												General Fund
2. Establish a City of Ranson / City of Charles Town / Jefferson County task force to perform a SWOT analysis and develop an action plan to meet the County-wide needs. Representation on the task force should include: a. Local, County, and State governments b. West Virginia Housing Development Fund c. Financing Institutions d. Development community e. Major employers f. Economic and Community Development g. Non-profit Housing interests												General Fund
3. Housing options should include the following: a. Small single family houses b. Multi-family rentals apartments, c. Live/work units (of various configurations), d. Multi-family condominiums, e. Assisted living housing, f. Accessory units, and g. Co-housing.												N/A

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Objectives and Actions	Responsible Entities									Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term		
4. Work with West Virginia Housing Development Fund for the promotion of the following programs: a. Early Ownership Program b. Deferred Closing Cost Loan Program c. Low Income Assisted Mortgage Program d. Mortgage Credit Certificates e. HOME Investment Partnership Program f. Flood Assistance Program g. West Virginia Homeless Shelters/Special Needs Programs h. Land Development Program i. Other programs as they evolve from state and federal sources													General Fund; WV Housing Development Fund
5.a. Identify and monitor residential rental rehabilitation projects for two purposes: In some cases, these projects may be eligible for tax credits or other subsidies, and the City may wish to assist in this process.													N/A
5.b. Identify and monitor residential rental rehabilitation projects, for two purposes: Residential rental rehabilitation projects often run into unanticipated costs and in any case the economics of maintaining older properties at affordable prices may lead to deteriorating conditions.													N/A
Private Realm: 3.2 Historic Preservation: Objectives													
1. Protect historic structures and find methods for re-purposing them if necessary.													
2. Protect historic urban fabric in Old Town.													
Private Realm: 3.2 Historic Preservation: Actions													
1. Develop a database of historic properties within the UGB, and use legal tools to preserve them. Designate them as contributing buildings.													General Fund
2. Support the Jefferson County Historical Landmarks Commission (JCHLC) in efforts to complete the JCHLC database.													

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Private Realm: 3.2 Historic Preservation: Actions												
3. Establish a Historic Landmarks Commission to pursue the preservation of historic properties.												
4. Provide for the protection of historic sites and structures in all applicable ordinances and regulations.												
5. Evaluate new development projects and their relationship to historic properties to reduce potential impacts they may cause.												
Chapter 4 Public Realm: 4.1 Public Services; General: Objectives												
1. Every neighborhood should share in the civic, institutional, and commercial activity of Ranson.												
2. Schools and other childrens’ facilities should be sized and located so that most students can walk or bicycle to them.												
3. A range of parks, from playgrounds, greens and plazas to ball fields and community gardens, should be distributed within neighborhoods.												
4. All of the public services facilities should be sized so that they support the nearby population, but they should be justified according to their benefits to Ranson (and Jefferson County) as a whole.												
5. The future of Ranson depends on safety and security.												
Chapter 4 Public Realm: 4.1 Public Services; General: Actions												
1. Establish a “facility-list” of the facilities required for each type of neighborhood, or group of neighborhoods, including target sizes.												Municipal Service Fees
2. Use this “facility-list” to help find sites for new facilities, and to guide the expansion of existing ones.												

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	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
Chapter 4 Public Realm: 4.1 Public Services; General: Actions												
3. Use this “facility-list” within the subdivision process, to help allocate land for various uses, and to inform the physical layout of new subdivisions and infill redevelopment.												
4. Provide a variety of types and sizes of parks.												Capital Improvement Fund
5. Define the public realm with buildings and landscaping, according to well-established norms including CPTED.												
Public Realm: Public Services – 4.1.1 Schools: Objectives												
1. Develop policies that reflect the fact that Ranson’s opportunity for economic development, hence its employment base, depends on a good-quality local school district.												
2. Develop policies that reflect the fact that a purely residential tax base cannot fiscally support a good-quality school system.												
3. Provide adequate school facilities for each neighborhood.												
Public Realm: Public Services – 4.1.1 Schools: Actions												
1. Work with the Jefferson County School system to plan for adequate classroom space in schools, using the “facility-list” as a starting point for the work.												
2.a. Work with the Jefferson County School system to share parks, fields, and community spaces with the public. Work with the state as well, for two main purposes: An equitable and legal means for sharing space should be identified, so that school land can be used off-hours by residents, and so that City land can be used (leased, etc.) by the schools.												

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Objectives and Actions	Responsible Entities								Timeframe			Financing
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
Public Realm: Public Services – 4.1.1 Schools: Actions												
2.b. Work with the Jefferson County School system to share parks, fields, and community spaces with the public. Work with the state as well, for two main purposes: State requirements for school facilities can then be adjusted so that the schools can fit within and between neighborhoods, and not disrupt their connectivity. The dual use saves space, which improves connectivity and can bring the schools closer to residents.												FHWA Transportation Enhancements (for side-walks, curbs, trails)
3. Make the “facility-list” available to the City Planning Department, so that it can coordinate with the Board of Education to ensure that school sites are consolidated within and between new subdivisions.												
4. Coordinate Development Impact Fees based upon neighborhood and Transect Zone types rather than residential building types, to share fees more equitably across the City, Charles town, and potentially across the County.												
Public Realm: Public Services – 4.1.2 Libraries: Objectives												
1. Ranson should actively partner with a convenient library, adequate to meet its needs.												
Public Realm: Public Services – 4.1.2 Libraries: Actions												
1. The city should consider a stronger partnership with the Charles Town Library.												
2. Partner with Jefferson County Schools to establish a shared library system.												Municipal Service Fees
Public Realm: Public Services – 4.1.3 Community Centers: Objectives												
1. Neighborhoods in Ranson should have access to adequate community center facilities.												
Public Realm: Public Services – 4.1.3 Community Centers: Actions												
1. The City and JCPRC should work jointly to meet the needs of Ranson and Charles Town.												

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Objectives and Actions	Responsible Entities								Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
Public Realm: Public Services – 4.1.3 Community Centers: Actions												
2. Every neighborhood, or collection of neighborhoods, should have some community facilities for community use.												Capital Improvement Fund
Public Realm: Public Services – 4.1.4 Fire, Rescue and Emergency: Objectives												
1. Continue to provide support of the fire, rescue, and emergency services that serve the community through appropriately located and staffed fire departments.												
2. Keep fire safety up to date, as Ranson grows.												
Public Realm: Public Services – 4.1.4 Fire, Rescue and Emergency: Actions												
1.a. Optimize fire-fighting, emergency response and police capabilities: Improve facilities and staffing levels as land is developed.												Capital Improvement Fund; Municipal Service Fees
1.b. Optimize fire-fighting, emergency response and police capabilities: Involve the fire and police staff in the subdivision process.												
1.c. Optimize fire-fighting, emergency response and police capabilities: Develop a plan that balances adequate and quick fire access with narrow streets that do not promote speeding.												
2.a. Improve emergency response time: Increase staffing levels,												
2.b. Improve emergency response time: Add fire stations as necessary, though only as necessary, and												
2.c. Improve emergency response time: Create and allocate fees and taxes to pay for improvements.												
3.a. Require the following in new development: Assess impact fees as necessary to support the necessary improvements.												
3.b. Require the following in new development: Enforce building codes.												

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Public Realm: Public Services – 4.1.4 Fire, Rescue and Emergency: Actions												
4. Designate emergency shelters in most intense “urban” neighborhoods, as well as in selected locations in “suburban” neighborhoods.												
5.a. Enable Ranson’s rapid and effective recovery after a major disaster: Ensure the development of plans and procedures that allow the City to declare itself a disaster area quickly so that it can receive its fair share of federal and state emergency funds after a qualifying disaster;												
5.b. Enable Ranson’s rapid and effective recovery after a major disaster: Develop and practice emergency and evacuation procedures using various scenarios, particularly weather emergencies and hazardous material emergencies.												
Public Realm: Public Services – 4.1.5 Police (Law Enforcement): Objectives												
1. Maintain the current high level of service to assure future security.												
2. Keep police presence personal.												
3.a. Incorporate the following qualities of safe spaces throughout the City: Ensure that both infill and new development makes use of common-sense techniques to minimize exposure to crime without creating an unwelcoming public realm.												
3.b. Make sure that people are comfortable on streets. If people shun streets, then they may not notice when something is amiss.												
3.c. Configure streets and civic spaces properly to encourage walking, biking, driving and transit, and to enable neighbors to know each other and protect their communities.												

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Public Realm: Public Services – 4.1.5 Police (Law Enforcement): Actions													
1. As growth occurs, add two sub-stations housing 10 personnel each, for approximately 16,000 people.													Capital Improvement Fund; Municipal Service Fees
2. Purchase equipment as necessary, and in concert with new development.													Capital Improvement Fund; Municipal Service Fees
3. Consider expanding bicycle and foot patrols in the busiest locations.													Municipal Service Fees
4. Begin with CPTED principles, and adopt into law traditional techniques that carefully modulate the public and private realms.													
5. Educate designers, developers, the public and police on how traditional places can help them keep crime low.													
6. Educate and involve the public on personal safety.													
7. Ensure that illumination is appropriate to the location.													
Public Realm: Public Services – 4.1.6 Public Works: Objectives													
1. Continue to provide a high level of service to the citizens of Ranson.													
2. Ensure that Ranson’s in-house staff can properly coordinate with and supervise private contractors as needed.													
Public Realm: Public Services – 4.1.6 Public Works: Actions													
1. Coordinate street function and streetscape improvements to the appropriate, zoned, context.													
2. As the City grows, Public Works should increase staffing, or outsource to private contractors.													Municipal Service Fees

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3. Continue to diversify the skill sets of municipal Public Works employees, and cross-train them as necessary.												
4. Develop equipment replacement/acquisition schedule.												
Public Realm: Public Services – 4.1.7 Hospital: Objectives												
1. Work with the hospital to assure an ongoing presence and employment base in Old Town.												
Public Realm: Public Services – 4.1.7 Hospital: Actions												
1. If there is a possibility that the hospital will expand into the county location rather than move and vacate the current one, the City should encourage it to do so, rather than lose the hospital altogether.												
2. If the hospital moves from its present location, it is recommended that part of their relocation plans include a redevelopment or alternative plan for the existing facilities.												
Public Realm: 4.2 Transportation; General: Objectives												
1. The network of thoroughfares should be treated as a designed, attractive, and livable public realm not just a medium for vehicular traffic.												
2. Pedestrian and bicycle access and comfort should be considered throughout.												
3. Thoroughfares should be laid out to be ready for transit, should local transit ever become feasible or desirable between neighborhoods.												
4. Ranson should be connected to regional transit.												
Public Realm: 4.2 Transportation; General: Actions												
1. Adjust the transportation mobility guidance and design standards to achieve land use / transportation compatibility.												

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2. Augment the system with a third area type: Compact Urban.													
3. Within Compact Urban areas, prioritize character and function over capacity and size thoroughfare networks to yield smaller blocks and increase the total capacity for moving people.													
4. Consider all forms of mobility, and use forecasting methods that account for network effects.													
5. Use the following tests to see whether suburban neighborhoods have potential for conversion to Compact Urban, as the suburban areas shown in Figure 2.2 Rural, Suburban, Compact Urban Map evolve: a. Does the area have an intersection/network density of more than 100 intersections per square mile? b. Does the area have a mix of uses or would benefit from a mix of uses? c. Does the area have a vision that includes increased walking and bicycling?													
6. Develop a Transportation Master Plan with the West Virginia Department of Transportation.													Municipal Service Fees
7. Seek the establishment of a Ranson/Charles Town commuter bus service to Duffields or Harpers Ferry MARC rail station.													
8. Continue to improve pedestrian travel.													
Public Realm: Transportation – 4.2.2 Street Network: Objectives													
1.a. The City should explore the likely geographical directions and means of growing. In particular, it will require Ranson to do the following: Engage those authorities so that it can build connected thoroughfare networks that tie into main routes; and													
1.b. Support moves away from the prevailing traffic engineering methodology of the “functional classification system.”													

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	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
2. Ensure that the street grid is fine-grained in urban areas, to promote both neighborhood life and safety.												
3. Over time, Ranson should ensure that Street design is compatible with revisions to the Zoning Ordinance via the SmartCode.												
4. Ranson should plan adequately for transit.												
5. Ranson should preserve and expand its trail network.												
Public Realm: Transportation – 4.2.2 Street Network: Actions												
1.a. Ranson should undertake the following regional actions: The City should maintain its involvement with the West Virginia Department of Highways (WVDOH) and cooperate with its plans for intersection improvements, new highways, etc.;												
1.b. The City should coordinate with Jefferson County and Hagerstown/Eastern Panhandle Metropolitan Planning Organization (HEPMPO) on future thoroughfares in the UGB;												
1.c. A city-wide thoroughfare, pedestrian and transit network should connect beyond the Urban Growth Boundary to the proposed Harpers Ferry Trail and the Appalachian Trail;												FHWA Transportation, Community and Systems Preservation Program
1.d. The City should explore the status of this trail with the Hagerstown Eastern Panhandle Metropolitan Planning Organization (MPO) and lobby State and Federal agencies for construction of the trail; and												
1.e. The City should plan thoroughfares to support regional transit needs, by incorporating the appropriate routes within its planning.												Municipal Service Fees

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Public Realm: Transportation – 4.2.2 Street Network: Actions														
2.a. Ranson should do the following itself: Create a connected network of thoroughfares that let people travel on routes parallel to State Route 115 and State Route 9.														Capital Improvement Fund
2.b. Coordinate infrastructure spending using the Sectors shown on Table 2.1 Intended Change.														
2.c. Use minimum intersection spacings on major thoroughfares as a framework to creating block structure within neighborhoods.														Capital Improvement Fund
2.d. Create an interconnected network of thoroughfares that form human-scaled blocks as regulated by the SmartCode.														Capital Improvement Fund
2.e. Adopt the SmartCode thoroughfares as part of the City's public works standards.														Funded
2.f. Use the SmartCode to ensure that new streets are suitable to the character of Ranson and appropriate to their context in Figure 2.2 Rural, Suburban, Compact Urban Map.														
2.g. Allow the type of thoroughfare to change as zones around it change, so that each road segment between intersections can be different from the next one along the same route.														
2.h. Interconnect the City's parks and commercial / employment centers with a pedestrian trail system.														FHWA Transportation Enhancements
2.i. Plan neighborhood thoroughfares to converge at the center of pedestrian sheds.														
2.j. Complete and continue the Street, Sidewalk, Curb, and Alley assessment.														
2.k. Adopt the SmartCode to promote continuous and healthy street tree coverage throughout the street network should be established.														

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3.a. Ranson should do the following in Old Town: Work with WVDOH to establish appropriate and predictable right-of way design and access (curb) management along Mildred Street;												
3.b. Establish a minimum intersection spacing of 1000' between intersections that allow turns in all directions, along Mildred Street and other major corridors; and												
3.c. Establish a minimum intersection spacing of 500' between intersections allowing only limited access along major corridors.												
Public Realm: Transportation – 4.2.2 Street Network: Actions												
3.d. Ranson should do the following in Old Town: Establish a public improvements program to rebuild existing streets in Old Town in the form identified in the SmartCode.												Capital Improvement Fund; Municipal Service Fees
Public Realm: Transportation – 4.2.3 Transit: Objectives												
1. Ranson and Charles Town should ensure that residents have timely and efficient access to commuter rail at Duffields and/or Harpers Ferry.												
2. Ranson and Charles Town should work with PanTran to retain existing routes, and adjust them as necessary as Ranson develops its G3 and G4 Sectors.												
3. Ranson should ensure that major destinations can be connected by direct and logical routes, should the need for additional transit arise.												
Public Realm: Transportation – 4.2.3 Transit: Actions												
1. Ranson should work to bring commuter rail closer to the centers of Ranson and Charles Town.												
2. Ranson should continue to support PanTran service.												

