



City of South Charleston, West Virginia **COMPREHENSIVE PLAN**

DATE :
2025 - 2045

PROPOSED BY :



COMPREHENSIVE PLAN

THE CITY OF SOUTH CHARLESTON – INTRODUCTION



Organized By:

The South Charleston Comprehensive Plan Committee

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Under the Guidance of:

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Background

CITY OF SOUTH CHARLESTON, WEST VIRGINIA

South Charleston was founded in 1917 and developed with the establishment of a naval ordnance plant in 1917 in the area that is now home to the South Charleston Industrial Park. Production at the plant halted following the end of World War II and it was used for storage until it was sold to Food Machinery and Chemical Corporation ("FMC") in 1961. Several chemical companies also operated in the area, including Union Carbide Corp., which opened a facility in the City in 1925 to produce

antifreeze under the trade name Prestone. By the middle of the 20th Century, the Union Carbide complex manufactured over 300 chemicals used in various industries and opened a major research, development and engineering complex on the site of the current West Virginia Regional Technology Park in the City.



City of South Charleston:

Location

The City of South Charleston ("South Charleston" or the "City") is located in Kanawha County, West Virginia, west of and adjacent to the City of Charleston ("Charleston"), and approximately 48 miles east of the City of Huntington, the second-largest city in the State. Charleston is the county seat of Kanawha County, the Capitol of the State of West Virginia and the most populous city in the State. South Charleston has an area of approximately 8.51 square miles and is accessible from three major interstates and the State's largest airport. Interstate 64, a major east-west route, U.S. Route 119 (Corridor G of the Appalachian Development Highway System), and U.S. Route 60 (MacCorkle Avenue) run through the City. In addition, Interstate 77 and Interstate 79, both major north-south routes, intersect with Interstate 64 nearby in Charleston.



Yeager Airport in Charleston is located approximately 8 miles from the City and is the largest airport in West Virginia. The Kanawha River runs through South Charleston and is the longest inland waterway in West Virginia. Its valley has been a significant source of industrial activity in the state since early in the 19th century. CSX Transportation rail lines also run through South Charleston and are used for both industrial transportation and passenger services. Park Place is located in South Charleston at the intersection of Interstate 64, U.S. Route 60, and WV Route 614. This intersection has the highest daily traffic count in West Virginia, with more than 117,000 vehicles passing through.

Healthcare, Manufacturing and Higher Education

South Charleston has a long history of manufacturing and is home to a number of stable manufacturers and healthcare entities. The headquarters for WVU Medicine Thomas Health Systems is in South Charleston, employing more than 800 people in the City and more than 1,000 people in the Kanawha Valley. WVU Medicine Thomas Health Systems operates a 186-bed not-for-profit hospital and three primary care locations in South Charleston. Thomas also owns a hospital in Charleston and operates several other care sites throughout the Valley. The largest manufacturing employer in South Charleston is Gestamp, a maker of stamped automotive parts for the luxury car market. Gestamp is located in the South Charleston Industrial Park and currently employs approximately 480 workers. Dow Corporation, Clearon and Convestro AG operate specialty chemical plants in the City, employing more than a combined 1,500 persons. Marshall University – South Charleston Campus and BridgeValley Community and Technical College are both in the City. University of Charleston is approximately 6 miles away, and Marshall University's main campus is about a 50-minute drive on Interstate 64.

West Virginia Regional Technology Park

A thriving community of innovators in technology, energy, biotech, chemical engineering, and manufacturing is found in South Charleston, home to the West Virginia Regional Technology Park ("Tech Park") and TechConnect West Virginia. The Tech Park is owned by the West Virginia Higher Education Policy Commission and is a global leader in research and innovation. The Tech Park's tenants are creating new ideas for industry across a variety of sectors. Over the past 10 years, the Tech Park has generated more than \$1 billion in contracts and is designed to continue growth. Unique pilot plants house new production technologies and new tech-based offerings, and mature them into full-scale production systems and commercial products. The Mid-Atlantic Technology, Research & Innovation Center (MATRIC), one of the Tech Park tenants, serves a global market of chemical, energy, environmental, and advanced software customers with a staff that includes more than 30 Ph.D.-level experts.

Summary Demographics

Cutting-edge developments in energy, environmental sciences, biotech, and chemistry, like those found at the Tech Park, are helping to drive South Charleston's recent growth and its ongoing lower-than-average unemployment rates. Along with West Virginia's Northern and Eastern technology hubs, South Charleston is one of three large cities in West Virginia to experience growth in the last decade. In April 2020, according to the U.S. Bureau of Census, the city's population was 13,647, the Labor Participation Rate was 64%, and the unemployment rate was 4.2%. Comparably, the statewide unemployment rate was 4.8%, and the national rate was 5.2% for the same time period. Educated, financially secure, Millennial/GenX/Boomer homeowners comprise the bulk of South Charleston's population. The median age was 42; the median annual household income was \$53,713. More than 70% of South Charleston residents own their homes, and 68% have post-high school education. Currently, South Charleston has the highest municipal tax base in West Virginia with an even distribution of revenue sources, helping to provide stability. The bulk of the tax revenue comes in equal measure from the service, retail, and manufacturing sectors; utilities lead the next largest segment. The City's reliable tax base is the foundation for today's growth and entrepreneurship.

City Government

The City's charter provides for a mayor-council form of government. Elected officials are the Mayor, the City Clerk and members of the City Council from each of the eight (8) wards in the City, which are elected to serve concurrent terms on a quadrennial basis. The mayor is the chief executive officer of the City and presiding officer and a member of the City Council with right to vote on all issues. The day-to-day activities of the City are managed by the City Manager, who is appointed by the Mayor.

Charleston MSA:

South Charleston is located in the Charleston Metropolitan Statistical Area (the “Charleston MSA”), which includes Kanawha, Jackson, Clay, Lincoln and Boone Counties. The estimated population of the Charleston MSA as of 2023 was approximately 203,164, and a per capita personal income of \$52,820 in 2023. The Charleston MSA is home to one of the State’s largest medical centers, Charleston Area Medical Center (CAMC), a non-profit, 838-bed, regional referral and academic medical center with more than 6,000 employees. The Charleston area has a long history of chemical production, including Union Carbide Corporation, now a wholly-owned subsidiary of The Dow Chemical Company. Several automotive component suppliers also have operations within the Charleston MSA, including Gestamp, a manufacturer of stamped automotive parts located in the City, and NGK Spark Plugs located in Sissonville. Charleston also is home to the Charleston Dirty Birds, a member of the Atlantic League of Professional Baseball (a partner league of Major League Baseball).



Kanawha County:

Kanawha County (the “County”) was founded in 1789 under the authorization of the Virginia General Assembly and is located in central West Virginia. The County is part of the Charleston MSA. The City of Charleston is the county seat. The County is the largest county in the State with a population of 174,805 in 2023 and a median personal income of \$58,887 in 2023. The County is the home to the State’s largest airport, Yeager Airport, located in Charleston. The Kanawha County Commission consists of three Commissioners elected to six-year terms and is the governing body of the County.



Demographics

Economic and Demographic Data:

Population					
Year	South Charleston	Charleston MSA	Kanawha County	West Virginia	United States
2015	12,919	270,858	188,282	1,842,050	320,635,163
2016	12,721	268,130	186,196	1,831,023	322,941,311
2017	12,473	264,227	183,385	1,817,004	324,985,539
2018	12,232	260,280	180,410	1,804,291	326,687,501
2019	12,047	257,074	178,124	1,792,147	328,239,523
2020	13,647	258,859	180,745	1,784,787	329,484,123
2023	13,177	255,020	173,906	1,769,979	340,110,988

Source: U.S. Census Bureau

Per Capita Personal Income (\$)					
Year	So. Chas	Charleston MSA	Kanawha County	West Virginia	United States
2016		40,103	44,169	37,070	49,995
2017		41,587	45,703	38,891	52,096
2018		44,198	48,357	41,154	54,581
2019		45,276	49,553	42,242	43,289
2023	58,111	56,140	61,400	52,813	69,810

Source: U.S. Department of Commerce, Bureau of Economic Analysis

Average Annual Unemployment Rates (%) - Not Seasonally Adjusted				
Year	Charleston MSA	Kanawha County	West Virginia	United States
2017	5.3	5.1	5.2	4.8
2018	5.2	5.1	5.2	4.4
2019	4.8	4.6	5.0	3.9
2020	9.0	8.7	8.2	8.1
2021	5.4	5.3	5.1	5.3
2022	3.9	3.8	3.9	3.6
2023	3.7	3.6	3.9	3.8

Source: U.S. Department of Labor, Bureau of Labor Statistics

Average Annual Employment			
	2020	2022	2024
Charleston MSA	84,100	86,200	88,958
Kanawha County	74,800	76,670	79,140
West Virginia	715,600	754,500	753,540

Source: WORKFORCE West Virginia

Average Weekly Wage (\$)			
	2020	2023	2024
Kanawha County	997.09	1,162.00	1185.00
West Virginia	936.57	1,067.00	1,085.00

Source: WORKFORCE West Virginia

Largest Employers in Kanawha County	
March 2024	
1.	Vandalia Health
2.	Kanawha County Board of Education
3.	WVU Hospitals – WVU Medicine
4.	WV Department of Health & Human Resources
5.	West Virginia Division of Highways
6.	Walmart Associates, Inc.
7.	Sev. En Energy
8.	Kroger Limited Partnership
9.	City of Charleston
10.	WV Department of Administration

Source: WORKFORCE West Virginia

Average Annual Nonfarm Payroll Employment by Industry (2023)	
Industry	Kanawha County
Construction	4,500
Manufacturing	4,520
Trade, Transportation and Utilities	16,150
Information	1,390
Financial Activities	5,290
Professional and Business Services	13,680
Education and Health Services	21,240
Leisure and Hospitality	9,290
Other	3,880
Government	23,330

Source: WORKFORCE West Virginia

Total Wages (\$)		
Year	Kanawha County	West Virginia
2016	4,596,384,456	28,560,707,319
2017	4,615,819,329	29,626,307,630
2018	4,706,209,996	31,965,019,645
2019	4,739,681,242	32,052,477,697
2020	4,655,002,659	31,314,258,661
2023	5,726,538,586	38,418,362,917

Source: WORKFORCE West Virginia

Wage per Industry (\$) (2023)		
Industry	Total Wages	Average Weekly Wage
Construction	241,653,656	1,251.60
Manufacturing	223,529,279	1,338.31
Trade, Transportation and Utilities	691,715,311	821.68
Information	90,097,936	1,187.56
Financial Activities	345,525,358	1,245.26
Professional and Business Services	673,157,422	1,074.93
Education and Health Services	1,050,343,291	1,031.77
Leisure and Hospitality	191,146,756	374.29
Other	104,093,454	718.52
Government	972,558,605	912.66

Source: WORKFORCE West Virginia

The State of West Virginia has validated and controlled planning of municipalities since 1931 and has granted them the right to “regulate and restrict the erection, construction ... or use of buildings, structures, or land.” Any such regulation was required to be made in accordance with a (previously adopted) comprehensive plan. This Chapter was reenacted and amended in 1959, 1969 and 1973. In 2004 the Legislature amended Chapter 8A of the West Virginia State Code to require the creation of new and/or updating of existing comprehensive plans for all municipalities that have a zoning ordinance. Thus the legislature made it clear that a municipality may not enact a valid zoning ordinance without also adopting a comprehensive plan. Existing regulations were validated and or ‘grandfathered’ for a period of no more than ten years after the effective date of this amendment. South Charleston adopted zoning and subdivision ordinances on , without the benefit of a Comprehensive Plan.

The *2025-2045 South Charleston Comprehensive Plan* is the City's guide or "blueprint" for future development, to ensure that development is accomplished in an orderly manner that maximizes the benefits to City residents and businesses, without negatively affecting the many attributes of South Charleston.

Education

South Charleston is served by the Kanawha County School District.

- Grades PreK – 5 - Montrose Elementary School, Bridgeview Elementary School and Richmond Elementary School
- Grades 6 – 8 - South Charleston Middle School
- Grades 9 – 12 - South Charleston High School

The Process

The *2025 – 2045 South Charleston Comprehensive Plan* (Plan) was created through a participatory process with decisions formed through consensus building techniques. Participants representing local development organizations, City government, and the general public contributed to the Plan's development.

A public visioning meeting was held on _____, 2025 at South Charleston Municipal Building. Public officials as well as private land and business owners were invited to the meeting and were asked to list improvements to the City that would make it a better place to live. At this meeting the purpose for the development of the Plan was discussed and comments and suggested actions were solicited. Following this meeting the comments received were organized and clarified into a list of City Goals by the Comprehensive Plan Committee. These are incorporated in the Plan.

A draft of this Plan was presented by the Committee to the Planning Commission and City Council in 2025.

A Public Hearing was held by the Planning Commission on _____, 2025 and the Plan was forwarded to the City Council with a recommendation of approval on that date.

A Public Hearing was held by the South Charleston City Council on _____, 2025 and the 2025-2045 South Charleston Comprehensive Plan was adopted on _____, 2025.

Vision Statement

The Comprehensive Plan Committee has adopted the following as the overall mission or vision statement for the South Charleston Comprehensive Plan, which will:

- Establish a Future Vision for South Charleston
- Educate the Public and Promote Their Involvement in South Charleston's Future
- Guide the Wise Use of Land and Resources
- Coordinate Planning Efforts
- Protect the Environment

- Promote Sustainability
- Promote Employment Opportunities
- Preserve the Community
- Guide Property Owner and Developer Decisions
- Effectively Coordinate the Location of Public Facilities
- Objectively Anticipate Future Needs
- Promote Cost Effective Use of Tax Dollars
- Meet State Law Requirements

Plan Organization

The *2025-2045 South Charleston Comprehensive Plan* contains nine chapters, which, together with other documents, will guide growth and development in the City over the next twenty years. Each of these components acknowledges development, while creating an attractive living environment for residents and retaining the unique features of the City.

In general, the plan evaluates the existing conditions and proposes actions to be taken over the next twenty years. Specific components of the plan include:

Land Use

This section examines current land use patterns and assesses the City's land development needs. Furthermore, this element addresses the role of Smart Growth in future development decisions. It also presents overall development concepts along with a future land use plan. Finally, four area plans are discussed in detail, as well as the relationship to the overall plan of each.

Housing

This chapter examines the population dynamics and population projections through the year 2044. It examines population trends and their impacts on housing in South Charleston. The availability, affordability, condition and types of housing are discussed in relation to the history and location of the City. This chapter further identifies policies to address future housing needs.

Natural Resources

This chapter discusses the abundant natural resources in South Charleston, the issues affecting those resources, and ways to manage them. This chapter examines the impacts of resources on development and conversely, the impacts of development on these resources, including air, water, soils and soil characteristics. State and Federal regulations affecting the resources of the City are discussed as well as efforts to encourage resource protection.

Cultural Resources

This section provides a detailed history of South Charleston, and the events that helped to shape the City as it is today. It discusses public and private preservation efforts to date as well as efforts that

still need to be undertaken to preserve additional resources. Finally existing cultural resources such as cemeteries, schools and churches are discussed.

Economic Conditions

This element identifies current economic conditions in South Charleston. It also evaluates economic and business trends that impact the City's efforts to recruit new investment. An analysis of the City's strengths and weaknesses is undertaken, which provides the basis for a community economic development strategy.

Community Facilities

This section inventories the community facilities, including facilities owned by the City, or agencies supported by the County and the City. These facilities include general government, public safety, public works, and schools.

Transportation

This section examines the components of the City's transportation system, and identifies the improvements necessary to accommodate growth. This chapter also discusses the different roles and responsibilities in constructing and maintaining the transportation system.

Implementation

This section summarizes the recommendations of the plan and offers a schedule for implementing the plan's components.

A Community Resource

While this document serves as the City's Comprehensive Plan, and meets the statutory requirements of the Code of West Virginia, it is intended to be more than a traditional comprehensive plan. It is our desire that this document be a community resource for citizens, businesses, industries, visitors, and even those with just a casual interest in South Charleston. This document provides insight into the state and federal regulations that affect the City. It also provides links to federal, state and local agencies where one can go to obtain additional information on the topics contained in this document or other similar information. This document is not intended to be viewed once and placed on a shelf to be revisited once every five years. We encourage you to view and use the information contained in this document often.

Chapter 2 – Land Use

Introduction

Land Use is considered by most people to be the heart of the Comprehensive Plan. The Land Use Plan serves to coordinate public and private decisions that affect the physical development of South Charleston. By establishing a vision for the future, the plan strives to create a desirable pattern of development toward which present activities can be directed.

In designating areas for various land uses, consideration must be given to natural features, existing land uses, existing and proposed public improvements as well as the current and future transportation system. Overall, the Land Use Plan is intended to create a well-organized, cohesive community that functions efficiently. While future growth is encouraged, the unique character of South Charleston must be protected and the needs of existing residents and businesses addressed.

The Land Use Plan designates areas as

Districts are commercial, residential and industrial:

Residential, commercial, industrial, agricultural, recreational, educational, public, historic, conservation, transportation, infrastructure or any other use of land;

Commercial districts are generally identified in the City as shown on the attached map as Downtown (D Street to B Street between 2nd Avenue and 7th Avenue), MacCorkle Avenue (Patrick Street to Spring Hill), U.S. 119 area at South Ridge and Trace Fork.

Industrial districts are generally identified as the West Virginia Regional Technology Park, South Charleston Ordinance Center and nearby property, and Dow Chemical Company;

Recreational districts include Little Creek Park and various other smaller parks throughout the City;

Other areas of the City are primarily residential, varying from single-family to multi-family residence, with some including smaller commercial properties;

The designation of these areas is based on the following underlying principles:

- The costs to the City of not managing growth will be extremely high, thus, future development should locate in those areas of the City in which public services and facilities are planned and can most efficiently and economically be provided;
- Development should be located in such a manner as to minimize impacts to the City's environmental resources, including, but not limited to, wetlands, steep slopes, highly erodible and highly permeable soils, and aquifer recharge areas;
- Highway oriented commercial areas should be located in well-defined groupings and should be accessible and convenient to Interstate 64.

South Charleston, WV: Comprehensive Neighborhood and Zoning Overview

Introduction

South Charleston, West Virginia, is a city with a rich history and a variety of neighborhoods, each offering distinct characteristics and zoning regulations. Understanding these aspects is crucial for developing a comprehensive plan that addresses current needs and anticipates future developments over the next two decades.

Neighborhood Descriptions and Character

While specific neighborhood delineations within South Charleston are not extensively documented, the city is known for its blend of residential, commercial, and industrial areas. The eastern parts of the city are generally more sought after, featuring higher property values and well-established residential communities. In contrast, the central regions offer more affordable housing options, attracting a diverse population.

The city's neighborhoods exhibit a mix of architectural styles, reflecting its development over the years. Established communities often feature tree-lined streets and proximity to local amenities, contributing to a suburban feel within an urban setting.

Zoning Regulations

South Charleston's zoning regulations are designed to manage land use effectively and promote organized growth. The city is divided into various zoning districts, each with specific permitted uses and development standards. These districts include residential, commercial, and industrial zones. The official zoning map provides detailed information on the boundaries and classifications of these districts.

Zoning Overview and Categories

South Charleston uses a zoning map to divide the city into districts that support residential, commercial, industrial, mixed-use, and public purposes.

Residential Zones

- R-2-4A (Low-Density): Single-family homes with large lots, preserving quiet, suburban character and limiting dense development.
- R-5 to R-10 (Two Family -Medium/High-Density): Allows for duplexes, townhomes, and small apartments, creating more affordable housing and supporting growth in walkable neighborhoods.

Commercial Zones

- C-2 to C-6 (Local, Neighborhood and Community Commercial): Small businesses, shops, and offices integrated near residential neighborhoods.
- C-8 to C-10 (Central and General Commercial): Larger commercial uses such as shopping centers and auto dealerships; higher traffic and infrastructure needs.

Industrial Zones

- I-2 and I-4: Accommodate light to heavy industrial activities like warehouses and manufacturing. Generally located away from residential areas to minimize conflict.

Mixed-Use Zones

- Combine residential, retail, and office uses—often seen in downtown or redeveloped areas—encouraging vibrant, walkable communities.

Public/Institutional Zones

- Reserved for schools, churches, parks, and government buildings. These spaces serve the public and are generally protected from private development.

Future Zoning Impacts (Next 20 Years)

Zoning decisions made today will directly shape how South Charleston grows and functions in the decades to come:

- **Population Growth:** Encourage higher-density residential zoning and mixed-use developments to accommodate increasing population needs efficiently.
- **Aging Infrastructure:** Use zoning tools to guide redevelopment efforts and incentivize improvements to utilities, roads, and public facilities.
- **Economic Revitalization:** Rezone underused industrial or commercial zones to attract innovative industries such as tech hubs, coworking spaces, or clean energy companies.
- **Climate and Sustainability:** Promote green building practices and walkable, energy-efficient communities through intentional mixed-use zoning.
- **Affordable Housing:** Modernize zoning codes to allow accessory dwelling units (ADUs), duplexes, and small multifamily housing to increase affordability.
- **Preserving Community Character:** Use overlay zones and historic district designations to protect neighborhood charm while allowing for appropriate growth.

Smart Planning Suggestions

- Encourage infill development by using vacant or underused lots within existing neighborhoods before expanding city boundaries.
- Promote mixed-use zoning in walkable areas to support local businesses and reduce traffic.
- Revisit and update zoning codes every five years to reflect changing trends and population needs.
- Apply overlay zones in special areas like floodplains or historically significant districts to ensure preservation and safety.

ships, and infrastructure upgrades to support growth and employment.

General Observations

- Residential Zones (R-2, R-4, R-4A, R-5, R-6, R-8, R-10, R-0): Define South Charleston's suburban atmosphere. Planning must address housing diversity, population trends, and sustainability.
- Commercial Zones (C-2, C-4, C-6, C-8, C-10): These zones drive economic activity. The focus should remain on compatibility with nearby neighborhoods and resilience through diversification.
- Industrial Zones (I-2, I-4): Support the city's economic base but require oversight to prevent environmental and community health impacts.