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Public Realm: 4.3 Infrastructure & Utilities; General: Objectives													
1. Ranson should prepare and regularly update master plans and a Capital improvement program to ensure for the orderly expansion of systems, funding requirements and design standards.													
2. Ranson should coordinate infrastructure planning with the public utilities that service the City and consolidate service delivery when economically feasible.													
3. Establish funding sources for infrastructure improvements.													
Public Realm: 4.3 Infrastructure & Utilities; General: Actions													
1. Develop an infrastructure plan in which priority is given to infill development located adjacent to existing infrastructure in order to decrease the need and expense for the City to fund extensions of the backbone grid.													
2. Establish new public utilities as required to support the sustainable and responsible delivery of infrastructure to the City.													Capital Improvement Fund
3. Prepare revenue bonds to finance infrastructure improvements including sanitary sewer and stormwater.													Revenue Bonds
Public Realm: Infrastructure & Utilities – 4.3.1 Stormwater Planning: Objectives													
1. Satisfy the requirements of state and federal laws as authorized by the Clean Water Act.													
2.a. To control stormwater, light imprint development Best Management Practices should be used at all scales, and density should be used as a Best Management Practice.													
2.b. Work with the City of Charles Town and Jefferson County to enhance stormwater management planning for lands within shared drainage sheds and achieve consistent standards between the County and municipalities.													

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3.a. Facilitate infill and redevelopment of Old Town through the construction of a multi-tiered system of sustainable municipal stormwater management facilities.												
3.b. Review all new stormwater management facilities, seeking opportunities for regional stormwater planning possibilities.												
Public Realm: Infrastructure & Utilities – 4.3.1 Stormwater Planning: Actions												
1.a. Implement a Storm Water Management Program (SWMP) and associated ordinance.												
1.b. If designated as an MS4, establish a Storm Water Utility District to fund and manage stormwater facilities within Ranson.												
1.c. Require that all new commercial and residential development with lots smaller than one acre to construct a closed section storm drain system.												
1.d. Review storm water regulations on a regular basis to make them equal or better than those of Jefferson County.												Capital Improvement Fund; Municipal Service Fees
2.a. Establish a Stormwater Utility Board for the City of Ranson that will be charged with implementing watershed-based stormwater management practices.												Municipal Service Fees
2.b. Implement flexible regulations to enhance stormwater management planning within the City of Ranson.												
2.c. Rewrite the stormwater management regulations for the City of Ranson and incorporate Light Imprint BMP's at all scales of the community as allocated in Table 4.11 Light Imprint Stormwater Management by Transect Zone.												

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Public Realm: Infrastructure & Utilities – 4.3.1 Stormwater Planning: Actions														
2.d. Encourage the design of streets which integrate stormwater management facilities into public right-of-ways.														
2.e. Address karst issues and the direct flow of surface waters into the groundwater.														
2.f. Explore opportunities for water reuse as a component of stormwater planning.														
Public Realm: Infrastructure & Utilities – 4.3.1 Stormwater Planning: Actions														
3.a. Prepare a stormwater management plan for Old Town to address existing drainage issues and those anticipated through infill and redevelopment.														
3.b. Construct a Mildred Street storm sewer system to reduce flooding.														Capital Improvement Fund
3.c. Construct municipal stormwater management facilities that facilitate the redevelopment of brown-field sites.														Capital Improvement Fund
3.d. Prepare a Capital Improvement Program that will allow for the planned expansion of stormwater infrastructure; Develop a fee structure for implementation of Stormwater Management Capital Projects that will reduce flooding, improve water quality, and include projects for regional stormwater detention and flood control.														Capital Improvement Fund
3.d.i. Develop a fee structure for implementation of Stormwater Management Capital Projects that will reduce flooding, improve water quality, and include projects for regional stormwater detention and flood control.														
Public Realm: Infrastructure & Utilities – 4.3.2 Public Water: Objectives														
1. Satisfy state and federal laws.														
2.a. Limit outward expansion of the system to sustainable levels.														

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2.b. Work with all users to promote the efficient use of water.												
3. Work with public utilities to assure the evolving needs of Ranson's redevelopment and new development are adequately met and consolidate service delivery where economically feasible.												
Public Realm: Infrastructure & Utilities – 4.3.2 Public Water: Actions												
1.a. Adopt design guidelines and incentives that allow for the use of stormwater and reuse of water within the building envelope.												
1.b. Work with the public utilities to adopt capital improvement fees that are sufficient for the maintenance and expansion of water infrastructure.												
2.a. Adopt policies that reduce water use by the municipality.												
2.b. Work with the public utilities to reduce water loss through leaks.												Municipal Service Fees
2.c. Provide incentives to use stormwater and "gray" water.												
3.a. Safeguard critical public infrastructure from potential security threats.												
3.b. Work with the public utilities to prepare for infill development on brownfield parcels.												Capital Improvement Fund
3.c. Work with the public utilities to prepare and/or maintain water to the existing water systems.												
3.d. Work with the public utilities to prepare a long range plan for expanding water services into annexed lands and lands within the Urban Growth Boundary.												
3.e. Replace and upgrade water lines in Fairfax Boulevard as part of its upgrade and extension to Fairfax Crossing.												Capital Improvement Fund

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Public Realm: Infrastructure & Utilities – 4.3.2 Public Water: Actions														
3.f. Prepare a Capital Improvement Program that will allow for a carefully phased expansion of public water infrastructure.														
3.g. In conjunction with the water utility, review the need for additional water towers in the G2, G3 and G4 Sectors to maintain appropriate system water pressure.														
Public Realm: Infrastructure & Utilities – 4.3.3 Sanitary Sewer: Objectives														
1. Support the expansion of Charles Town’s WWTP and continue to expand its transmission capacity.														
2. Ensure the sanitary sewer infrastructure is available for future growth by promoting the efficiency of the sanitary sewer systems through careful phasing, careful design of the system’s layout, and conservation.														
Public Realm: Infrastructure & Utilities – 4.3.3 Sanitary Sewer: Actions														
1.a. Advocate for customers in the City of Ranson, so that Chesapeake Bay policies are reasonable for them.														
1.b. Work with Charles Town, Jefferson Utilities, and the Jefferson County Public Service District to establish a joint water/wastewater authority to service Ranson’s Urban Growth Boundary.														
1.c. Satisfy the requirements of state and federal laws.														
1.d. Adopt design guidelines for the construction of sanitary sewer infrastructure.														
1.e. Adopt design guidelines and incentives for reusing gray water.														
1.f. Work with the public utilities to adopt capital improvement fees that are sufficient to maintain and expand sewer infrastructure.														
2.a. Work with all users to reduce their generation of wastewater.														

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2.b. Adopt policies that reduce the City's generation of wastewater.	■								■	■		
2.c. Work with the public utilities to reduce the amount of groundwater that infiltrates into sanitary sewer lines.	■		■						■	■	■	Capital Improvement Fund
2.d. Provide incentives to reuse gray water.	■	■							■	■	■	
2.e. Connect existing homes served by drainfields to the sanitary sewer system.	■		■						■	■	■	Capital Improvement Fund
3.a. Safeguard critical public infrastructure from potential security threats.	■	■							■	■		
3.b.i. Work with the public utilities to do the following: Map existing sanitary infrastructure;	■								■	■	■	
3.b.ii. Monitor the capacity of pump stations;	■								■	■	■	
3.b.iii. Prepare a long range plan for the expansion of sanitary sewer services to annexed lands and lands within the urban growth boundaries;	■								■	■	■	
3.b.iv. Implement a beneficial Capacity Improvement Fee structure;	■	■							■	■		
3.b.v. Prepare for the development of brownfield parcels.	■	■							■	■		Capital Improvement Fund
3.c. Prepare a Capital Improvement Program that will allow for the planned expansion of sanitary sewer infrastructure.	■								■	■		
3.d. Provide dual plumbing for all new public parks and landscape projects in anticipation of future water recycling or water re-use infrastructure to be used for irrigation.	■	■	■						■	■	■	Capital Improvement Fund
3.e.i. Prioritize the following specific projects: Develop a replacement/improvement plan for the Forest Avenue pump station;	■	■							■			

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Public Realm: Infrastructure & Utilities – 4.3.3 Sanitary Sewer: Actions														
3.e.ii. Relocate the Fourth Avenue pump station and redirect flows to increase the capacity of the sewer trunk line in Ranson;														Capital Improvement Fund
3.e.iii. Upgrade sanitary sewer lines in Fairfax Boulevard as part of its upgrade and extension to Fairfax Crossing; and														Capital Improvement Fund
3.e.iv. Review the feasibility of installing a gravity line from Mildred Street to Ranson Gateway.														
Public Realm: Infrastructure & Utilities – 4.3.4 Dry Utilities: Objectives														
1. Work with Potomac Edison to enhance the electrical grid in commercial areas where high tech business would require multiple sources of electricity.														
2. Reduce electrical demand through energy saving design practices and alternative energy generation.														
3. Work with providers to expand the availability of high speed internet access for business and residential customers.														
4. Enhance the visual appeal of streetscapes through the planned location of dry utility infrastructure.														
Public Realm: Infrastructure & Utilities – 4.3.4 Dry Utilities: Actions														
1. The Public Works Department and the City should require that new dry utilities (and meters, etc.) are buried in rights-of-way – preferably in rear alleys and lanes.														
2. Coordinate design standards with the utility companies, including the location of lines and surface transformers and utility pedestals.														
3. Establish policies that encourage the generation of solar, wind and other power sources on municipal and individual properties.														WV Renewable Energy grants

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4. Review the feasibility of a wireless internet access grid that would increase internet access among Ranson residents.												
5. Work with Potomac Edison and the City of Charles Town to evaluate the feasibility of relocating the George Street substation.												

Public Realm: 4.4 Recreation: Objectives

1. Maintain a network of open space types.												
2. New community centers should be coordinated with outdoor recreation facilities.												
3. Create small public spaces within the neighborhoods, with the larger ones located between and at the edges of neighborhoods.												
4. Provide a range of recreational and civic opportunities for citizens of all age groups.												
5. Incorporate bicycle and walking trails within parks, and connect them to existing and projected ones.												
6. Seek opportunities to develop land for unstructured recreation in a natural setting, particularly around low land and ravines.												

Public Realm: 4.4 Recreation: Actions

1. Prepare a Comprehensive Parks, Recreation and Open Space Plan, ideally in partnership with the City of Charles Town as a regional effort since so many of the facilities are shared and this would eliminate facility redundancy.												
2. Coordinate demand with the provision of parkland, and share facilities with the City of Charles Town and Jefferson County.												

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TABLE 5.8 IMPLEMENTATION TIMELINE

Objectives and Actions	Responsible Entities								Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
Public Realm: 4.4 Recreation: Actions												
3. As much as is practical, provide additional recreational, cultural and non-school related open space through agreements with public and/or private institutions for the joint use of facilities.												
4. Use conservation areas, flood zones, and open lands to define and connect neighborhoods and districts.												
5. Provide a range of open space types appropriate to the scale of their location and their function.												Capital Improvement Fund; Municipal Service Fees
6. Create standards that coordinate open space types with the appropriate physical context they are intended to serve.												
Public Realm: Recreation – 4.4.1 Civic and Open Space Types: Objectives												
1.a. Civic and open space types should be chosen according to the benefits that they give the community: Recreational open spaces, including playgrounds, should be provided at an appropriate ratio for the recreation of citizens;												
1.b. Urban plazas, squares, parkways, gardens, and other urban open-space amenities should be relatively compact, and located where people congregate in more intense areas;												
1.c. Land for conservation and unstructured recreation should be located in more rural areas, and where there are ecological benefits for locating them; and												
1.d. Small-scale community gardens should be encouraged in each neighborhood.												
2. The types of open space should be coordinated with the Subdivision Ordinance and revisions to the Zoning Ordinance via the SmartCode.												

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TABLE 5.8 IMPLEMENTATION TIMELINE

Objectives and Actions	Responsible Entities								Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
Public Realm: Recreation – 4.4.1 Civic and Open Space Types: Actions												
1.a. Ranson should do the following: Develop guidelines for new civic open spaces, and for the redevelopment of existing ones; and												Funded
1.b. The Subdivision Ordinance and the Zoning Ordinance should be amended via the SmartCode to include standards for the location of civic open spaces with regard to their location in respect to community units, and their location in respect to adjacent Transect Zones.												
Public Realm: 4.5 Natural Environment; General: Objectives												
1. Encourage existing farms at the edges of the UGB to continue with working agriculture, including home-stead buildings.												
2. Avoid noxious uses in the annexed area.												
3. The unincorporated lands within Ranson’s Urban Growth Boundary can serve as an agricultural reserve for the town by providing a transition between the built-up town and agriculture on the unincorporated land.												
4. Neighborhood-development should only be permitted where necessary, where it is fiscally sustainable, and in a manner that keeps town and country distinct.												
Public Realm: 4.5 Natural Environment; General: Actions												
1. Make the Figure 2.3 Sector Map regulatory, and work with Jefferson County and the State to preserve land under the Voluntary Farmland Protection Act.												General Fund
2. Preserve and acquire land in the 100-year flood-plains of Evitts Run and Flowing Springs Run and their buffers, and identify rare and endangered species in the area.												

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TABLE 5.8 IMPLEMENTATION TIMELINE

Objectives and Actions	Responsible Entities									Timeframe			Financing Type	
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term			
Public Realm: 4.5 Natural Environment; General: Actions														
3. Amend the Zoning Ordinance and the Subdivision Ordinance via the SmartCode to prohibit noxious uses within land annexed into the Urban Growth Boundary.														Funded
4. Develop design guidelines for the land in the Urban Growth Boundary, based on both sound urban design principles and upon ecological and agricultural principles.														Funded
5. Forecast the fiscal effects of the annexation of land both by use and by intensity.														General Fund
Public Realm: Natural Environment – 4.5.1 Geology and Hydrology: Objectives														
1. Buffer any hazardous materials and proposed development and direct stormwater runoff, treated or untreated, from sinkholes.														
Public Realm: Natural Environment – 4.5.1 Geology and Hydrology: Actions														
1. Require adequate planning during the development of land.														
Public Realm: Natural Environment – 4.5.2 Rivers and Streams: Objectives														
1. Protect the health of the local watersheds.														
2. Protect the health of the local watersheds in a manner that enhances, rather than detracts from neighborhood environments.														
Public Realm: Natural Environment – 4.5.2 Rivers and Streams: Actions														
1. Preserve or acquire the 100-year floodplains and the buffers of the streams identified on the Federal Emergency Management Agency’s (FEMA) Flood Insurance Rate Maps (FIRM).														General Fund
2. Establish minimum buffer standards for streams, floodplains, and wetlands.														