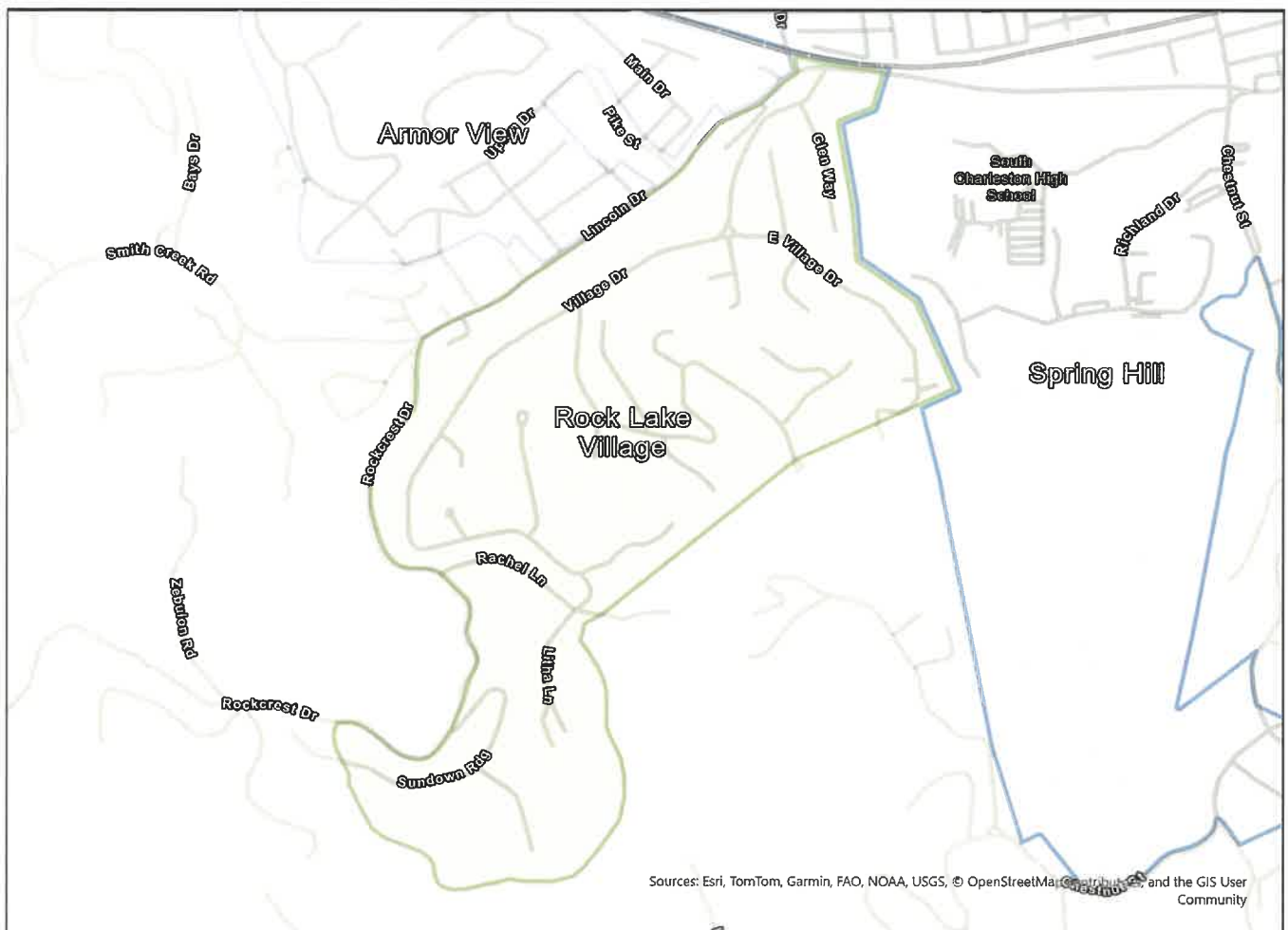
Neighborhood Descriptions

Rock Lake Village

Zoning

R-6 Residential

A mixed residential area with townhomes, single-family homes, and small businesses that foster a strong sense of community.



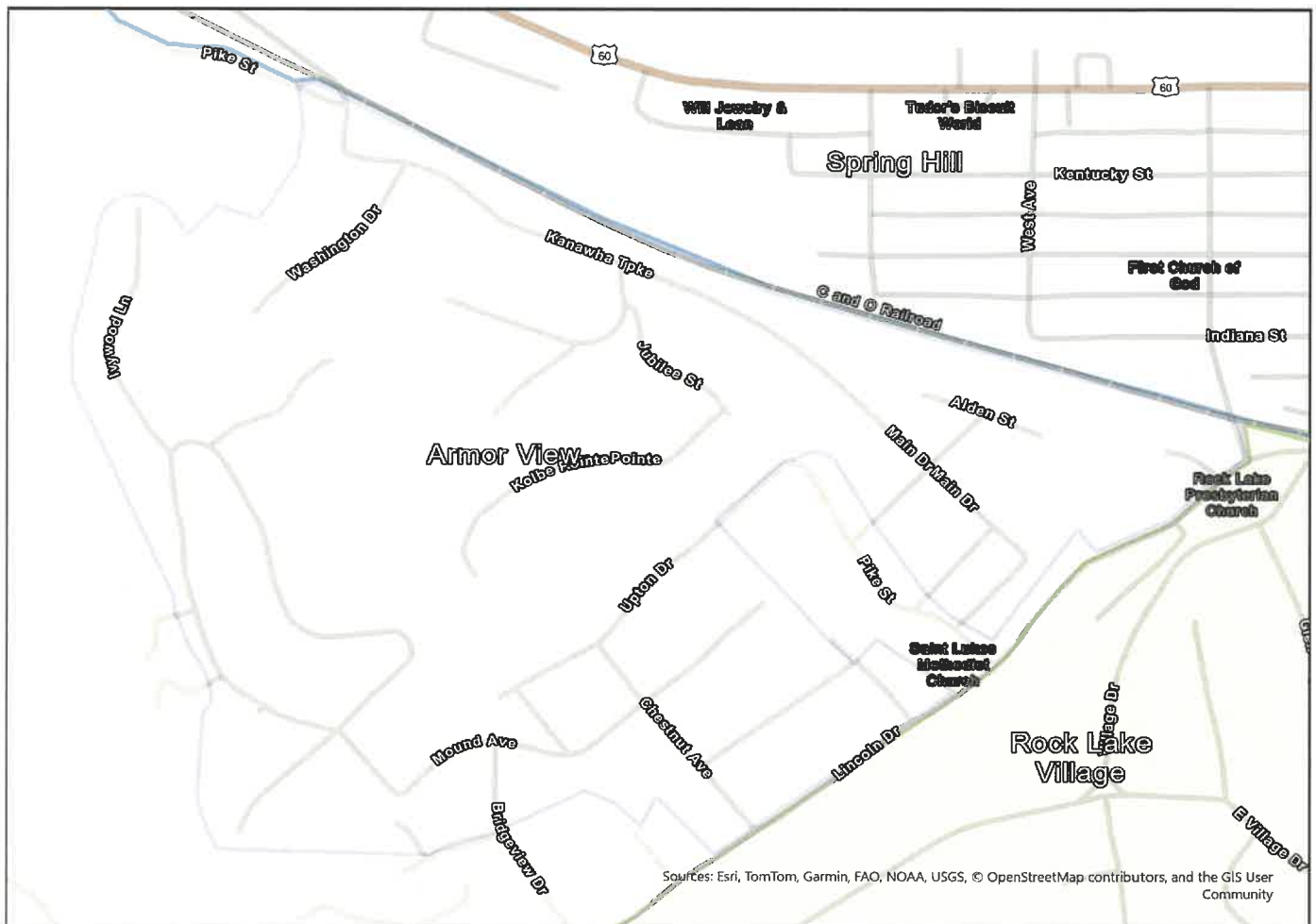
Future Plans

Support continued walkable development and local entrepreneurship while preserving green space and affordability.

Armor View

A quiet, family-friendly residential neighborhood made up primarily of single-family homes with a suburban feel

Zoning
R-4A Single Family Residential



Future Plans

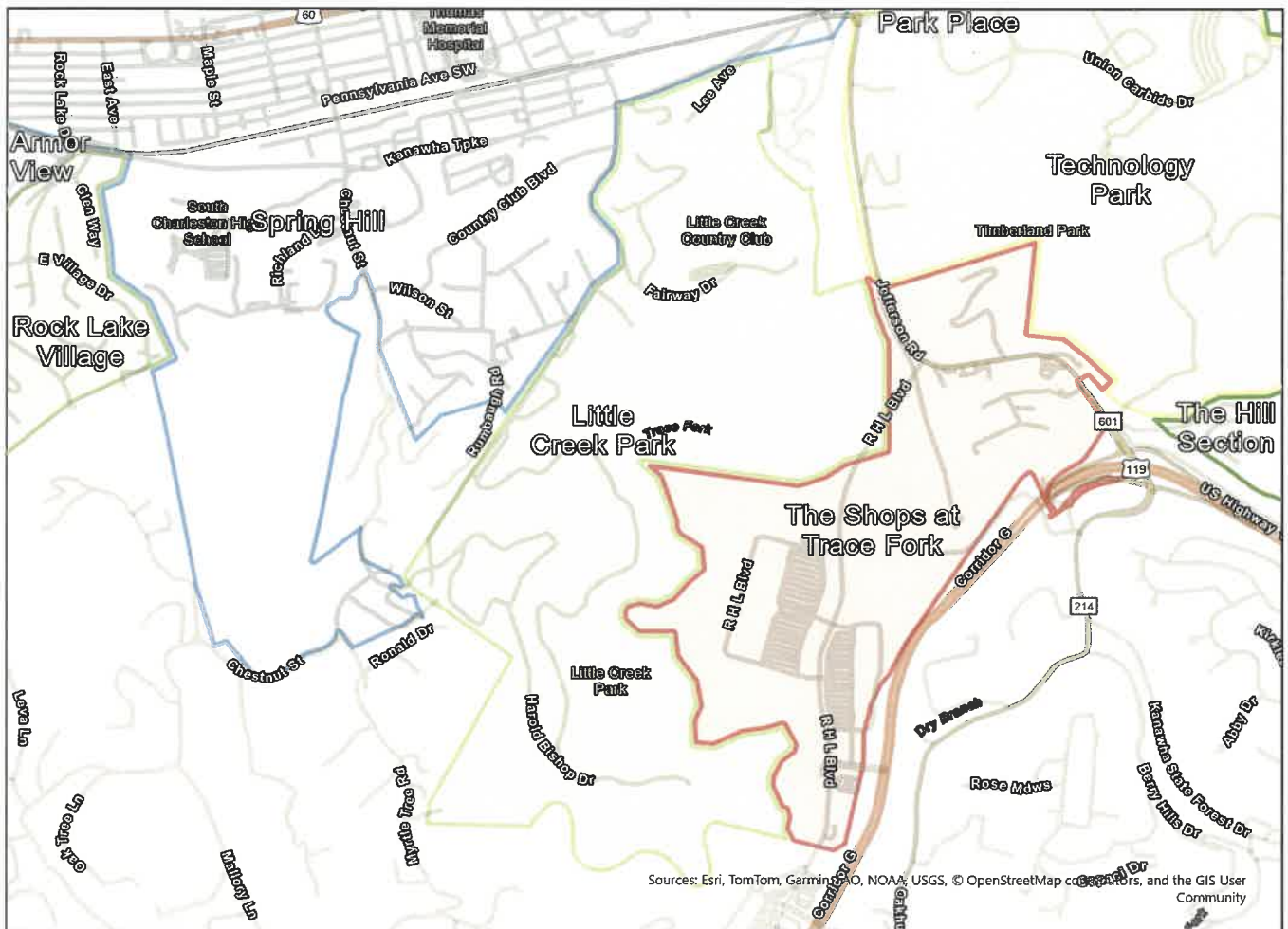
Preserving its residential charm while enhancing infrastructure, street safety, and community connectivity. Opportunities for beautification projects and neighborhood engagement initiatives.

Little Creek Park

Zoning

R-2 & R-4 (Single Family Residential mixed with Public/Open Space)

A major recreational area with hiking trails, disc golf, picnic areas, sports fields, and nature attractions.