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TABLE 5.8 IMPLEMENTATION TIMELINE

Objectives and Actions	Responsible Entities								Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
3. Encourage the use of natural drainage swales rather than visibly engineered, visually intrusive stormwater management channels in the more rural Transect zones.												
4. Identify and preserve wetlands by requiring wetland surveys for new developments and utilize the U.S. Corps of Engineers' recommendations for mitigation.												
Implementation: Economic Development – General: Objectives												
1. Get more money to circulate within Ranson.												
2. Bring money in from outside Ranson.												
3. Get money to relocate to Ranson.												
Implementation: Economic Development – General: Actions												
1. Maintain and support the Ranson Economic Development Authority.												General Fund
2. Continue to pursue brownfield redevelopment via public-private partnerships.												EPA's Brown-fields Program; CDBG BETI
3.a. Consider developing identified retail opportunities: Retail program for downtown Ranson;												WV Rural Business Opportunity Grant;
3.b. Neighborhood retail;												Dept. of Commerce Economic
3.c. Induced demand; and												Adjustment Assistance Program;
3.d. Embrace the industrial character.												Dept. of Commerce Local Technical Assistance Program
4. Encourage industrial and larger-format uses in appropriate areas.												

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TABLE 5.8 IMPLEMENTATION TIMELINE

Objectives and Actions	Responsible Entities								Timeframe			Financing Type
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
5.a. Remove barriers to economic resilience, including: Work with Jefferson County Commissioners and local development community to reduce the County Impact Fees within the City of Ranson;	■								■	■		
5.b. Work with the State of West Virginia to reclassify the cities which qualify to set up Tax Increment Financing (TIF) to revitalize and support their urban cores.	■								■	■		
5.c. Remove barriers to economic resilience, including: Consider doing away with the Land Bank and moving its incentives to the SmartCode;	■	■						■	■			
5.d. Work to strategically increase sewer and storm-water capacity;	■								■	■	■	Capital Improvement Fund
5.e. Ensure that lot size minimums are small enough to allow city services to be supported without significantly raising property taxes.	■							■	■			
6. Develop a Tourism Strategy.	■	■							■	■		
7.a. Develop a Ranson Community Network Initiative including: Community Supported Agriculture (CSA);	■	■							■	■	■	USDA Value-Added Producer Grant
7.b. Food Innovation Center;	■	■							■	■	■	Dept. of Commerce Economic Adjustment Assistance Program
7.c. Multi-Use Community Center;	■	■							■	■	■	USDA Value-Added Producer Grant
7.d. Cooperative Processing Facilities.	■	■							■	■	■	USDA Value-Added Producer Grant

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TABLE 5.8 IMPLEMENTATION TIMELINE

Objectives and Actions	Responsible Entities								Timeframe			Financing
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	
8.a. Consider creating incentives for developers to use renewable energy: Solar energy;												Dept. of Commerce Global Climate Change Mitigation Incentive Fund; WV Renewable Energy grants and loans; USDA Rural Development grants and loans
8.b. Geothermal;												Dept. of Commerce Global Climate Change Mitigation Incentive Fund; WV Renewable Energy grants and loans; USDA Rural Development grants and loans
8.c. Biofuels;												Dept. of Commerce Global Climate Change Mitigation Incentive Fund; WV Renewable Energy grants and loans; USDA Rural Development grants and loans

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TABLE 5.8 IMPLEMENTATION TIMELINE

Objectives and Actions	Responsible Entities									Timeframe			Financing
	CMO	DA	PW	PR	PD	IFC	JCS	SC	Near Term	Mid Term	Long Term	Type	
8.d. Lanfill Gas;													WV Renewable Energy grants and loans
8.a. Wind.													Dept. of Commerce Global Climate Change Mitigation Incentive Fund; WV Renewable Energy grants and loans; USDA Rural Development grants and loans

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APPENDIX A. TECHNICAL PLANS





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A.1. RANSON - CHARLES TOWN TRANSPORTATION DEVELOPMENT FEE STUDY

Attached by reference.

A.2. JEFFERSON COUNTY URBAN TREE CANOPY PLAN AND GOALS

Attached by reference.





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APPENDIX B. SUB AREA PLANS





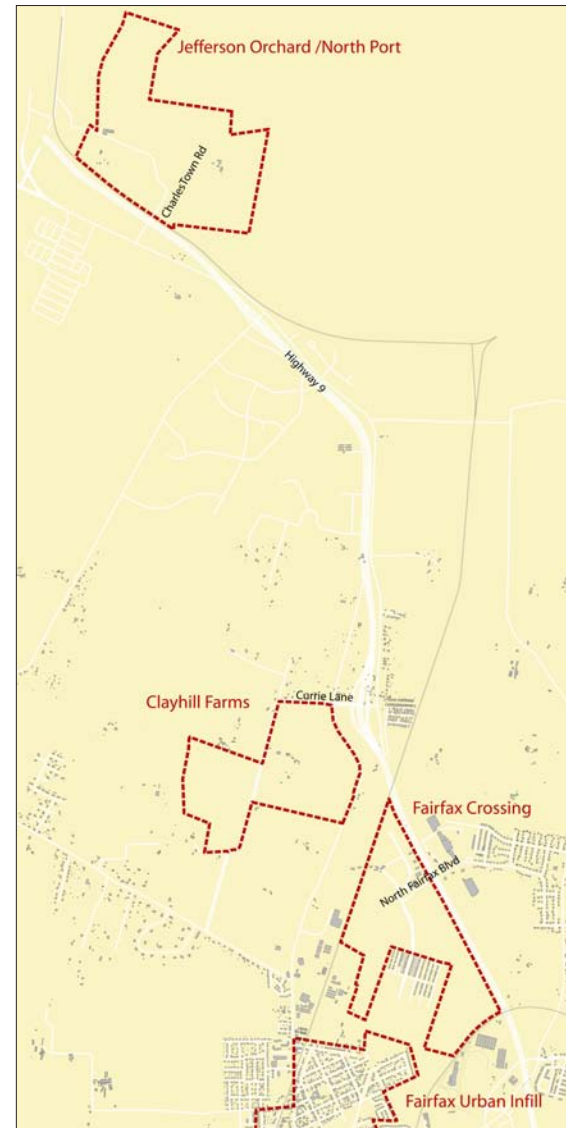
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B.1. ILLUSTRATIVE PLANS

During the September 2011 workshop five major redevelopment and development projects were proposed within and adjacent to Ranson, and one on a rural farm:

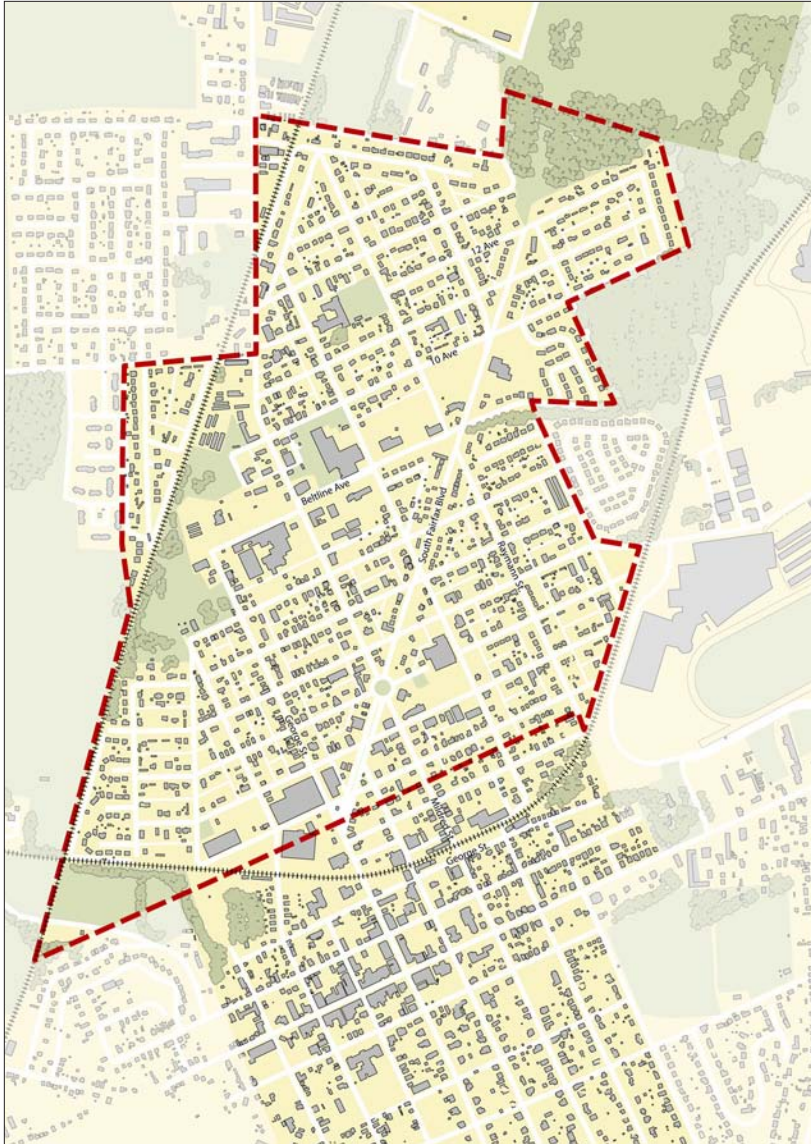
1. George Street/Fairfax Boulevard. Redevelopment began with the American Public University System's (APUS) academic center building, and the plan would complete it.
2. Lancaster Circle at City Hall. This plan would enhance pedestrian access, parking, and provide redevelopment sites that would frame the circle.
3. Powhatan Place Town Center, at North Mildred Street and East Beltline.
4. A mixed-use neighborhood center at Fairfax Boulevard and Beltline.
5. A proposed connection between Fairfax Boulevard and Lakeland Place. This connection would have new neighborhoods around it.
6. Clayhill Farms. A new neighborhood using the principles of "agrarian urbanism."
7. Jefferson Orchard. A proposed relocation of the Duffields MARC station and development of a TOD in an intended growth urban area. This area is also proposed for an Industrial Special District that would utilize the rail access.

Context

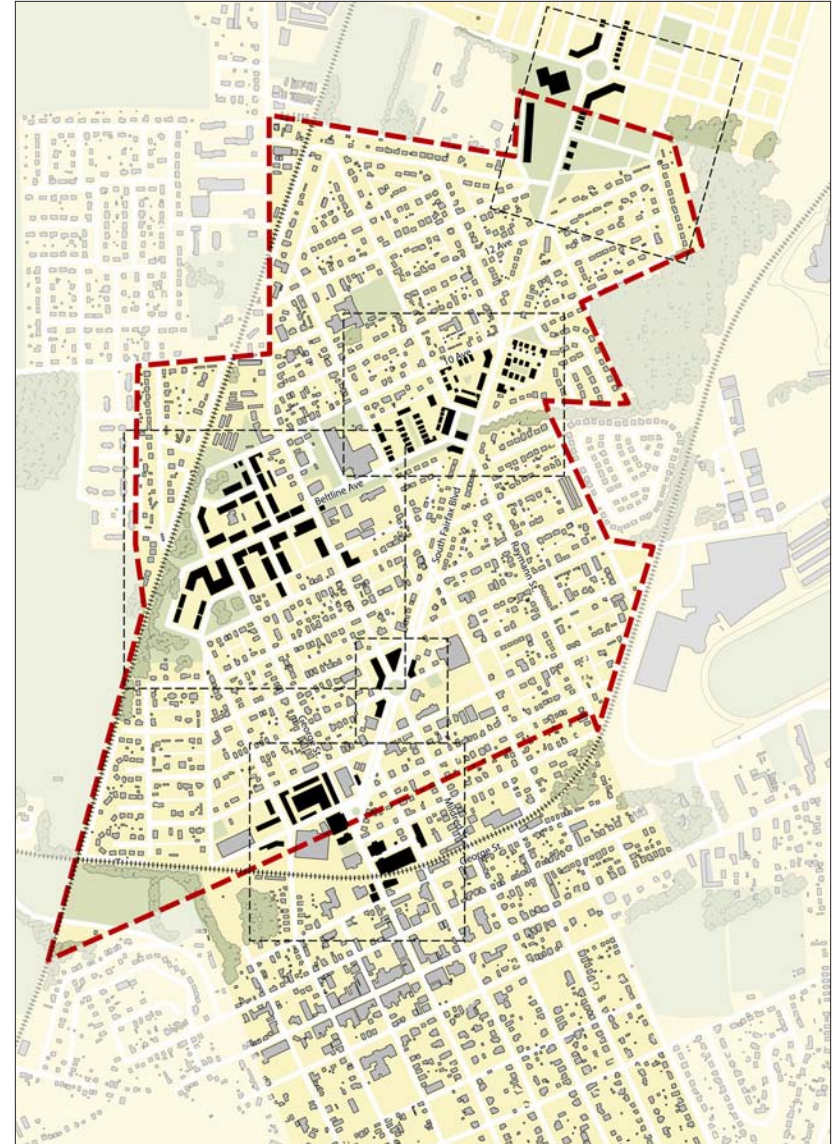


Plan Location Map





Old Town Ranson - Downtown Charles Town Existing Conditions

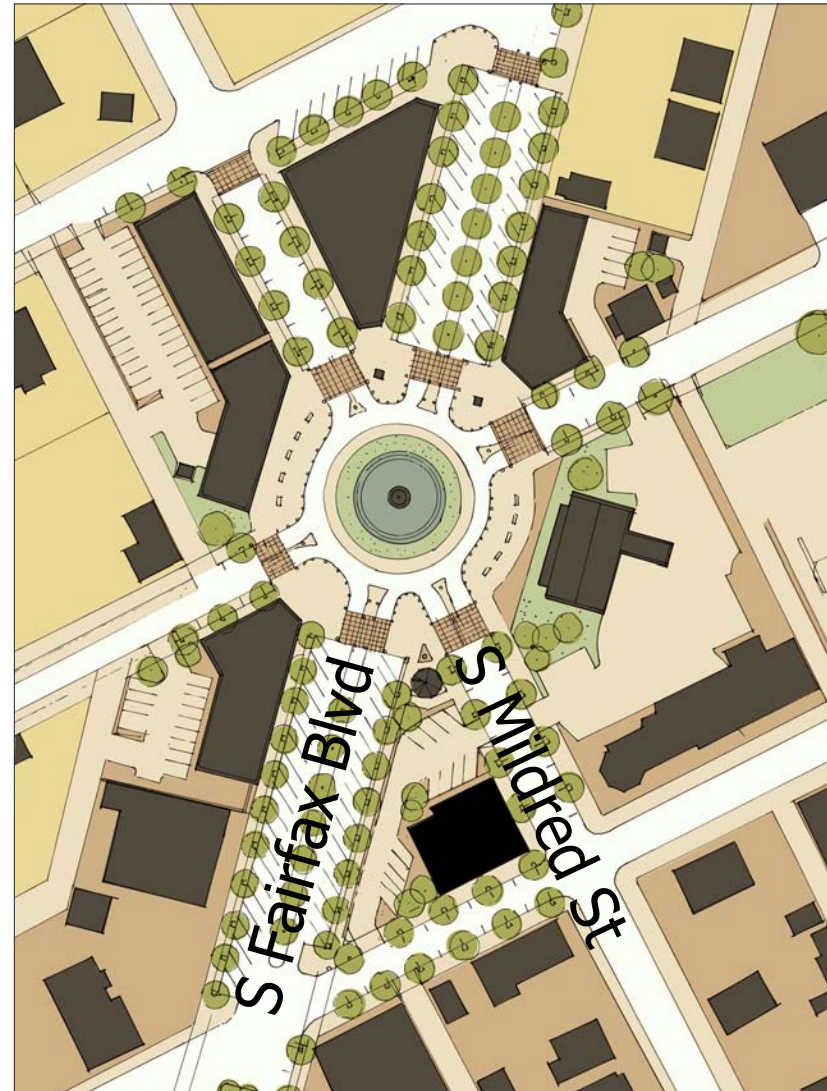


Old Town Ranson - Downtown Charles Town Brownfield Plan Locations

B.1.1. GEORGE STREET/FAIRFAX BOULEVARD

The charrette plan has been further refined by the Green Corridor plans, and is included in Section B.3. Green Corridor Plan.

B.1.2. LANCASTER CIRCLE



Illustrative Plan indicating infill possibilities around Lancaster Circle.





B.1.3. FAIRFAX BOULEVARD AND BELTLINE

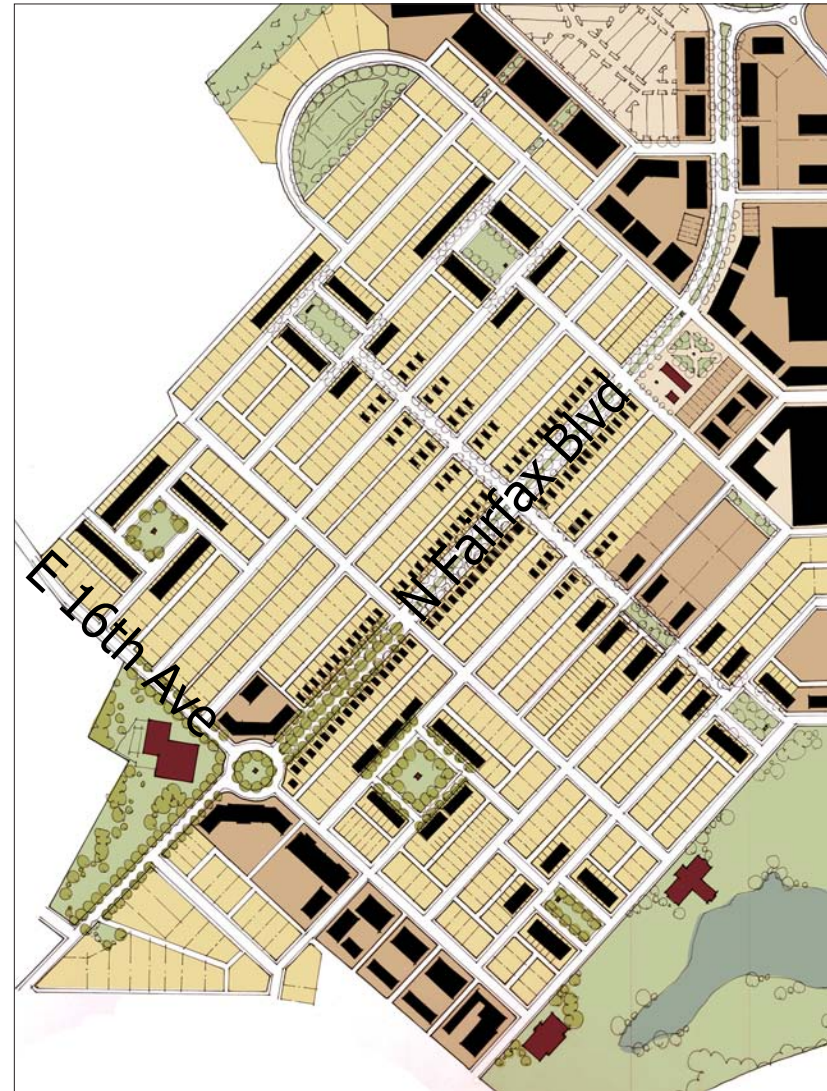


Illustrative Plan indicating infill possibilities and block refinement at the Beltline / Fairfax intersection.

B.3.1. POWHATAN PLACE TOWN CENTER

The charrette plan has been further refined by the Green Corridor plans, and is included in Section B.2. Brownfields Area-Wide Planning Pilot Project.

B.1.4. LAKELAND PLACE



Illustrative Plan indicating neighborhood completion possibilities.





B.1.5. CLAYHILL FARM



Illustrative Plan of possibilities with Agrarian Urbanism in a greenfield setting.

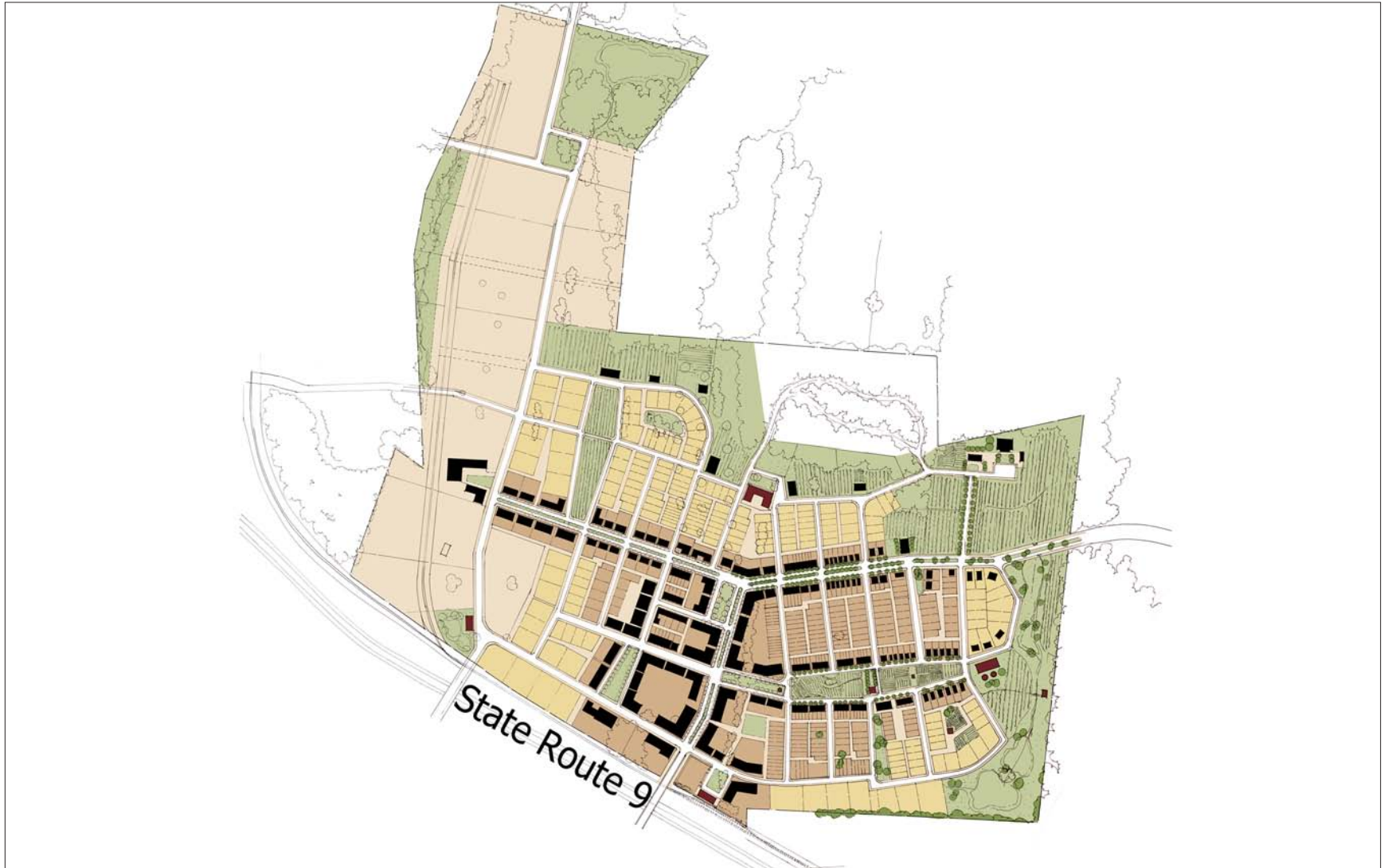


Regulating Plan of one Transect-based zoning option. This achieves entitlements similar to those possible under the old TND ordinance.

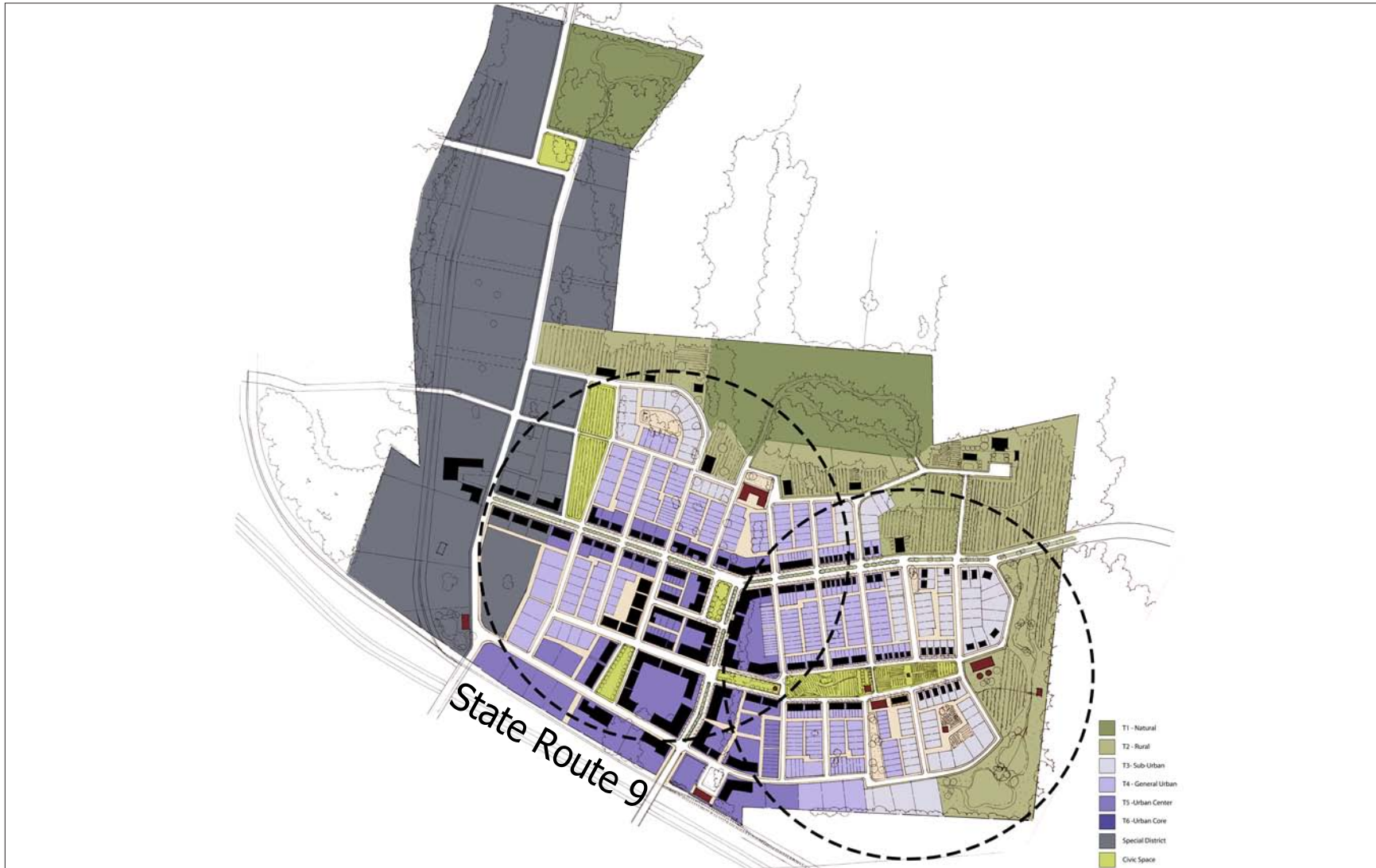




B.1.6. JEFFERSON ORCHARDS



Illustrative Plan of possibilities for a transit-ready TOD with an industrial employment base. This scheme moves the MARC station from the Duffields location.



Regulating Plan of one Transect-based zoning option.





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B.2. BROWNFIELDS AREA-WIDE PLANNING PILOT PROJECT

Adopted plan attached by reference.

B.3. GREEN CORRIDOR PLAN

Adopted plan attached by reference.





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APPENDIX C. REFERENCE





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C.1. GLOSSARY OF TERMS

Accessory Building: a structure which is on the same parcel of property as a principal structure and the use of which is incidental to the use of the principal structure. For example a residential structure may have a detached garage, storage shed, or guest house.

Avenue (AV): a thoroughfare of high vehicular capacity and low to moderate speed, acting as a short distance connector between urban centers, and usually equipped with a landscaped median.

Block: the aggregate of private lots, passages, rear alleys and rear lanes, circumscribed by thoroughfares.

Block face: the aggregate of all the building facades on one side of a block.

Boulevard (BV): a thoroughfare designed for high vehicular capacity and moderate speed, traversing an urbanized area. Boulevards are usually equipped with access lanes buffering sidewalks and buildings.

Civic: the term defining not-for-profit organizations dedicated to arts, culture, education, recreation, government, transit, and municipal parking.

Common destination: An area of focused community activity, usually defining the approximate center of a pedestrian shed. It may include without limitation one or more of the following: a civic space, a civic building, a commercial center, or a transit station, and may act as the social center of a neighborhood.

Community unit: a regulatory category defining the physical form, density, and extent of a settlement. The three community unit types addressed in this Chapter are HAM, VIL, and TCT. The context for these community units may be infill or greenfield.

Drive: a thoroughfare along the boundary between an urbanized and a natural condition, usually along a waterfront, park, or promontory. One side has the urban character of a thoroughfare, with sidewalk and

building, while the other has the qualities of a road or parkway, with naturalistic planting and rural details.

Frontage: the area between a building facade and the vehicular lanes, inclusive of its built and planted components. Frontage is divided into private frontage and public frontage.

Green: a civic space type for unstructured recreation, spatially defined by landscaping rather than building frontages.

Greenfield: an area that consists of open or wooded land or farmland that has not been previously developed.

Growth sector: one of four sectors where development is permitted by right in this Chapter, three for new communities and one for infill.

Hamlet (HAM): a community unit type structured by a short or standard pedestrian shed oriented toward a common destination such as a general store, meeting hall, schoolhouse, and / or church. A hamlet takes the form of a small settlement standing free in the countryside. (Syn: conservation land development, cluster) (Regional example: Middleway, WV)

Highway: a rural and suburban thoroughfare of high vehicular speed and capacity. This type is allocated to the more rural Transect Districts (T-1, T-2, and T-3).

Infill: noun - new development on land that had been previously developed, including most greyfield and brownfield sites and cleared land within urbanized areas. verb- to develop such areas.

Mixed use: multiple uses within the same building through superimposition or adjacency, or in multiple buildings by adjacency, or at a proximity determined by warrant.

Neighborhood Multipurpose Field: a civic space type for structured recreation and stormwater management. It may be spatially defined by landscaping rather than building frontages.

Open space: land intended to remain undeveloped; it may be for





civic space.

Park: a civic space type that is a natural preserve available for unstructured recreation.