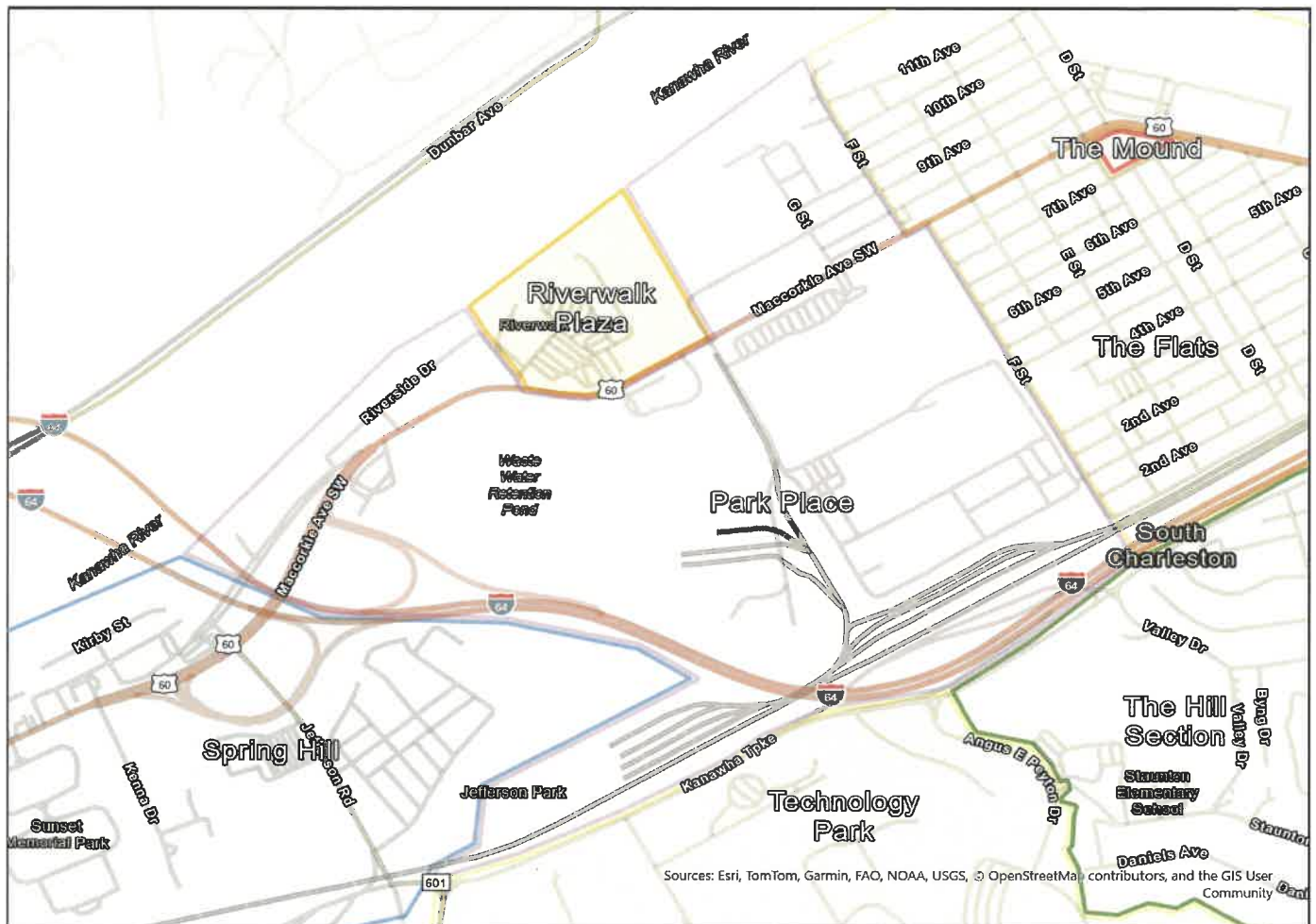
Future Plans

Continued investment can strengthen community health, encourage outdoor activity, and support local tourism. There is potential for eco-education activities and expanded accessibility.

Park Place

*A developing commercial zone
focused on attracting retail and
service businesses*

Zoning
C-4 (Neighborhood Com-
mercial)



Future Plans

Strategic commercial growth can boost economic activity and job opportunities. Emphasis on mixed-use design and walkability could transform it into a life-style center.

Riverwalk Plaza

Zoning

C-10 (Highway Commercial District)

A shopping plaza with major retailers, ample parking, and highway visibility



Future Plans

Upgrading landscaping, tenant variety, and connectivity to other commercial areas could revitalize this plaza and increase its regional draw.

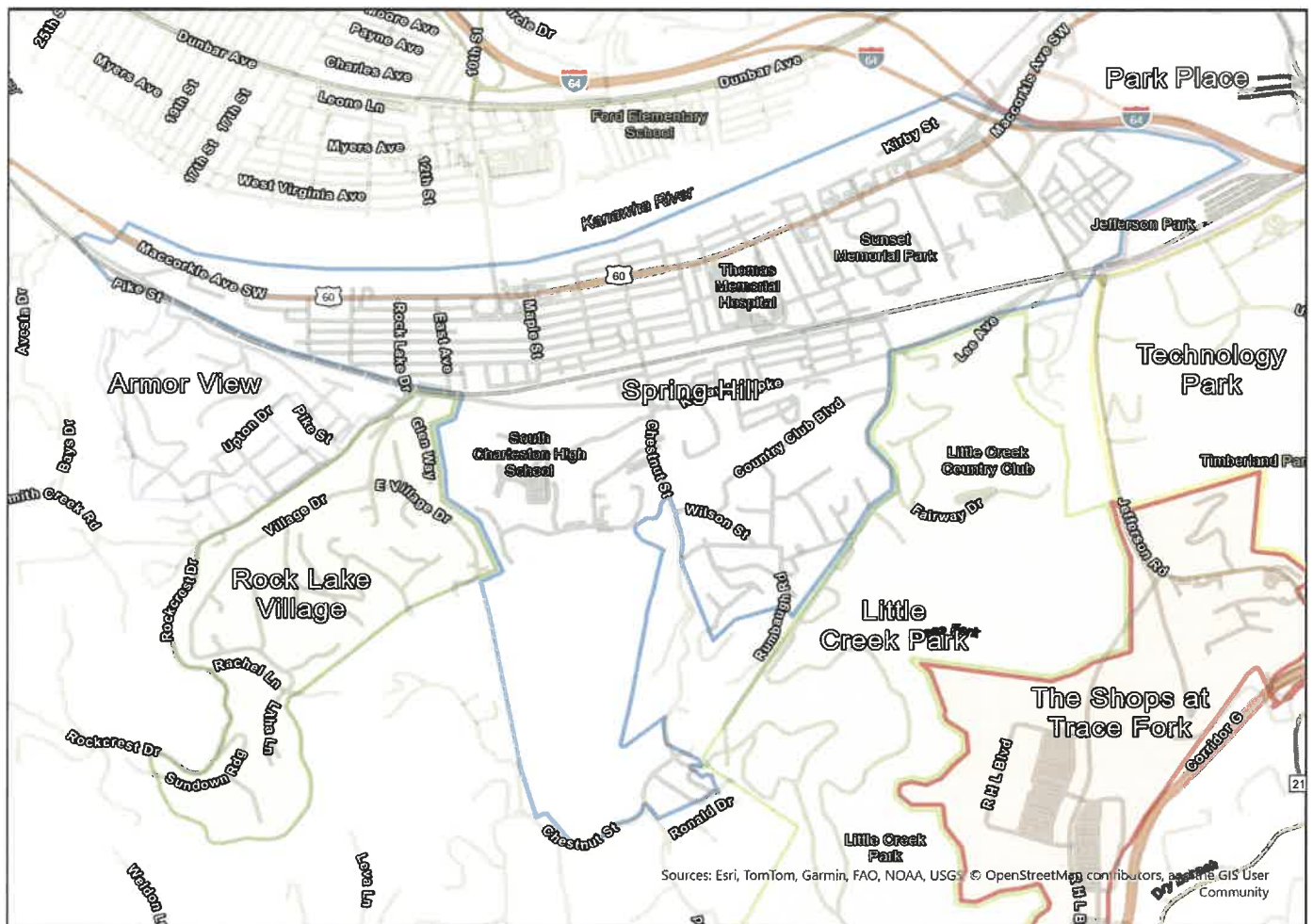
Spring Hill Neighborhood

A well-established neighborhood with parks, schools, churches, and convenient small businesses.

Zoning

R-8 (Residential)

C-2 & C-4 (Neighborhood Commercial)



Future Plans

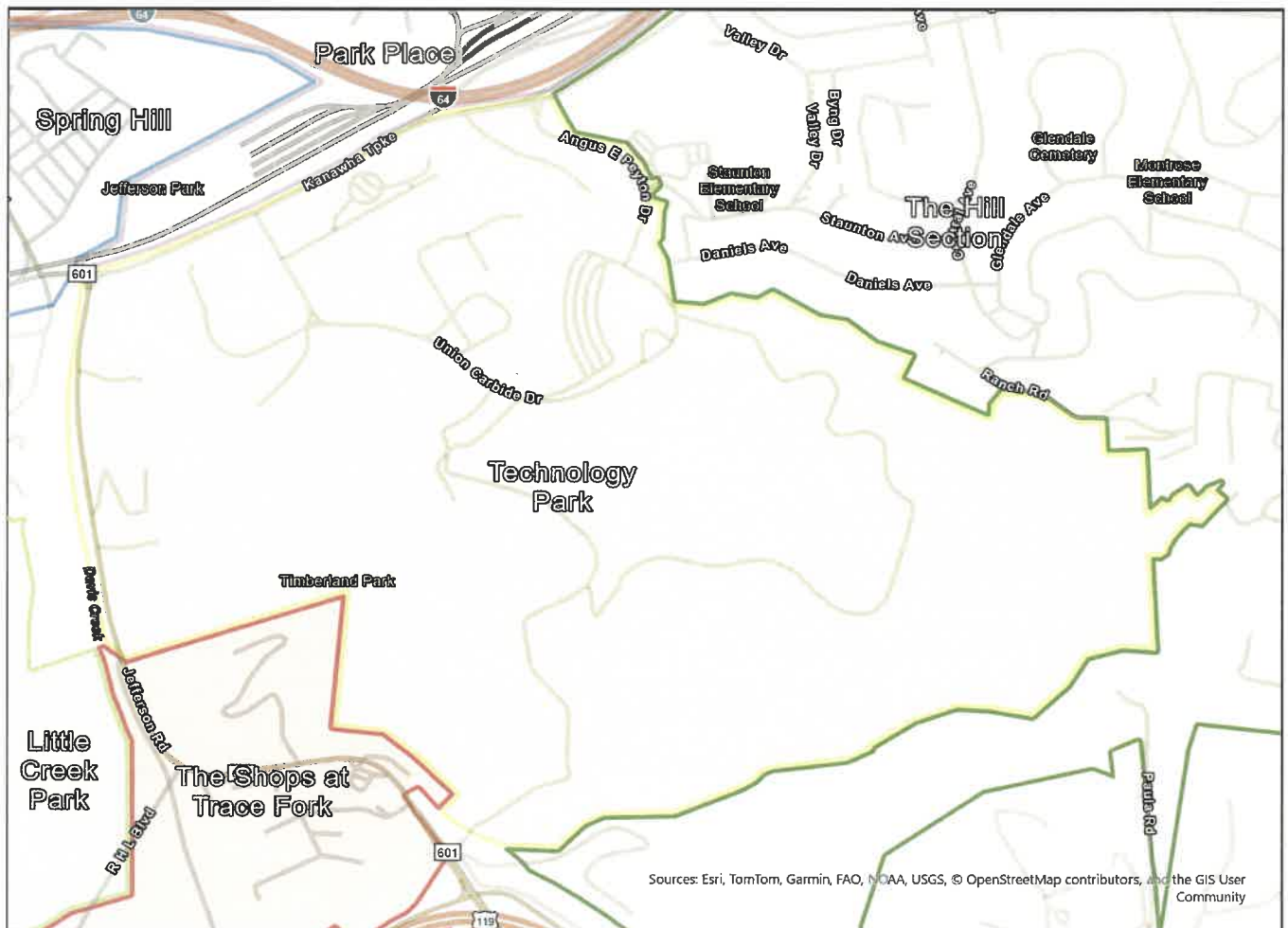
Preserve the family-centered environment and enhance infrastructure.
Strengthen small business support through zoning flexibility and community events

Technology Park

Zoning

I-2 (Industrial/Research and Technology Use)

A regional innovation and research hub home to high-tech businesses and laboratories.