Passage (PS): a pedestrian connector, open or roofed, that passes between buildings to provide shortcuts through long blocks and connect rear parking areas to frontages.

Path (PT): a pedestrian way traversing a park or rural area, with landscape matching the contiguous open space, ideally connecting directly with the urban sidewalk network.

Pedestrian shed: An area that is centered on a common destination. Its size is related to average walking distances for the applicable community unit type. Pedestrian sheds are applied to structure communities. See standard, long, or linear pedestrian shed. (Syn: walkshed, walkable catchment.)

Playground: an open space designed and equipped for the recreation of children.

Plaza: a civic space type designed for civic purposes and commercial activities in the more urban Transect Districts, generally paved and spatially defined by building frontages.

Private frontage: the privately held layer between the frontage line and the principal building facade. Public frontage: the area between the curb of the vehicular lanes and the frontage line.

Regulating plan: a zoning map or set of maps that shows the Transect Districts, civic zones, special districts if any, and special requirements if any, of areas subject to, or potentially subject to, regulation by the SmartCode.

Road (RD): a local, rural and suburban thoroughfare of low-to-moderate vehicular speed and capacity. This type is allocated to the more rural Transect Districts (T1-T3).

Sector: a neutral term for a geographic area. In this Plan there are

eight specific Sectors for UGB planning that establish the legal boundaries for open space and development.

Special district (SD): an area that, by its intrinsic use, placement, or configuration, cannot or should not conform to one or more of the normative community unit types or Transect Districts specified by this Chapter. Special districts may be mapped and regulated at the regional scale and/or the community scale.

Square: a civic space type designed for unstructured recreation and civic purposes, spatially defined by building frontages and consisting of paths, lawns and trees, formally disposed.

Street (ST): a local urban thoroughfare of low speed and capacity.

TOD: transit oriented development. A TOD is created by an overlay on all or part of a VIL or TCT, or by designation on a regional plan, permitting increased density to support MARC or bus rapid transit.

Town Center (TCT): a community unit type structured by a long or linear pedestrian shed that may be adjoined without buffers by one or several standard pedestrian sheds, each with the individual Transect District requirements of a TCT. A TCT takes the forms of a high-density mixed use center connected to other centers by transit. (Syn: downtown, regional center.) (Regional example: historic Charles Town, WV)

Transect: a cross-section of the environment showing a range of different habitats. The rural-urban Transect of the human environment used in this Plan is divided into six Transect Districts. These districts describe the physical form and character of a place, according to the density and intensity of its land use and urbanism.

Transect District: One of several areas on a zoning map regulated by this Chapter. Transect Districts are administratively similar to the land use districts in Chapter 19, except that in addition to the usual building use, density, height, and setback requirements, other elements of the intended habitat are integrated, including those of the

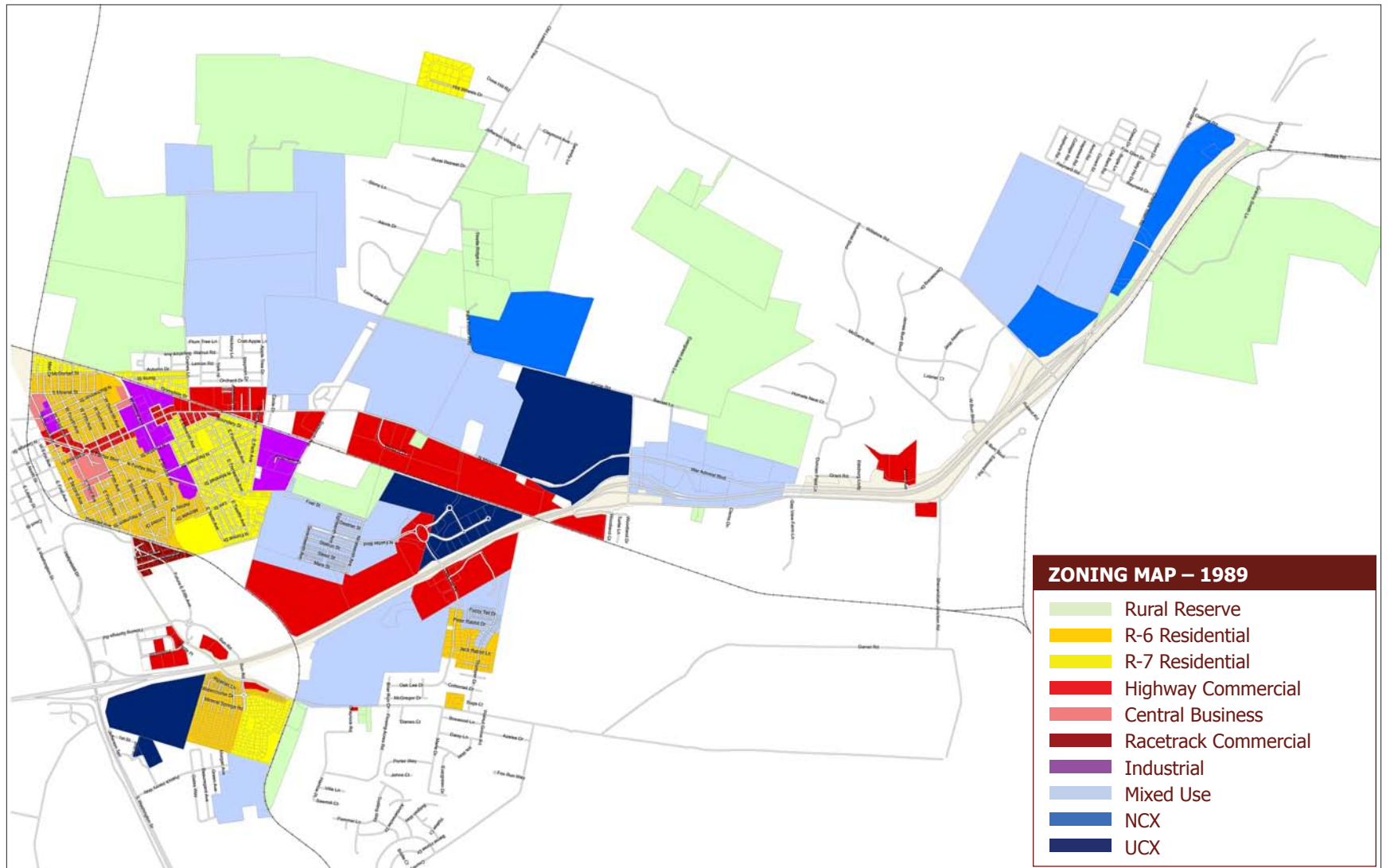
private lot and building and public frontage.

Village (VIL): a community unit type structured by a standard pedestrian shed oriented toward a common destination consisting of a mixed use center or corridor, and in the form of a medium-sized settlement near a transportation route. (Syn: traditional neighborhood development. neighborhood.) (Regional example: historic Shepherdstown, WV)



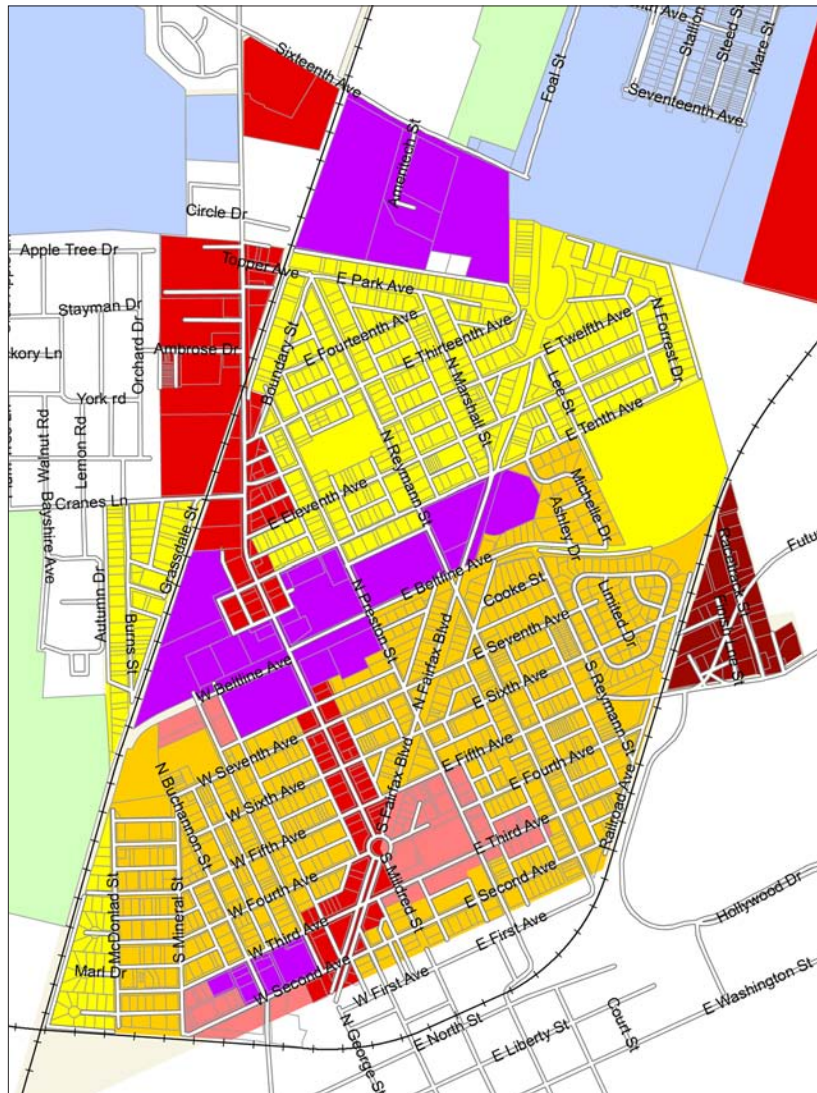


C.2. ZONING MAP - 1989

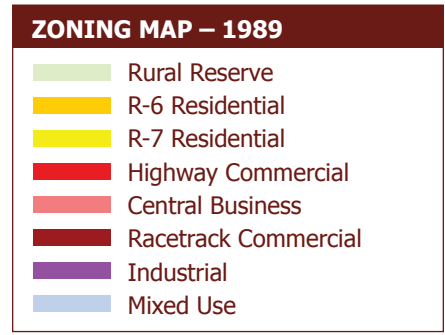


City of Ranson Zoning Map - 1989

C.3. OLD TOWN ZONING MAP DETAIL

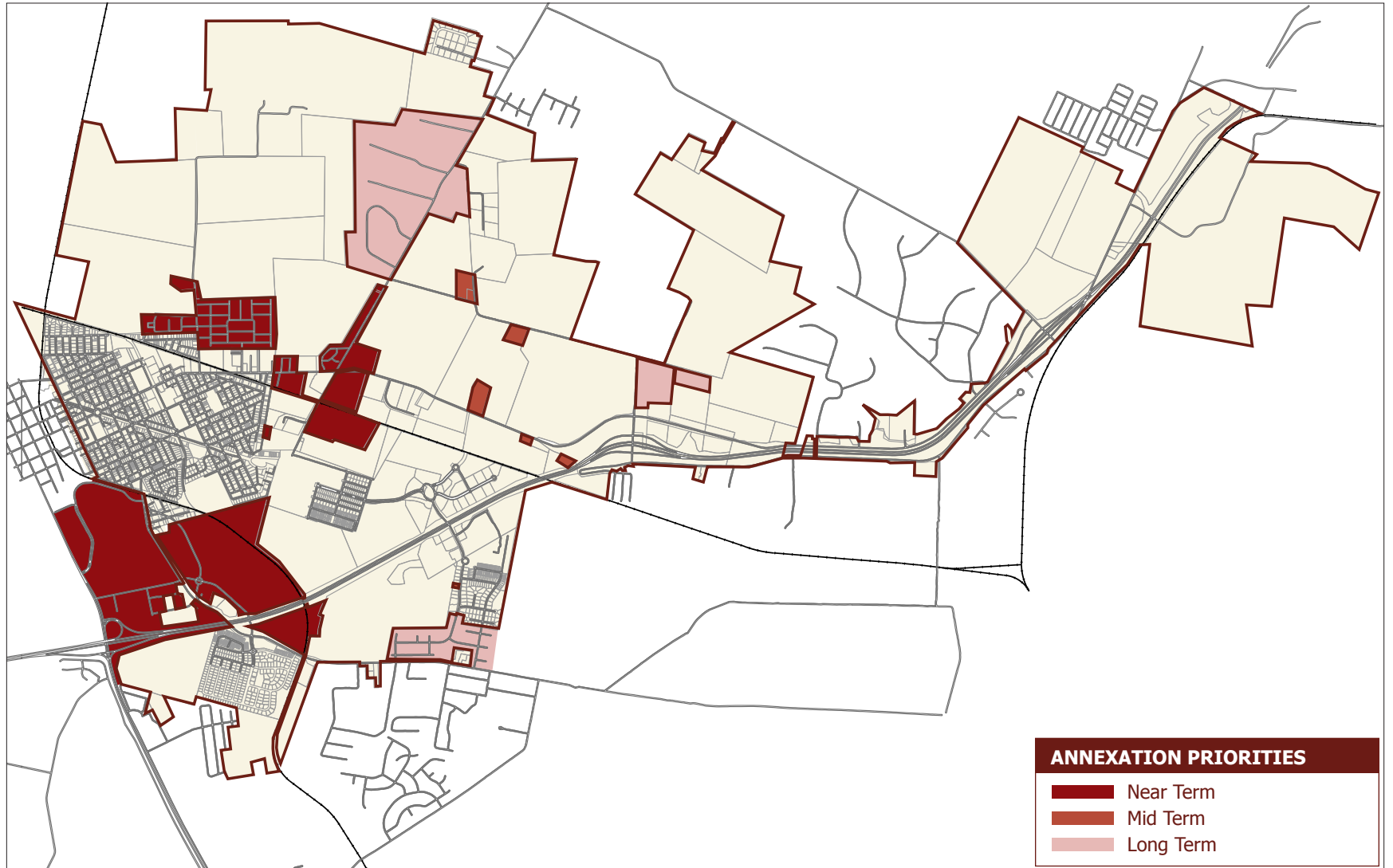


Old Town 1989 zoning map.





C.4. RECOMMENDED ANNEXATION PRIORITIES



Annexation recommendations are a product of the economies of services. See 3.1 Land Use General on page 25

Hispanic Population by Race				
Total	1,461	100.0%	907	100.0%
Hispanic Population Reporting One Race	1,353	92.6%	870	95.9%
White	721	49.3%	465	51.3%
Black or African American	57	3.9%	32	3.5%
American Indian and Alaska Native	13	0.9%	10	1.1%
Asian	10	0.7%	4	0.4%
Native Hawaiian and Other Pacific Islander	3	0.2%	1	0.1%
Some Other Race	550	37.6%	359	39.6%
Hispanic Population Reporting Two or More Races	108	7.4%	37	4.1%
Housing Units by Occupancy Status				
Total	8,141	100.0%	-	-
Occupied Housing Units	7,412	91.0%	-	-
Vacant Housing Units	729	9.0%	-	-





C.1. EPA BROWNFIELD ESRI MASTER DATA

Sheet Name	Geography	Data Description	Data Source
Residential Catchment1	Jefferson & Berkeley Counties	Households by income	2010 Census
Residential Catchment2	Jefferson & Berkeley Counties	Relocation Rate by Age	American Community Survey, 2009
Residential Catchment3	Jefferson & Berkeley Counties	Tenure by Age	ESRI, 2010
Residential Catchment4	Jefferson & Berkeley Counties	Tenure by Income	American Community Survey, 2009
Tenure by Age - County	Jefferson & Berkeley Counties	Tenure by Age	American Community Survey, 2009
Tenure by Age - City	Ranson & Charles Town	Tenure by Age	American Community Survey, 2009
Building Permits	Ranson & Charles Town	Residential permits issued	Censtats, 2010
Retail Catchment	Specific Geography: 3 miles from Ranson City Center; N & W of Rt. 9	Retail Sales and Spending Potential by Industry	ESRI, 2010
Ranson Census 2010	Ranson, 2010 boundaries	Census Profile	ESRI, 2010
Ranson (25438) Profile	25438, approximating 2010 City boundaries	Market Profile	ESRI, 2010
Ranson (25438) '90-'00	25438, approximating 2010 City boundaries	Comparison Profile, 1990-2000	ESRI
Ranson radii	3, 5 mile radius from Ranson City Center	Census Profile	ESRI, 2010

\$25,000 - \$34,999	456	1,176	1,391	1,220	728	631	608	6,210
\$35,000 - \$49,999	367	1,821	2,002	1,972	1,148	906	386	8,602
\$50,000 - \$74,999	191	1,972	3,106	2,363	1,380	649	263	9,924
\$75,000 - \$99,999	37	578	1,217	1,453	789	249	95	4,418
\$100,000 - \$149,999	32	187	583	938	461	248	84	2,533
\$150,000 - \$199,999	9	13	139	185	84	39	25	494
\$200,000+	0	7	48	111	120	47	40	373
Total	2,303	7,510	10,789	10,017	6,527	4,973	3,676	45,795

Residential Catchment1

Residential Catchment Households by Age and Income

	Age							Total
	< 25	25-34	35-44	45-54	55-64	65-74	75+	
<\$10,000	382	478	663	639	613	638	777	4,190
\$10,000 - \$14,999	261	296	436	304	383	496	588	2,764
\$15,000 - \$24,999	568	982	1,204	832	821	1,070	810	6,287

Household income by age of householder
Census, 2010

Household Income	Age						
	< 25	25-34	35-44	45-54	55-64	65-74	75+
	2,757	9,392	12,167	14,202	12,257	7,180	5,534
<\$15,000	620	775	936	934	1,410	1,217	1,576
\$15,000 - \$24,999	478	823	907	769	1,130	1,247	960
\$25,000 - \$34,999	468	1,166	1,260	1,305	1,155	775	883
\$35,000 - \$49,999	395	2,106	1,998	2,423	2,091	1,404	667
\$50,000 - \$74,999	328	2,760	3,859	3,535	2,839	1,082	454
\$75,000 - \$99,999	235	1,226	1,910	2,952	2,058	553	450
\$100,000 - \$149,999	147	389	973	1,816	1,164	678	320
\$150,000 - \$199,999	61	97	248	256	164	111	101
\$200,000 - \$249,999	19	36	36	103	137	60	84
\$250,000 - \$499,999	4	13	36	102	95	45	35
\$500,000 +	2	1	4	7	14	8	4
Median Household Income	\$30,172	\$48,270	\$53,994	\$59,029	\$51,946	\$37,746	\$27,010
Average Household Income	\$44,094	\$53,529	\$60,914	\$68,729	\$61,999	\$51,673	\$44,227
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
<\$15,000	22.5%	8.3%	7.7%	6.6%	11.5%	16.9%	28.5%
\$15,000 - \$24,999	17.3%	8.8%	7.5%	5.4%	9.2%	17.4%	17.3%
\$25,000 - \$34,999	17.0%	12.4%	10.4%	9.2%	9.4%	10.8%	16.0%
\$35,000 - \$49,999	14.3%	22.4%	16.4%	17.1%	17.1%	19.6%	12.1%

\$50,000 - \$74,999	11.9%	29.4%	31.7%	24.9%	23.2%	15.1%	8.2%
\$75,000 - \$99,999	8.5%	13.1%	15.7%	20.8%	16.8%	7.7%	8.1%
\$100,000 - \$149,999	5.3%	4.1%	8.0%	12.8%	9.5%	9.4%	5.8%
\$150,000 - \$199,999	2.2%	1.0%	2.0%	1.8%	1.3%	1.5%	1.8%
\$200,000 - \$249,999	0.7%	0.4%	0.3%	0.7%	1.1%	0.8%	1.5%
\$250,000 - \$499,999	0.1%	0.1%	0.3%	0.7%	0.8%	0.6%	0.6%
\$500,000 +	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%

Residential Catchment2

Relocation Rates

Age Range	# Residents	# Relocated	Relocation Rate
Under 25	12,687	5,160	41%
25-34	21,518	2,401	11%
35-44	24,038	1,898	8%
45-54	22,918	1,053	5%
55-64	17,999	838	5%
65-74	9,720	356	4%
Over 75	7,279	273	4%

ACS 2009

	Berkeley County		Jefferson County		Total
	Estimate	Margin of Error	Estimate	Margin of Error	
Total:	100,900	+/-304	51,293	+/-220	152,193
1 to 4 years	6,029	+/-305	2,772	+/-274	8,801





Residential Catchment2 Continued

	Berkeley County		Jefferson County		Total		Berkeley County		Jefferson County		Total
	Estimate	Margin of Error	Estimate	Margin of Error			Estimate	Margin of Error	Estimate	Margin of Error	
5 to 17 years	18,289	+/-85	8,944	+/-204	27,233	18 and 19 years	1,590	+/-215	1,050	+/-360	
18 and 19 years	2,133	+/-191	1,883	+/-209	4,016	20 to 24 years	4,037	+/-447	1,666	+/-245	
20 to 24 years	5,779	+/-310	2,892	+/-219	8,671	25 to 29 years	5,863	+/-548	2,431	+/-207	
25 to 29 years	7,927	+/-357	2,995	+/-137	10,922	30 to 34 years	5,936	+/-452	2,846	+/-270	
30 to 34 years	7,253	+/-236	3,343	+/-188	10,596	35 to 39 years	6,410	+/-675	3,589	+/-452	
35 to 39 years	7,745	+/-666	3,917	+/-433	11,662	40 to 44 years	6,532	+/-644	3,823	+/-472	
40 to 44 years	8,061	+/-624	4,315	+/-474	12,376	45 to 49 years	6,936	+/-364	4,077	+/-268	
45 to 49 years	7,831	+/-247	4,363	+/-226	12,194	50 to 54 years	6,377	+/-289	3,380	+/-229	
50 to 54 years	7,068	+/-223	3,656	+/-120	10,724	55 to 59 years	6,121	+/-525	3,118	+/-360	
55 to 59 years	6,799	+/-476	3,669	+/-380	10,468	60 to 64 years	4,652	+/-504	2,392	+/-351	
60 to 64 years	4,841	+/-493	2,690	+/-366	7,531	65 to 69 years	3,571	+/-355	1,845	+/-272	
65 to 69 years	3,714	+/-361	1,910	+/-278	5,624	70 to 74 years	2,283	+/-375	1,469	+/-278	
70 to 74 years	2,612	+/-381	1,484	+/-278	4,096	75 years and over	4,418	+/-243	2,369	+/-105	
75 years and over	4,819	+/-103	2,460	+/-66	7,279	Moved within same county:	9,459	+/-1,486	2,520	+/-760	
Same house 1 year ago:	84,479	+/-2,079	44,289	+/-1,203		1 to 4 years	1,095	+/-392	278	+/-248	1,373
1 to 4 years	4,481	+/-550	2,242	+/-339		5 to 17 years	1,709	+/-563	211	+/-149	1,920
5 to 17 years	15,272	+/-675	7,992	+/-421		18 and 19 years	262	+/-167	102	+/-114	364

	Berkeley County		Jefferson County		Total
	Estimate	Margin of Error	Estimate	Margin of Error	
20 to 24 years	1,141	+/-349	362	+/-161	1,503
25 to 29 years	1,186	+/-379	259	+/-134	1,445
30 to 34 years	720	+/-318	236	+/-174	956
35 to 39 years	641	+/-292	96	+/-76	737
40 to 44 years	895	+/-339	266	+/-225	1,161
45 to 49 years	457	+/-237	115	+/-98	572
50 to 54 years	338	+/-172	143	+/-133	481
55 to 59 years	447	+/-195	313	+/-225	760
60 to 64 years	37	+/-42	41	+/-65	78
65 to 69 years	54	+/-52	37	+/-60	91
70 to 74 years	250	+/-189	15	+/-25	265
75 years and over	227	+/-172	46	+/-61	273
Moved from different county within same state:	1,518	+/-558	1,744	+/-806	
1 to 4 years	187	+/-203	113	+/-151	
5 to 17 years	48	+/-54	399	+/-268	
18 and 19 years	61	+/-76	490	+/-359	

	Berkeley County		Jefferson County		Total
	Estimate	Margin of Error	Estimate	Margin of Error	
20 to 24 years	356	+/-159	241	+/-143	
25 to 29 years	215	+/-137	48	+/-77	
30 to 34 years	127	+/-150	92	+/-88	
35 to 39 years	164	+/-155	93	+/-78	
40 to 44 years	90	+/-115	161	+/-213	
45 to 49 years	0	+/-154	31	+/-51	
50 to 54 years	21	+/-35	51	+/-57	
55 to 59 years	84	+/-77	0	+/-154	
60 to 64 years	45	+/-54	0	+/-154	
65 to 69 years	55	+/-50	25	+/-41	
70 to 74 years	44	+/-53	0	+/-154	
75 years and over	21	+/-34	0	+/-154	

Residential Catchment3

Age Bracket	% renters
Total	25.300%
15 - 24	68.300%
25 - 34	37.300%
35 - 44	24.400%
45 - 54	19.000%
55 - 64	16.600%
65 - 74	16.500%
75 - 84	20.300%
85+	22.900%





Residential Catchment4

Tenure by Household Income, ACS 2005-2009

	Berkeley County, West Virginia		Jefferson County, West Virginia		Total	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Percent Renter Oc- cupied
Total:	38,157	+/-562	19,491	+/-399	57,648	
Renter occupied:	9,307	+/-559	4,631	+/-453	13,938	24%
Less than \$5,000	314	+/-141	342	+/-157	656	50%
\$5,000 to \$9,999	771	+/-254	260	+/-112	1,031	59%
\$10,000 to \$14,999	1,049	+/-259	304	+/-102	1,353	48%
\$15,000 to \$19,999	827	+/-207	397	+/-156	1,224	42%
\$20,000 to \$24,999	671	+/-202	209	+/-88	880	39%
\$25,000 to \$34,999	1,806	+/-342	642	+/-204	2,448	39%
\$35,000 to \$49,999	1,669	+/-293	818	+/-208	2,487	30%
\$50,000 to \$74,999	1,510	+/-283	898	+/-257	2,408	20%
\$75,000 to \$99,999	430	+/-160	430	+/-148	860	10%
\$100,000 to \$149,999	225	+/-99	264	+/-137	489	7%
\$150,000 or more	35	+/-33	67	+/-51	102	3%

weighted average of target incomes:
34%

Tenure by Age – County

B25007. TENURE BY AGE OF HOUSEHOLDER - Universe: OCCUPIED HOUSING UNITS

Data Set: 2005-2009 American Community Survey 5-Year Estimates

Survey: American Community Survey

	Berkeley County, West Virginia		Jefferson County, West Virginia		Total, Jefferson and Berkeley Counties	
	Estimate	Margin of Error (+/-)	Estimate	1.4125 in	Estimate	1.4125 in
Total:	38,157	562	19,491	399	57,648	
Owner occupied:	28,850	662	14,860	470	43,710	76%
Householder 15 to 24 years	508	158	133	74	641	28%
Householder 25 to 34 years	4295	382	1640	237	5,935	62%
Householder 35 to 44 years	6384	419	3479	239	9,863	79%
Householder 45 to 54 years	6763	410	3410	253	10,173	81%
Householder 55 to 59 years	3224	323	1681	217	4,905	79%
Householder 60 to 64 years	2146	234	1310	216	3,456	80%
Householder 65 to 74 years	3170	209	1736	152	4,906	84%
Householder 75 to 84 years	1980	202	1168	150	3,148	88%
Householder 85 years and over	380	102	303	102	683	77%

Renter occupied:	9,307	559	4,631	453	13,938	24%
Householder 15 to 24 years	1153	227	499	146	1,652	72%
Householder 25 to 34 years	2345	341	1278	244	3,623	38%
Householder 35 to 44 years	1900	296	721	187	2,621	21%
Householder 45 to 54 years	1493	318	889	198	2,382	19%
Householder 55 to 59 years	909	206	362	153	1,271	21%
Householder 60 to 64 years	478	192	377	151	855	20%
Householder 65 to 74 years	642	151	273	90	915	16%
Householder 75 to 84 years	281	98	136	76	417	12%
Householder 85 years and over	106	62	96	56	202	23%

Source: U.S. Census Bureau, 2005-2009 American Community Survey

Tenure by Age – City

B25007. TENURE BY AGE OF HOUSEHOLDER - Universe: OCCUPIED HOUSING UNITS

Data Set: 2005-2009 American Community Survey 5-Year Estimates

Survey: American Community Survey

	Charles Town city, West Virginia		Ranson corporation, West Virginia		Total, Charles Town and Ranson	
	Estimate	Margin of Error (+/-)	Estimate	Margin of Error (+/-)	Estimate	% of Total
Total:	1,886	199	1,859	168	3,745	
Owner occupied:	1,104	162	1,269	195	2,373	63%
Householder 15 to 24 years	13	23	9	13	22	14%
Householder 25 to 34 years	205	81	198	126	403	53%
Householder 35 to 44 years	176	69	358	128	534	72%
Householder 45 to 54 years	231	104	255	93	486	69%
Householder 55 to 59 years	124	69	127	80	251	72%
Householder 60 to 64 years	158	76	86	60	244	68%
Householder 65 to 74 years	99	63	160	81	259	71%
Householder 75 to 84 years	74	58	65	54	139	63%
Householder 85 years and over	24	29	11	17	35	46%
Renter occupied:	782	190	590	173	1,372	37%
Householder 15 to 24 years	93	73	41	44	134	86%
Householder 25 to 34 years	162	102	200	132	362	47%
Householder 35 to 44 years	137	94	73	60	210	28%
Householder 45 to 54 years	102	61	120	86	222	31%
Householder 55 to 59 years	27	33	72	53	99	28%
Householder 60 to 64 years	95	77	20	31	115	32%
Householder 65 to 74 years	91	52	16	25	107	29%
Householder 75 to 84 years	51	65	31	34	82	37%
Householder 85 years and over	24	20	17	26	41	54%





Building Permits

# Buildings	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Ranson	4	35	101	40	37	91	113	152	42	24	37
Single Family	4	27	99	40	37	91	113	150	42	24	37
Multi-family		8	2					2			
Charles Town	56	31	34	89	134	82	115	66	38	41	20
Single Family	56	31	34	89	134	82	114	60	38	41	20
Multi-family							1	6			
Total	60	66	135	129	171	173	228	218	80	65	57
Single family	60	58	133	129	171	173	227	210	80	65	57
Multi-family	0	8	2	0	0	0	1	8	0	0	0