Future Plans

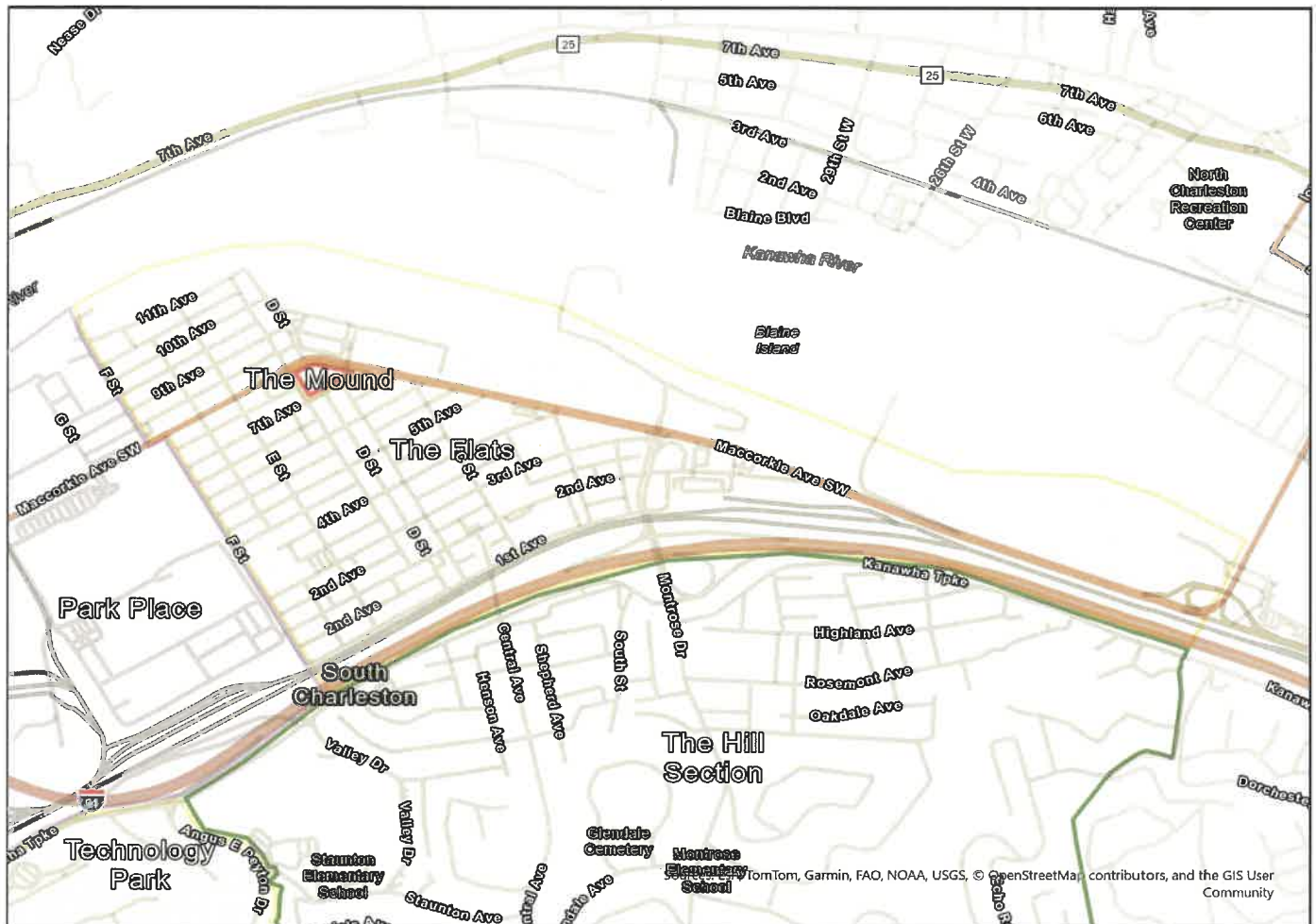
Attract clean and advanced industries. Support tech startups, STEM education partnerships, and infrastructure upgrades to support growth and employment.

The Flats

A modest, affordable neighborhood with a mix of housing styles, close to city services.

Zoning

Mixed R-0 (Residential Office), R-8, R-10 (High Density Residential) C-4,6,8,10 (Neighborhood, Community, Central and General Commercial), I-2 (Light Industrial)



Future Plans

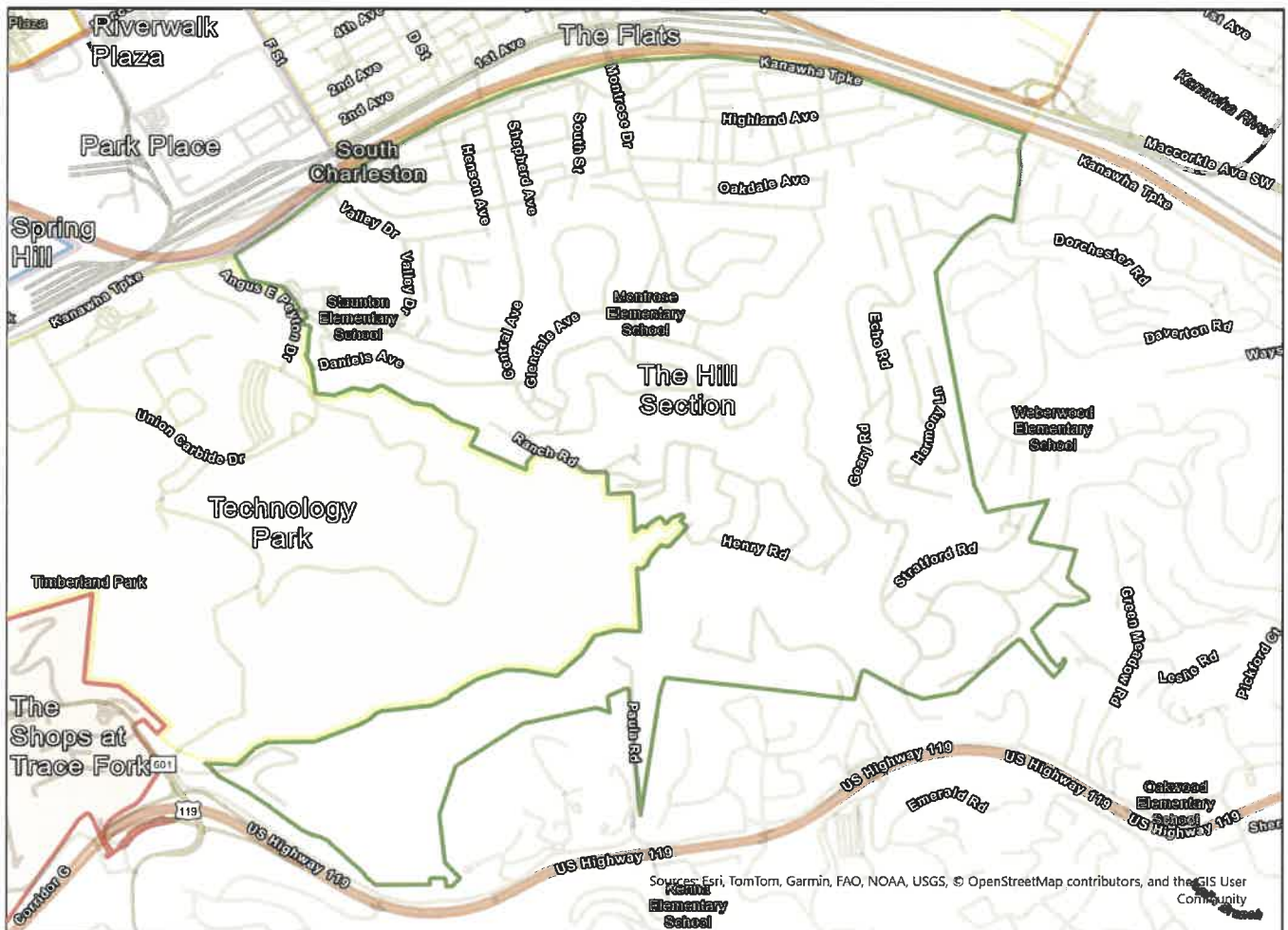
Promote housing improvements and community pride through revitalization grants and beautification programs. Ideal for first-time homebuyer support.

The Hill Section

Zoning

R-2 and R-4A, R-5, R-6, R-8 (Single-Family, Two Family, Moderate, Medium and High Density Residential)

A hillside neighborhood with older homes and scenic views, known for its quiet charm.



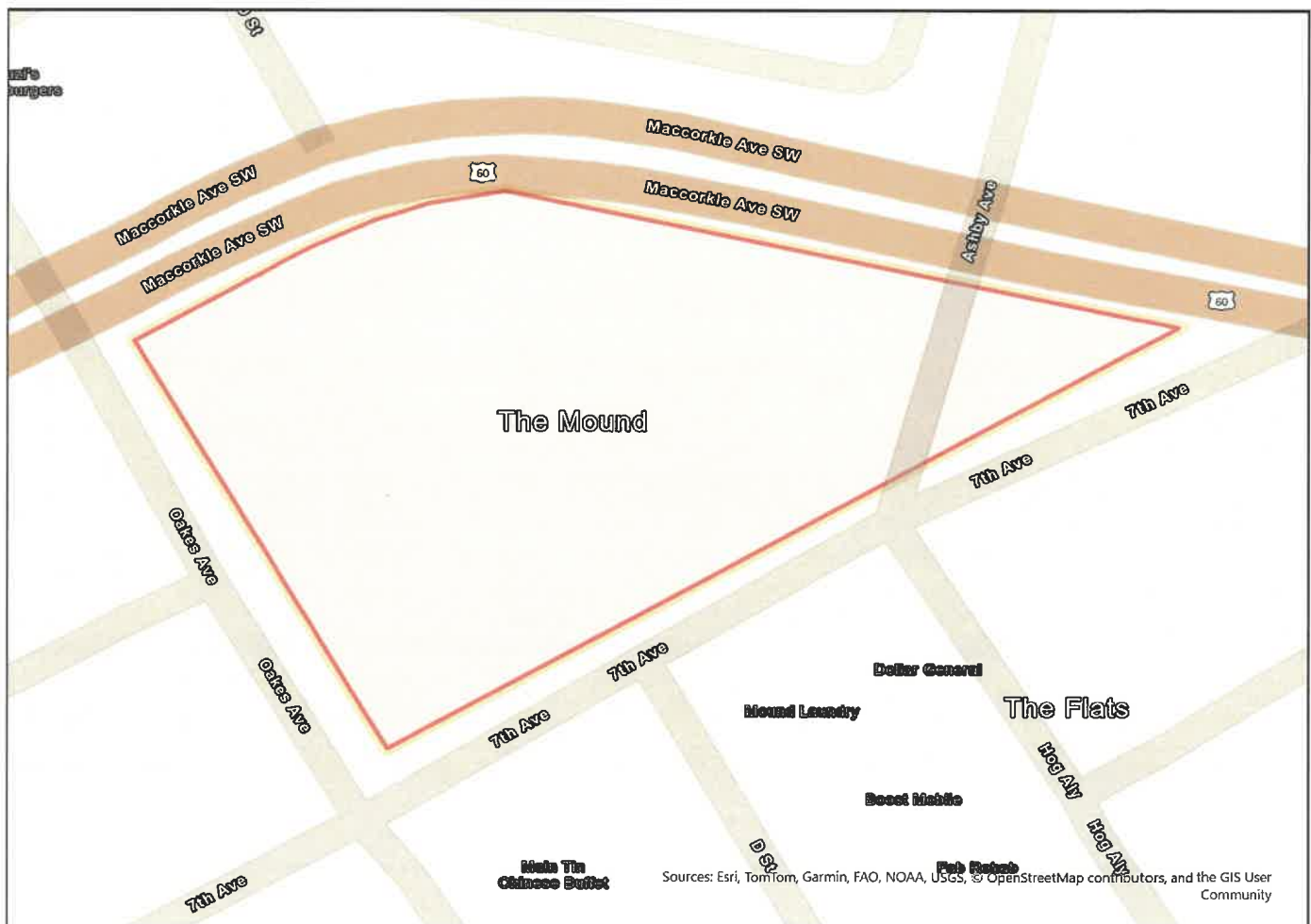
Future Plans

Focus on infrastructure updates like storm drainage, road improvements, and preserving the historical feel of homes through grants and overlays.