<http://censtats.census.gov/cgi-bin/bldgprmt/bldgssel.pl>

Retail Catchment

Retail MarketPlace Profile
 Retail Trade Area
 Area: 17.46 Square miles

Summary Demographics

2010 Population	13,096		
2010 Households	5,627	5 year pop growth	1.095754
2010 Median Disposable Income	\$40,379		
2010 Per Capita Income	\$24,272		

Industry Summary

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Demand - Supply	Surplus / Leakage Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$122,347,308	\$145,342,338	-\$22,995,030	-8.6	111
Total Retail Trade (NAICS 44-45)	\$105,366,835	\$119,386,141	-\$14,019,306	-6.2	70
Total Food & Drink (NAICS 722)	\$16,980,473	\$25,956,197	-\$8,975,724	-20.9	41
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$24,191,638	\$21,754,430	\$2,437,208	5.3	11
Automobile Dealers (NAICS 4411)	\$20,330,361	\$18,388,072	\$1,942,289	5.0	6
Other Motor Vehicle Dealers (NAICS 4412)	\$1,921,557	\$0	\$1,921,557	100.0	0

Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$1,939,720	\$3,366,358	-\$1,426,638	-26.9	5
Furniture & Home Furnishings Stores (NAICS 442)	\$2,321,332	\$3,780,144	-\$1,458,812	-23.9	6
Furniture Stores (NAICS 4421)	\$1,806,786	\$3,327,856	-\$1,521,070	-29.6	4
Home Furnishings Stores (NAICS 4422)	\$514,546	\$452,288	\$62,258	6.4	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$2,257,092	\$568,318	\$1,688,774	59.8	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$4,773,929	\$6,543,461	-\$1,769,532	-15.6	4
Building Material and Supplies Dealers (NAICS 4441)	\$3,948,418	\$6,477,710	-\$2,529,292	-24.3	4
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$825,511	\$65,751	\$759,760	85.2	1
Food & Beverage Stores (NAICS 445)	\$24,835,511	\$34,645,155	-\$9,809,644	-16.5	10
Grocery Stores (NAICS 4451)	\$23,358,662	\$33,984,713	-\$10,626,051	-18.5	7
Specialty Food Stores (NAICS 4452)	\$1,141,590	\$214,617	\$926,973	68.4	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$335,259	\$445,825	-\$110,566	-14.2	1
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$4,360,942	\$10,402,093	-\$6,041,151	-40.9	6
Gasoline Stations (NAICS 447/NAICS 4471)	\$15,822,796	\$12,393,983	\$3,428,813	12.2	5
Clothing and Clothing Accessories Stores (NAICS 448)	\$1,801,612	\$948,182	\$853,430	31.0	4
Clothing Stores (NAICS 4481)	\$968,250	\$458,088	\$510,162	35.8	2
Shoe Stores (NAICS 4482)	\$312,069	\$240,637	\$71,432	12.9	1
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$521,293	\$249,457	\$271,836	35.3	1
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$1,309,807	\$507,787	\$802,020	44.1	2
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$578,886	\$267,192	\$311,694	36.8	2
Book, Periodical, and Music Stores (NAICS 4512)	\$730,921	\$240,595	\$490,326	50.5	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. ESRI uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

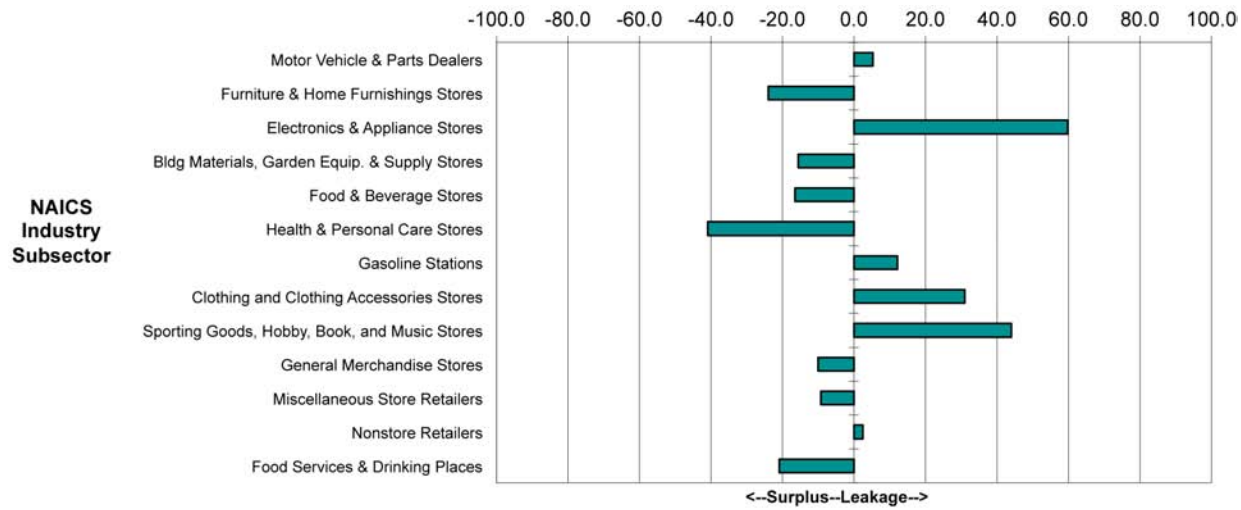




Retail Catchment Continued

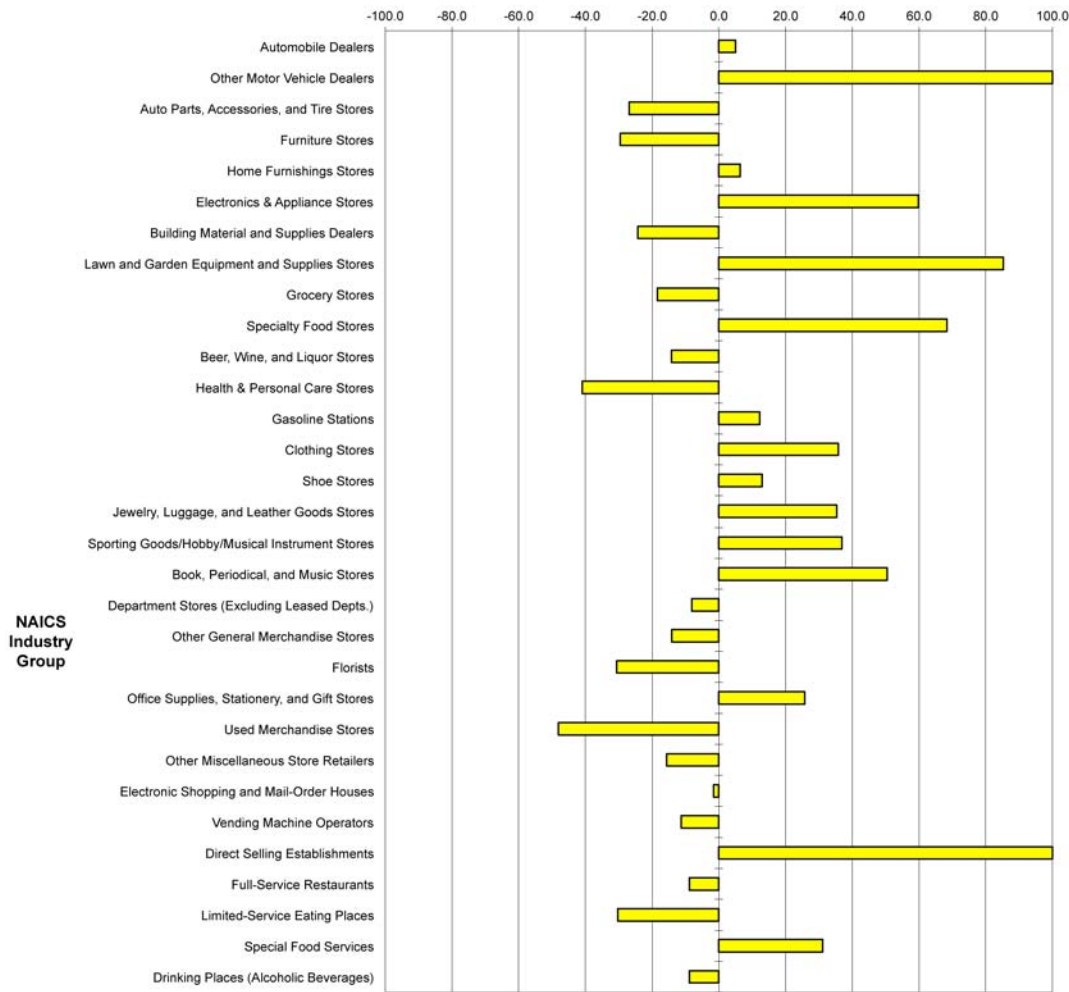
Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Surplus / Leakage Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$17,157,695	\$20,969,752	-\$3,812,057	-10.0	3
Department Stores Excluding Leased Depts. (NAICS 4521)	\$12,104,900	\$14,258,102	-\$2,153,202	-8.2	1
Other General Merchandise Stores (NAICS 4529)	\$5,052,795	\$6,711,650	-\$1,658,855	-14.1	2
Miscellaneous Store Retailers (NAICS 453)	\$2,624,073	\$3,156,685	-\$532,612	-9.2	16
Florists (NAICS 4531)	\$112,290	\$211,514	-\$99,224	-30.6	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$879,371	\$519,676	\$359,695	25.7	1
Used Merchandise Stores (NAICS 4533)	\$129,162	\$368,321	-\$239,159	-48.1	10
Other Miscellaneous Store Retailers (NAICS 4539)	\$1,503,250	\$2,057,174	-\$553,924	-15.6	4
Nonstore Retailers (NAICS 454)	\$3,910,408	\$3,716,151	\$194,257	2.5	1
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$2,633,129	\$2,718,707	-\$85,578	-1.6	1
Vending Machine Operators (NAICS 4542)	\$795,466	\$997,444	-\$201,978	-11.3	1
Direct Selling Establishments (NAICS 4543)	\$481,813	\$0	\$481,813	100.0	0
Food Services & Drinking Places (NAICS 722)	\$16,980,473	\$25,956,197	-\$8,975,724	-20.9	41
Full-Service Restaurants (NAICS 7221)	\$7,032,209	\$8,388,224	-\$1,356,015	-8.8	22
Limited-Service Eating Places (NAICS 7222)	\$8,988,556	\$16,799,307	-\$7,810,751	-30.3	15
Special Food Services (NAICS 7223)	\$563,618	\$296,344	\$267,274	31.1	1
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$396,090	\$472,322	-\$76,232	-8.8	3

Leakage/Surplus Factor by Industry Subsector





Leakage/Surplus Factor by Industry Group



Ranson Census 2010

Census 2010 Profile

Ranson

25438 (RANSON, WV)

Geography: ZIP Code

Summary	Number	Total Percent	Age 18 Years and Over	
			Number	Percent
Total Population	5,453	-	4,084	74.9%
Hispanic Population	537	9.8%	333	62.0%
Population by Race				
Total	5,454	100.0%	4,083	100.0%
Population Reporting One Race	5,257	96.4%	4,024	98.5%
White	4,247	77.9%	3,299	80.8%
Black or African American	672	12.3%	507	12.4%
American Indian and Alaska Native	10	0.2%	9	0.2%
Asian	56	1.0%	43	1.1%
Native Hawaiian and Other Pacific Islander	11	0.2%	8	0.2%
Some Other Race	261	4.8%	158	3.9%
Population Reporting Two or More Races	197	3.6%	59	1.4%
Hispanic Population by Race				
Total	536	100.0%	333	100.0%
Hispanic Population Reporting One Race	505	94.2%	323	97.0%
White	230	42.9%	149	44.7%
Black or African American	14	2.6%	11	3.3%
American Indian and Alaska Native	4	0.7%	4	1.2%
Asian	2	0.4%	1	0.3%
Native Hawaiian and Other Pacific Islander	2	0.4%	1	0.3%
Some Other Race	253	47.2%	157	47.1%
Hispanic Population Reporting Two or More Races	31	5.8%	11	3.3%
Housing Units by Occupancy Status				
Total	2,363	100.0%	-	-
Occupied Housing Units	2,092	88.5%	-	-
Vacant Housing Units	271	11.5%	-	-

Data Note: Population Reporting Two or More Races includes unique counts of the population who reported at least two races. Hispanic population can be of any race. Hispanic Population Reporting Two or More Races includes unique counts of the Hispanic population who reported at least two races. Detail may not sum to totals due to rounding.

Source: U.S. Census Bureau, Census 2010 Redistricting Data (P.L. 94-171).





Ranson (25438) Profile

Market Profile

Ranson

25438 (Ranson, WV)

Geography: ZIP Code

2000 Total Population	3,783
2000 Group Quarters	3
2010 Total Population	5,012
2015 Total Population	5,418
2010 - 2015 Annual Rate	1.57%
2000 Households	1,514
2000 Average Household Size	2.50
2010 Households	2,045
2010 Average Household Size	2.45
2015 Households	2,225
2015 Average Household Size	2.43
2010 - 2015 Annual Rate	1.70%
2000 Families	1,005
2000 Average Family Size	2.98
2010 Families	1,328
2010 Average Family Size	2.96
2015 Families	1,435
2015 Average Family Size	2.94
2010 - 2015 Annual Rate	1.56%
2000 Housing Units	1,602
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	34.4%
Vacant Housing Units	5.7%
2010 Housing Units	2,188
Owner Occupied Housing Units	60.1%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	6.5%
2015 Housing Units	2,411
Owner Occupied Housing Units	59.0%
Renter Occupied Housing Units	33.3%
Vacant Housing Units	7.7%

Median Household Income	
2000	\$31,253
2010	\$42,747
2015	\$45,074
Median Home Value	
2000	\$77,994
2010	\$144,277
2015	\$189,196
Per Capita Income	
2000	\$14,589
2010	\$20,354
2015	\$22,053
Median Age	
2000	35.1
2010	36.6
2015	36.9

Ranson (25438) Profile '90-'00

1990-2000 Comparison Profile
Ranson
25438 (Ranson, WV)
Geography: ZIP Code

	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Total Population	3,619	-	3,783	-	0.44%
Total Households	1,333	100.0%	1,514	100.0%	1.28%
Average Household Size	2.66	-	2.50	-	-0.62%
Total Families	984	73.8%	1,005	66.4%	0.21%
Average Family Size	3.08	-	2.98	-	-0.33%
Per Capita Income	\$10,846	-	\$14,589	-	3.01%
Total Housing Units	1,447	-	1,602	-	1.02%
Population by Sex					
Male	1,768	48.9%	1,842	48.7%	0.41%
Female	1,849	51.1%	1,941	51.3%	0.49%
Population by Age					
Total	3,617	100.0%	3,785	100.0%	0.46%





Ranson (25438) Profile '90-'00 Continued

	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Age 0 - 4	265	7.3%	258	6.8%	-0.27%
Age 5 - 9	265	7.3%	273	7.2%	0.30%
Age 10 - 14	247	6.8%	266	7.0%	0.74%
Age 15 - 19	261	7.2%	255	6.7%	-0.23%
Age 20 - 24	324	9.0%	259	6.8%	-2.21%
Age 25 - 29	344	9.5%	277	7.3%	-2.14%
Age 30 - 34	305	8.4%	301	8.0%	-0.13%
Age 35 - 39	245	6.8%	314	8.3%	2.51%
Age 40 - 44	255	7.1%	310	8.2%	1.97%
Age 45 - 49	213	5.9%	272	7.2%	2.48%
Age 50 - 54	181	5.0%	244	6.4%	3.03%
Age 55 - 59	156	4.3%	186	4.9%	1.77%
Age 60 - 64	167	4.6%	164	4.3%	-0.18%
Age 65 - 69	136	3.8%	125	3.3%	-0.84%
Age 70 - 74	91	2.5%	120	3.2%	2.80%
Age 75 - 79	70	1.9%	94	2.5%	2.99%
Age 80 - 84	56	1.5%	37	1.0%	-4.06%
Age 85+	36	1.0%	30	0.8%	-1.81%
Median Age	31.7		35.1		1.02%
Age 18+	2,697	74.5%	2,840	75.1%	0.52%
Age 65+	389	10.7%	406	10.7%	0.43%
Households by Household Income					
Household Income Base	1,388	100.0%	1,510	100.0%	0.85%
< \$15,000	383	27.6%	413	27.4%	0.76%
\$15,000 - \$24,999	325	23.4%	239	15.8%	-3.03%
\$25,000 - \$34,999	230	16.6%	192	12.7%	-1.79%
\$35,000 - \$49,999	254	18.3%	295	19.5%	1.51%
\$50,000 - \$74,999	151	10.9%	222	14.7%	3.93%
\$75,000 - \$99,999	30	2.2%	111	7.4%	13.98%
\$100,000 - \$149,999	12	0.9%	23	1.5%	6.72%
\$150,000+	3	0.2%	15	1.0%	17.46%
Median Household Income	\$24,485		\$31,253		2.47%
Average Household Income	\$29,298		\$36,126		2.12%

Data Note: Detail may not sum to totals due to rounding. Census 2000 medians are computed from reported data distributions. The "1990-2000 Annual Rate" is an annual compound rate.