The Mound

A culturally significant area anchored by the historic Criel Mound, used as a city pocket park, surrounded by small businesses.

Zoning
C-4 (Neighborhood Commercial)



Future Plans

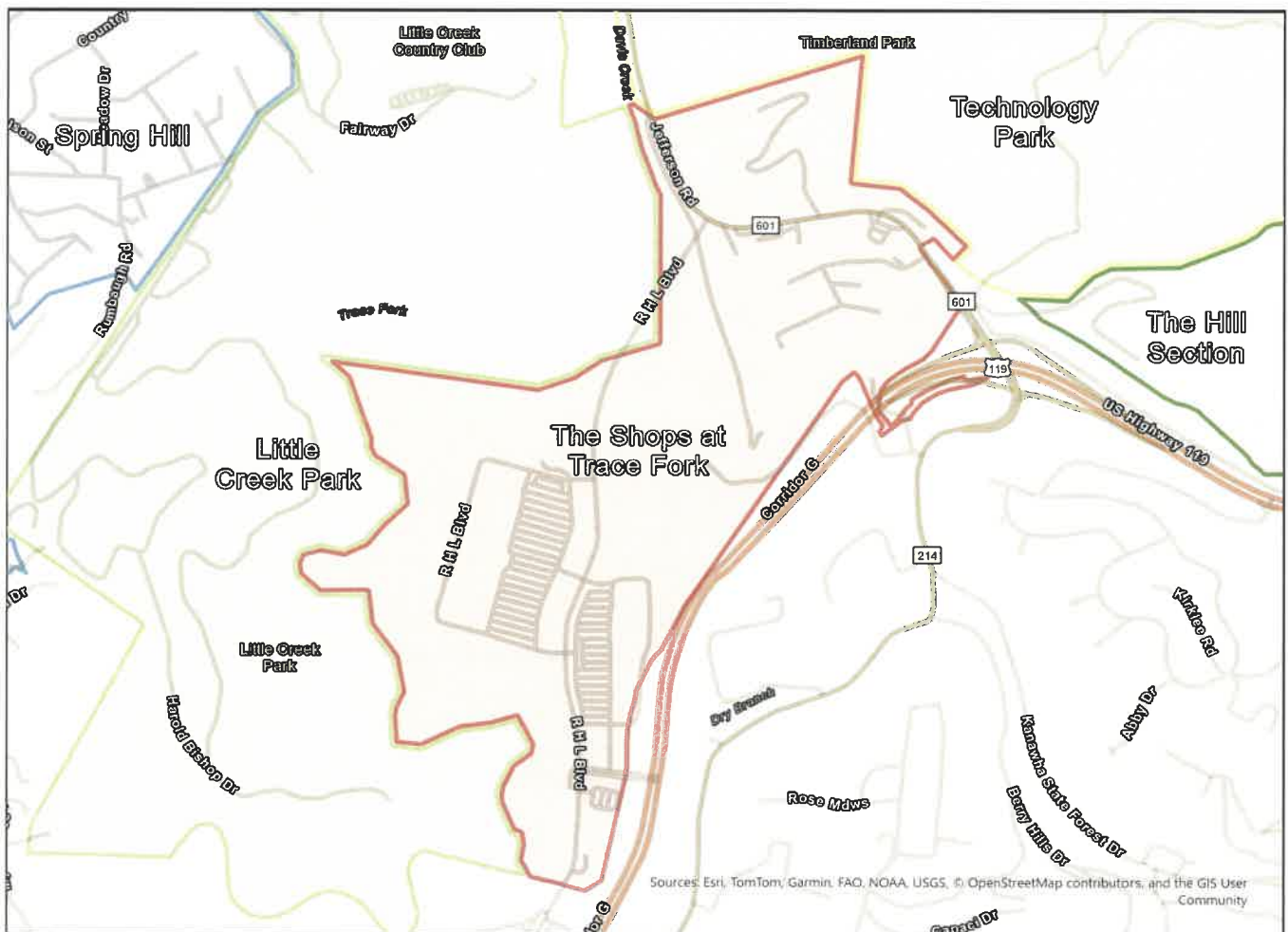
Leverage the mound's historic value to develop heritage tourism, add interpretive signage, and create small-scale gathering areas that boost economic activity.

The Shops At Trace Fork

Zoning

C-10 (General Commercial)

A major shopping and dining destination with national retailers and entertainment options.



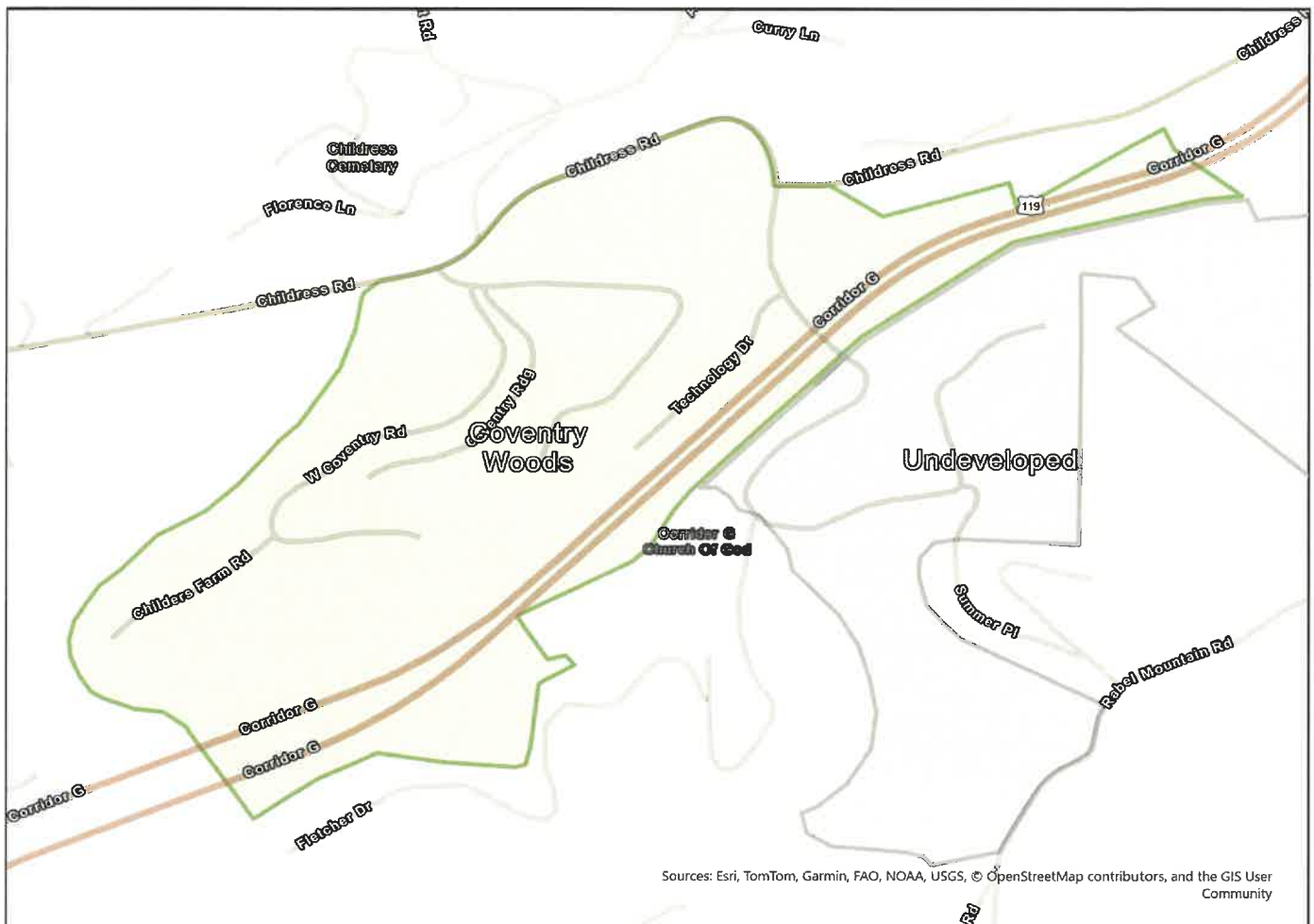
Future Plans

Incorporate green space, pedestrian paths, and transit access to reduce traffic stress. Encourage sustainable development practices and mixed-use infill.

Coventry Woods

*A planned residential subdivision
with well-maintained homes and
quiet streets.*

Zoning
R-2 (Single Family Residential)



Future Plans

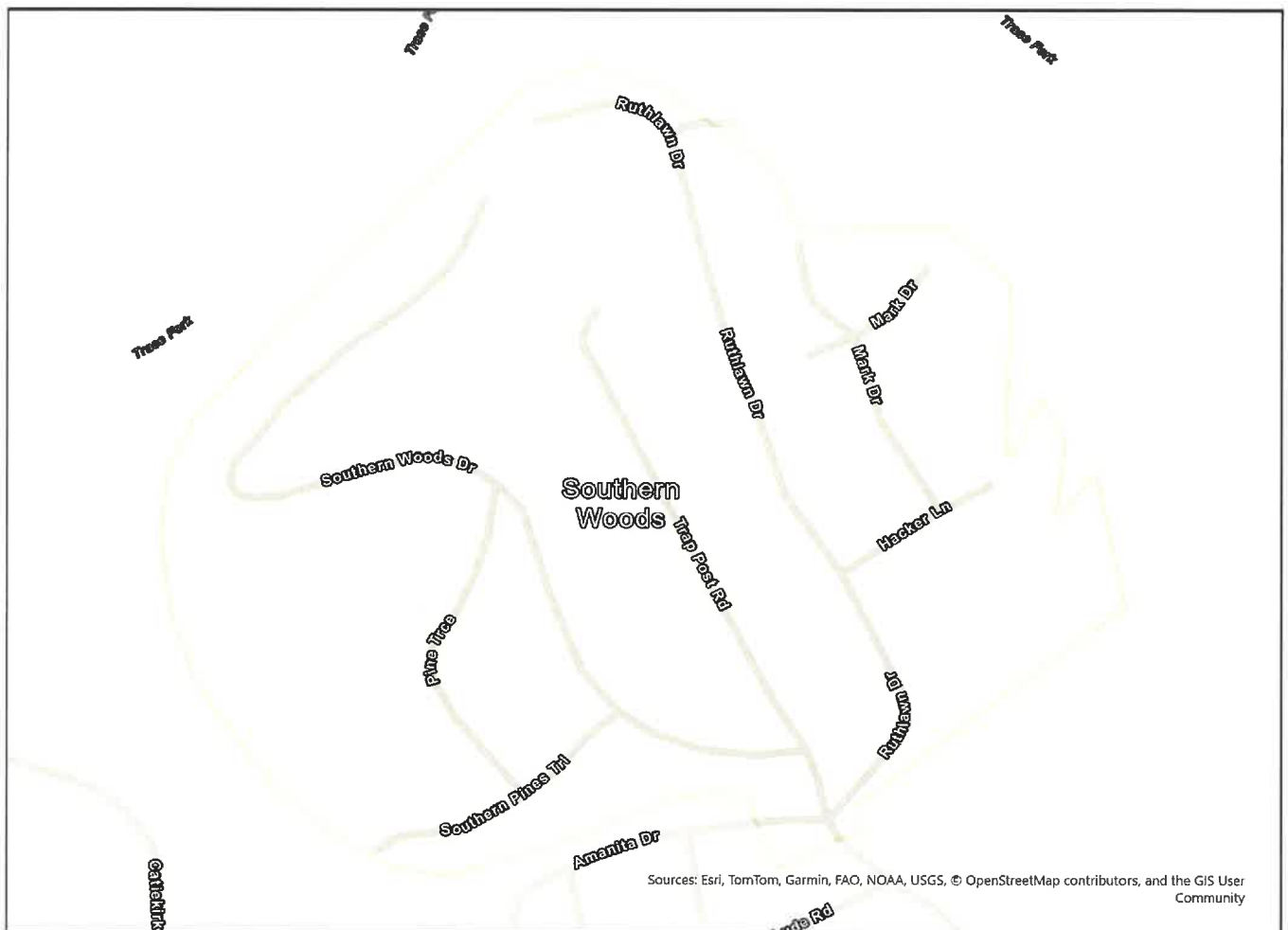
Maintain housing quality while integrating amenities like walking trails or pocket parks. Promote neighborhood watch and aging-in-place home modifications.

Southern Woods

Zoning

R-4 (Single Family Residential)

A suburban enclave with family homes, cul-de-sacs, and a peaceful environment.



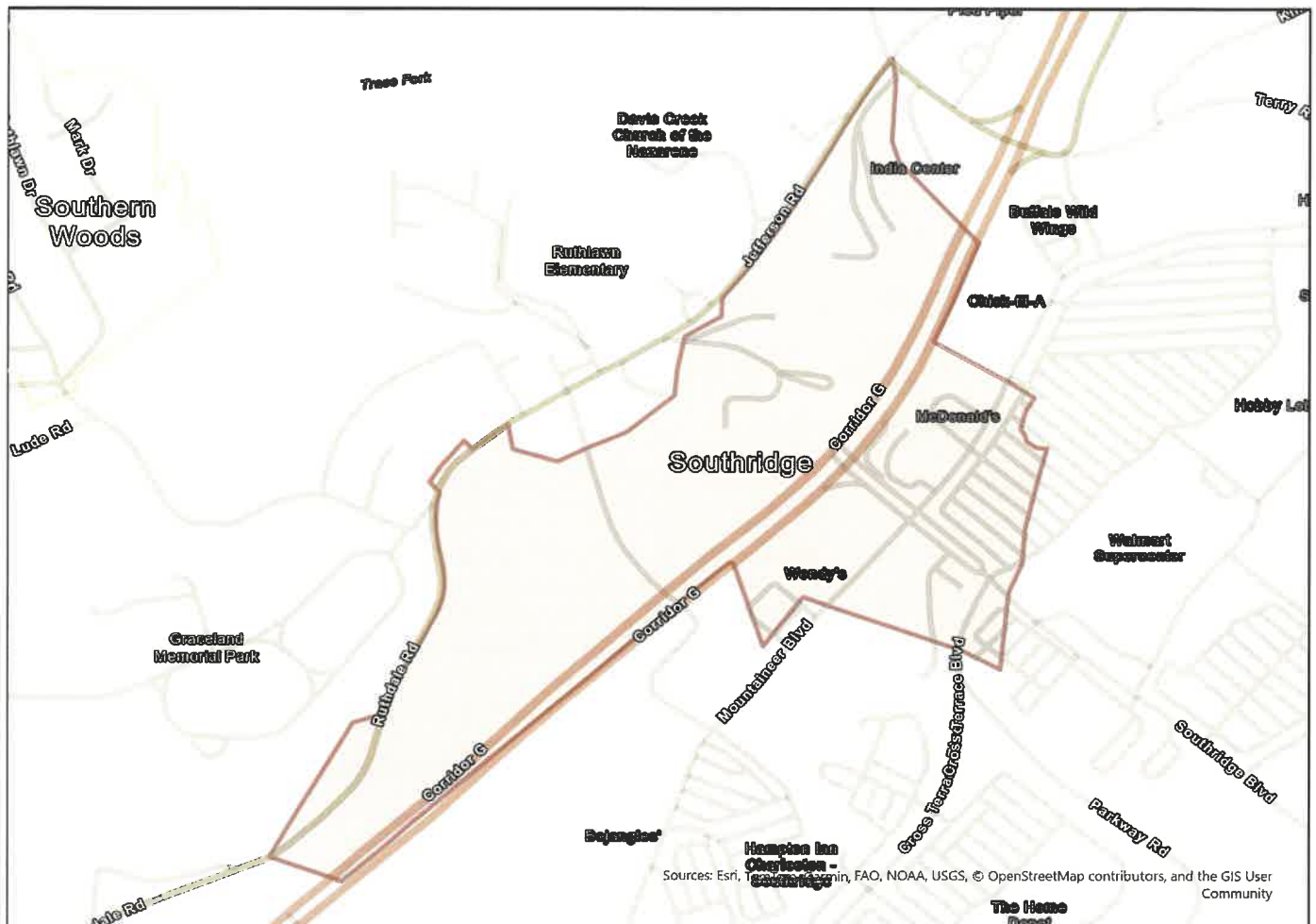
Future Plans

Enhance local services such as broadband access, stormwater drainage, and safe routes to schools to support growing families.

Southridge

A regional shopping hub with restaurants, big-box stores, and ample parking.

Zoning
C-10 (General Commercial)



Future Plans

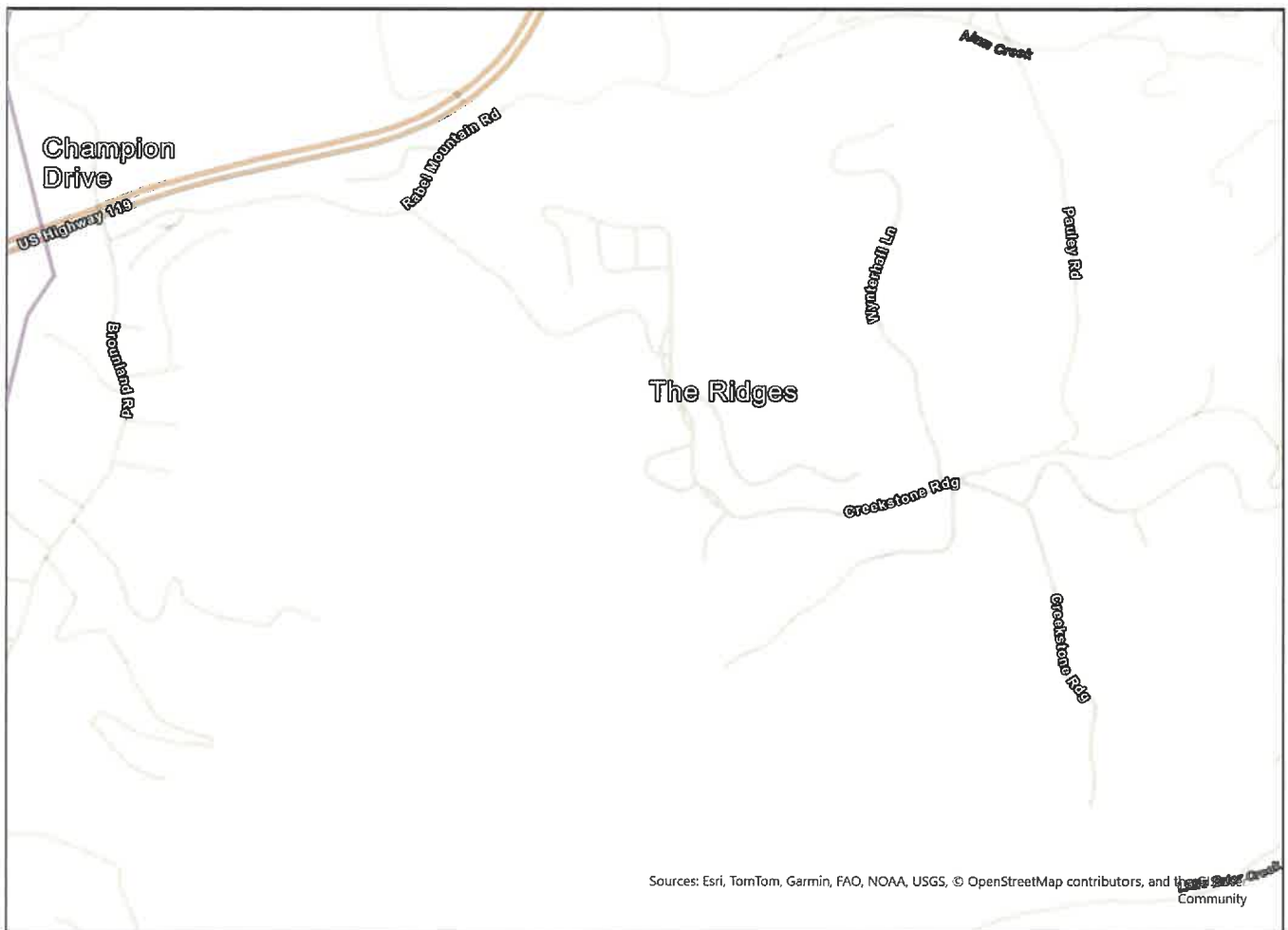
Expand into a mixed-use commercial/residential destination with transit links and walkability improvements. Focus on beautification and traffic calming.

The Ridges

Zoning

R-2 (Single Family Residential)

A scenic, higher-end neighborhood with manicured lawns and natural views.