	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Families by Family Income					
Family Income Base	1,027	100.0%	996	100.0%	-0.31%
< \$15,000	232	22.6%	164	16.5%	-3.41%
\$15,000 - \$24,999	213	20.7%	170	17.1%	-2.23%
\$25,000 - \$34,999	188	18.3%	168	16.9%	-1.12%
\$35,000 - \$49,999	213	20.7%	199	20.0%	-0.68%
\$50,000 - \$74,999	151	14.7%	160	16.1%	0.58%
\$75,000 - \$99,999	24	2.3%	102	10.2%	15.57%
\$100,000 - \$149,999	3	0.3%	18	1.8%	19.62%
\$150,000+	3	0.3%	15	1.5%	17.46%
Median Family Income	\$28,345		\$34,767		2.06%
Average Family Income	\$32,077		\$41,683		2.65%
Households by Poverty Status and Household Type					
Total	1,388	100.0%	1,509	100.0%	0.84%
Below Poverty Level	208	15.0%	299	19.8%	3.70%
Married-couple Family	50	3.6%	68	4.5%	3.12%
Other Family - Male Householder, No Wife	19	1.4%	8	0.5%	-8.29%
Other Family - Female Householder, No Husband	62	4.5%	55	3.6%	-1.19%
Nonfamily Households	77	5.5%	168	11.1%	8.11%
At or Above Poverty Level	1,180	85.0%	1,210	80.2%	0.25%
Married-couple Family	727	52.4%	624	41.4%	-1.52%
Other Family - Male Householder, No Wife	75	5.4%	72	4.8%	-0.41%
Other Family - Female Householder, No Husband	98	7.1%	168	11.1%	5.54%
Nonfamily Households	280	20.2%	346	22.9%	2.14%
Households by Type					
Total	1,332	100.0%	1,514	100.0%	1.29%
Family Households	984	73.9%	1,005	66.4%	0.21%
Married-couple Families	745	55.9%	689	45.5%	-0.78%
With Related Children	384	28.8%	311	20.5%	-2.09%
Other Family (No Spouse Present)	239	17.9%	316	20.9%	2.83%
With Related Children	150	11.3%	230	15.2%	4.37%
Nonfamily Households	348	26.1%	509	33.6%	3.88%
Householder Living Alone	271	20.3%	380	25.1%	3.44%
Householder not Living Alone	77	5.8%	129	8.5%	5.30%
Households with Related Children	534	40.1%	541	35.7%	0.13%





Ranson (25438) Profile '90-'00 Continued

	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Households by Vehicles Available					
Total	1,424	100.0%	1,514	100.0%	0.61%
None	119	8.4%	190	12.5%	4.79%
1	511	35.9%	551	36.4%	0.76%
2	555	39.0%	550	36.3%	-0.09%
3	177	12.4%	172	11.4%	-0.29%
4	52	3.7%	37	2.4%	-3.35%
5+	10	0.7%	14	0.9%	3.42%
Average Number of Vehicles Available	1.7		1.6		-0.60%
Housing Units by Occupancy					
Total	1,450	100.0%	1,606	100.0%	1.03%
Occupied Housing Units	1,333	91.9%	1,514	94.3%	1.28%
Owner Occupied Housing Units	823	56.8%	962	59.9%	1.57%
Renter Occupied Housing Units	510	35.2%	552	34.4%	0.79%
Vacant Housing Units	117	8.1%	92	5.7%	-2.38%
For Rent	54	3.7%	33	2.1%	-4.81%
For Sale Only	23	1.6%	15	0.9%	-4.18%
Rented or Sold, not Occupied	2	0.1%	10	0.6%	17.46%
For Seasonal/Recreational/Occasional Use	5	0.3%	6	0.4%	1.84%
For Migrant Workers	0	0.0%	0	0.0%	0.00%
Other Vacant	33	2.3%	28	1.7%	-1.63%
Housing Units by Units in Structure					
Total	1,447	100.0%	1,609	100.0%	1.07%
1, Detached	824	56.9%	953	59.2%	1.47%
1, Attached	44	3.0%	62	3.9%	3.49%
2	49	3.4%	35	2.2%	-3.31%
3 or 4	43	3.0%	31	1.9%	-3.22%
5 to 9	68	4.7%	101	6.3%	4.04%
10 to 19	149	10.3%	151	9.4%	0.13%
20+	0	0.0%	23	1.4%	0.00%
Mobile Home	253	17.5%	248	15.4%	-0.20%
Other	17	1.2%	5	0.3%	-11.52%

	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Specified Owner Occupied Housing Units by Value					
Total	594	100.0%	739	100.0%	2.21%
< \$50,000	120	20.2%	56	7.6%	-7.34%
\$50,000 - \$99,999	398	67.0%	458	62.0%	1.41%
\$100,000 - \$149,999	48	8.1%	189	25.6%	14.69%
\$150,000 - \$199,999	21	3.5%	23	3.1%	0.91%
\$200,000 - \$299,999	4	0.7%	13	1.8%	12.51%
\$300,000 - \$499,999	1	0.2%	0	0.0%	-100.00%
\$500,000+	2	0.3%	0	0.0%	-100.00%
Median Home Value	\$68,122		\$84,750		2.21%
Average Home Value	\$74,447		\$90,782		2.00%
Specified Renter Occupied Housing Units by Rent					
Total	501	100.0%	520	100.0%	0.37%
With Cash Rent	469	93.6%	496	95.4%	0.56%
< \$200	83	16.6%	40	7.7%	-7.04%
\$200 - \$499	364	72.7%	353	67.9%	-0.31%
\$500 - \$749	18	3.6%	71	13.7%	14.71%
\$750 - \$999	3	0.6%	32	6.2%	26.71%
\$1000+	1	0.2%	0	0.0%	-100.00%
No Cash Rent	32	6.4%	24	4.6%	-2.84%
Median Rent	\$310		\$401		2.61%
Average Rent	\$301		\$390		2.62%
Data Note: Specified owner occupied Housing Units include only single family units on less than 10 acres, with no business or medical office on site. Specified renter occupied Housing Units exclude single family units on 10+ acres. Average Rent excludes units paying no cash rent. Rent, Home Value, and Units in Structure data are complete counts in 1990 and sample counts in 2000, so changes in enumeration can affect comparability.					
Population 16+ by Employment Status					
Total	2,977	100.0%	2,929	100.0%	-0.16%
In Labor Force	2,107	70.8%	1,909	65.2%	-0.98%
Civilian Employed	2,012	67.6%	1,815	62.0%	-1.03%
Civilian Unemployed	86	2.9%	94	3.2%	0.89%
In Armed Forces	9	0.3%	0	0.0%	-100.00%
Not in Labor Force	870	29.2%	1,020	34.8%	1.60%
Workers 16+ by Place of Work					
Total	1,994	100.0%	1,755	100.0%	-1.27%
Worked in State of Residence	1,409	70.7%	1,162	66.2%	-1.91%
Worked in County of Residence	1,287	64.5%	1,040	59.3%	-2.11%





Ranson (25438) Profile '90-'00 Continued

	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Worked outside County of Residence	122	6.1%	122	7.0%	0.00%
Worked outside State of Residence	585	29.3%	593	33.8%	0.14%
Workers 16+ by Transportation to Work					
Total	1,995	100.0%	1,756	100.0%	-1.27%
Drove Alone - Car, Truck, or Van	1,206	60.5%	1,129	64.3%	-0.66%
Carpooled - Car, Truck, or Van	594	29.8%	436	24.8%	-3.05%
Public Transportation	39	2.0%	29	1.7%	-2.92%
Walked	34	1.7%	111	6.3%	12.56%
Other Means	26	1.3%	32	1.8%	2.10%
Worked at Home	96	4.8%	19	1.1%	-14.96%
Workers 16+ by Travel Time to Work					
Total	1,993	100.0%	1,757	100.0%	-1.25%
Did not Work at Home	1,897	95.2%	1,738	98.9%	-0.87%
Less than 5 minutes	120	6.0%	144	8.2%	1.84%
5 to 9 minutes	362	18.2%	321	18.3%	-1.19%
10 to 19 minutes	638	32.0%	496	28.2%	-2.49%
20 to 24 minutes	152	7.6%	113	6.4%	-2.92%
25 to 34 minutes	143	7.2%	117	6.7%	-1.99%
35 to 44 minutes	64	3.2%	100	5.7%	4.56%
45 to 59 minutes	162	8.1%	133	7.6%	-1.95%
60 to 89 minutes	155	7.8%	206	11.7%	2.89%
90 or more minutes	101	5.1%	108	6.1%	0.67%
Worked at Home	96	4.8%	19	1.1%	-14.96%
Average Travel Time to Work (in minutes)	24.2		28.7		1.72%
Population 15+ by Sex and Marital Status					
Total	2,842	100.0%	2,983	100.0%	0.49%
Females	1,475	51.9%	1,564	52.4%	0.59%
Never Married	273	9.6%	381	12.8%	3.39%
Married, not Separated	805	28.3%	754	25.3%	-0.65%
Married, Separated	42	1.5%	46	1.5%	0.91%
Widowed	192	6.8%	148	5.0%	-2.57%
Divorced	163	5.7%	235	7.9%	3.73%
Males	1,367	48.1%	1,419	47.6%	0.37%
Never Married	361	12.7%	411	13.8%	1.31%
Married, not Separated	794	27.9%	722	24.2%	-0.95%
Married, Separated	32	1.1%	42	1.4%	2.76%

	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
Widowed	38	1.3%	42	1.4%	1.01%
Divorced	142	5.0%	202	6.8%	3.59%
Data Note: Marital status data are complete counts in 1990 and sample counts in Census 2000, so changes in enumeration can affect comparability.					
Population by Race					
Total	3,619	100.0%	3,783	100.0%	0.44%
White Alone	3,164	87.4%	3,182	84.1%	0.06%
Black or African American Alone	384	10.6%	464	12.3%	1.91%
American Indian or Alaska Native Alone	3	0.1%	6	0.2%	7.18%
Asian Alone	4	0.1%	11	0.3%	10.65%
Pacific Islander Alone	2	0.1%	1	0.0%	-6.70%
Some Other Race Alone	13	0.4%	49	1.3%	14.19%
Two or More Races	49	1.4%	70	1.9%	3.63%
Diversity Index	25.4		31.8		2.27%
Hispanic Population by Race					
Total	71	100.0%	109	100.0%	4.38%
White Alone	57	80.3%	49	45.0%	-1.50%
Black or African American Alone	3	4.2%	7	6.4%	8.84%
American Indian or Alaska Native Alone	0	0.0%	1	0.9%	0.00%
Asian or Pacific Islander Alone	0	0.0%	0	0.0%	0.00%
Some Other Race Alone	11	15.5%	39	35.8%	13.49%
Two or More Races	0	0.0%	13	11.9%	0.00%
Population 3+ by School Enrollment					
Total	3,696	100.0%	3,593	100.0%	-0.28%
Enrolled in Public Preschool/Kindergarten	23	0.6%	74	2.1%	12.40%
Enrolled in Private Preschool/Kindergarten	24	0.6%	25	0.7%	0.41%
Enrolled in Public Elementary/High School	679	18.4%	589	16.4%	-1.41%
Enrolled in Private Elementary/High School	34	0.9%	21	0.6%	-4.70%
Enrolled in Public College	114	3.1%	42	1.2%	-9.50%
Enrolled in Private College	16	0.4%	0	0.0%	-100.00%
Not Enrolled in School	2,806	75.9%	2,842	79.1%	0.13%
Population 25+ by Educational Attainment					
Total	2,400	100.0%	2,466	100.0%	0.27%
Less than 9th Grade	438	18.3%	236	9.6%	-6.00%
9th - 12th Grade, No Diploma	659	27.5%	447	18.1%	-3.81%





Ranson (25438) Profile '90-'00 Continued

	1990		Census 2000		1990-2000
	Number	Percent	Number	Percent	Annual Rate
High School Graduate	907	37.8%	1,183	48.0%	2.69%
Some College, No Degree	204	8.5%	360	14.6%	5.84%
Associate Degree	54	2.3%	71	2.9%	2.77%
Bachelor's Degree	108	4.5%	111	4.5%	0.27%
Master's/Professional/Doctorate Degree	30	1.3%	58	2.4%	6.81%

Data Note: The 1990 Census reported population by single races only. ESRI estimates the multiracial population from 1990 Census data for the total population. In the 1990 Census, "Asian" and "Pacific Islander" were not reported separately for the Hispanic Origin population. To compare the data, "Asian" and "Pacific Islander" are combined in 2000. The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups.

Ranson radii

Census 2010 Profile
 Ranson, WV
 Ring: 3 miles radius

Latitude: 39.29517
 Longitude: -77.86068

Summary	Total		Age 18 Years and Over	
	Number	Percent	Number	Percent
Total Population	19,459	-	14,435	74.2%
Hispanic Population	1,461	7.5%	907	62.1%
Population by Race				
Total	19,459	100.0%	14,435	100.0%
Population Reporting One Race	18,849	96.9%	14,235	98.6%
White	15,907	81.7%	12,071	83.6%
Black or African American	1,980	10.2%	1,510	10.5%
American Indian and Alaska Native	58	0.3%	50	0.3%
Asian	287	1.5%	212	1.5%
Native Hawaiian and Other Pacific Islander	22	0.1%	17	0.1%
Some Other Race	595	3.1%	376	2.6%
Population Reporting Two or More Races	610	3.1%	200	1.4%

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2012 COMPREHENSIVE PLAN