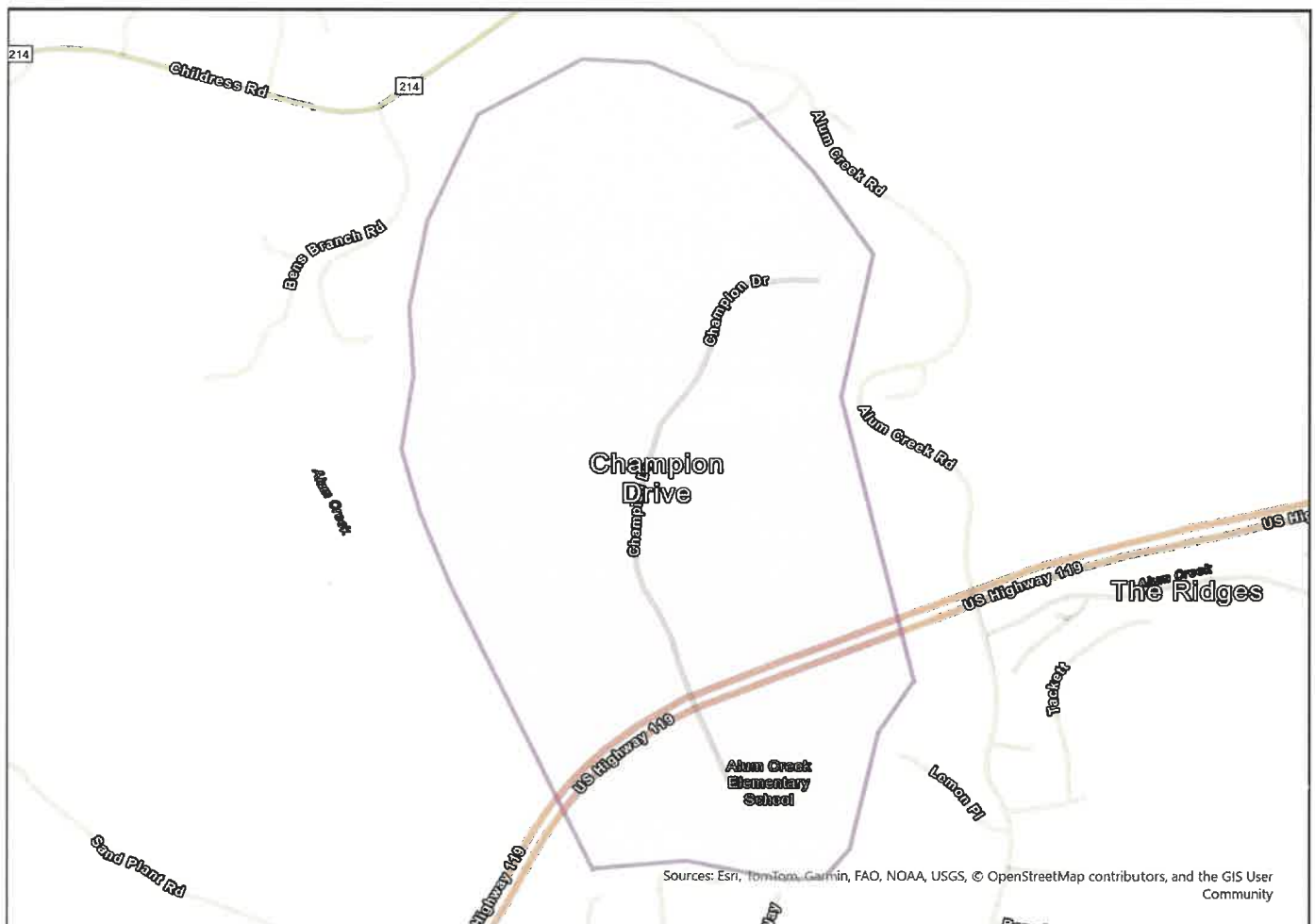
Future Plans

Preserve the tranquil aesthetic while supporting resident-driven projects like shared amenities, walking paths, and minor infrastructure improvements.

Champion Drive

A close-knit residential street known for community pride and home ownership.

Zoning
R-2 (Single Family Residential)



Future Plans

Strengthen neighborhood identity through public improvements like signage, lighting, and street repair. Opportunities for senior living integration or wellness programming.

This chapter sets the policies and guiding principles for the future development of the City, based upon accepted growth management and "smart growth" principles. Development trends and their land use implications for the future are considered. Finally, recommended changes to land use will be discussed and goals, objectives, and action strategies to be pursued in implementing the land use plan are set forth in this document.

Estimated 2022 population is 13,527. With land area of 8.51 square miles, population density in South Charleston is somewhere around 1,589 inhabitants per square mile. Census totals for last three decennials showed ranges from 13,676 in 2000 to 13,450 in 2010 to 13,647 in 2020. Much, but not all, of this population growth is attributed to annexation of areas to the south of South Charleston, along Corridor G.

The City has been considered an attractive location for people who move into the Kanawha Valley, especially compared to its neighboring cities; the administration expects this positive trend to continue. Additionally, adjacent unincorporated areas may seek to be annexed by the City, bringing more residents, but also greater total area for development and growth.

Growth Management

The concept of growth management has been around since the 1970's and is an extremely complex issue. Growth management has often been misguided and used in ways to attempt to limit or control growth. Instead, growth in South Charleston should be shaped in such a manner as to benefit the entire community. How the City responds and attempts to guide or "manage" growth and the form of that growth is the issue. Growth can either be beneficial or detrimental. South Charleston, through its development policies, can influence the quality, rate and timing of development.

Growth management brings together all aspects of comprehensive planning. Its purpose is to encourage development in an orderly manner and in a way that allows the City to efficiently and effectively provide services together with development needs. This concept involves many issues addressed elsewhere in the plan, including natural resources, public facilities, transportation, cultural and historic resources, as well as land uses.

Existing and future land use patterns will directly affect the provision of services. Transportation, schools, utilities, parks and recreation, and public safety are all affected by land use development patterns. As such, the following growth management principles should guide South Charleston's planning and development decisions:

- Development should be accommodated in an orderly manner, which takes into consideration physical and environmental constraints, the rural character of the City, and the quality of life of residents;
- Development should be encouraged at a rate that does not stress the City's ability to pay for the cost of services generated by development;
- Public facilities should be provided in the most cost-effective manner possible, in a public-private partnership that spreads development costs to all who benefit;
- Environmentally sensitive features and other natural resources should be protected from the adverse effects of development;
- Cultural and recreational facilities and opportunities need to be provided in conjunction with development;
- A variety of housing styles, prices and locations are needed to meet the housing demands for existing and new City residents;

- The City should strive to maintain a manageable ratio of residential to nonresidential development;
- City policies should encourage the commercial tax base to increase at an annual rate faster than that of residential growth;
- Sustainable development measures should be encouraged in all developments;
- Significant specimen trees or stands of trees should be preserved during the development process and the clear cutting of land should be discouraged;
- The City should manage its rate of growth in order to ensure the demands of growth do not outpace the capacity to provide the necessary services and infrastructure; and Rezoning applications should be evaluated to ensure that they meet adopted level of service standards for transportation, public facilities and utilities.

Current Land Use Analysis

The overwhelming majority of land in South Charleston is zoned single and multi-family residential subdivisions. The current Zoning and Subdivision Ordinance were updated in . Significant effort was made when creating the required Zoning Map to honor prior land uses to the extent possible. However some existing uses became and continue to be nonconforming in nature. A copy of the current zoning map is attached as (Attachment 2-1).

RESIDENTIAL USES

Residential land uses in South Charleston can be classified in one of three categories: Single Family Residential, Single & Multi-Family Residential, and Business Residential. Single family residences are the most prominent feature of South Charleston and form the character of the City.

COMMERCIAL USES

Commercial land uses in the City should be classified in one of two categories: Business and Business Residential.

INDUSTRIAL USE

Industrial land uses in the City are classified in two categories: Light Industrial and Heavy Industrial.

PUBLIC USES

Many parcels of land in South Charleston are dedicated to public use. South Charleston has five schools (Montrose Elementary, Bridgeview Elementary and Richmond Elementary Pre-K – 5, South Charleston Middle School 6-8, South Charleston High School 9-12), City Hall and many other municipal facilities, Police Department, 5 Fire Stations, Recreation Center, Library, and Post Office. These uses are long established and are not likely to change in the future. It is recommended that a “Public Use” Zoning Category might be established in revising the Zoning Code to accommodate these various uses in the future. This “Public Use” designation would result in a more accurate depiction of actual real-world conditions. To the extent allowed by law, the City should promote its right to apply current City standards to any future development on the publicly used properties.

Land Use Plan

Overview

The initial Land Use Plan generated in this Comprehensive Plan acknowledges and reflects existing conditions and should be used as a baseline against which future growth and development can be measured. The plan provides a significant amount of land to meet the development needs over the next ten to twenty years. It also attempts to adequately provide for sufficient growth areas in a manner that can be effectively served by public facilities and utilities. Finally, the plan recognizes the need to develop in an orderly manner so as to not create a financial burden on residents.

The overall land use plan for the City includes specific land use categories and indicates that development within each of these areas should be based on a comprehensive approach that provides the mechanism to look at the overall benefits and impacts of a particular development, as opposed to a parcel by parcel basis.

All of the area plans have been designed with the intent of incorporating "smart growth" concepts into the plans. Smart growth is a term for policies that integrate transportation and land use decisions into one plan. The components of smart growth include the following:

- Create a Range of Dwelling Opportunities and Choices - Providing quality housing for people of all income levels is an integral component in any smart growth strategy.
- Create Walkable Neighborhoods - Walkable communities are desirable places to live, work, learn, worship and play, and therefore a key component of smart growth.
- Encourage Community and Stakeholder Collaboration - Growth can create great places to live, work and play if it responds to a community's own sense of how and where it wants to grow.
- Foster Distinctive, Attractive Communities with a Strong Sense of Place - Smart growth encourages communities to craft a vision and set standards for development and construction, which respond to community values of architectural beauty and distinctiveness, as well as expanded choices in housing and transportation.
- Make Development Decisions Predictable, Fair and Cost Effective - For a community to be successful in implementing smart growth, it must be embraced by the private sector.
- Mix Land Uses - Smart growth supports the integration of various land uses into the community as a critical component of achieving better places to live.
- Preserve Open Space, Natural Beauty and Critical Environmental Areas - Open space preservation supports smart growth goals by bolstering local economies, preserving critical environmental areas and improving quality of life within the community.

Those who consult the Land Use Plan should keep in mind the following:

- Boundaries of areas designated for specific land uses should be considered general and approximate;

- The plan is a statement of long range goals for achieving land use changes. Current uses that are in conflict with the plan will not change immediately, but must be changed overtime; and
- The Land Use Map cannot simply be utilized by itself to make development decisions, but must be consulted and used in conjunction with specific area plans, chapters of the plan, the goals, objectives policies, and implementation strategies within the plan, as well as other planning documents.
- While this is a guide for land use decisions, the City recognizes that the needs and opportunities may change quickly, and nothing in the plan should be construed to stand in the way of serving the needs of the City and its residents and allowing for economic development and growth.

Residential, commercial, industrial, agricultural, recreational, educational, public, historic, conservation, transportation, infrastructure or any other use of land;

- Districts are commercial, residential and industrial:
- Commercial districts are generally identified in the City as shown on the attached map as Downtown (D Street to B Street between 2nd Avenue and 7th Avenue), MacCorkle Avenue (Patrick Street to Spring Hill), U.S. 119 area at Southridge and Trace Fork;
- Industrial districts are generally identified as the West Virginia Regional Technology Park, South Charleston Ordinance Center and nearby property, and Dow Chemical Company;
- Recreational districts include Little Creek Park and various other smaller parks throughout the City;

South Charleston Future Land Use Map (**See Attachment 2-2**) is the graphic representation of proposed land uses in the Comprehensive Plan. The Land Use Map identifies the following general land use designations: High Density Commercial District, Commercial & Residential District (Mixed-Use), Industrial District (Light and Heavy) Residential District (Single & Multi-family), Historical Downtown District, and Public Uses. Each is discussed below:

HIGH DENSITY COMMERCIAL DISTRICT – This classification of permitted land use includes commercial retail development that serves the residents of South Charleston and the surrounding rural area. Commercial land uses encompass a wide range of services and uses including banks, automobile-related services, self-storage units, lodging locations, restaurants, and other types of businesses engaged in providing a service rather than a product. Commercial uses often locate along major thoroughfares and freeways in order to capitalize on visibility and accessibility. The challenge lies in the fact that some of these retail establishments serve a more regional public and require convenient automobile and truck access which may lessen the aesthetics of roadways.

INDUSTRIAL DISTRICT – This classification of permitted land use includes light and heavy industrial use. Industrial use involves the use of land for activities related to manufacturing, processing, refining, or storing products or services, including electrical power generation.

COMMERCIAL & RESIDENTIAL DISTRICT – This classification of permitted land use includes both commercial use as well as residential use. Mixed-use residential areas are an increasingly popular method of incorporating high density residential options. Mixed-use projects incorporate a variety of

residential options in a vertical or horizontal fashion. Apartments, townhomes, or small-lot single-family options are included above or within walking distance of retail, dining, services, entertainment and public facilities. Public space is an important feature of mixed-use projects creating an important center for activity and public gathering. Special attention to aesthetics should be considered, particularly the public/pedestrian realm. Development should be complementary to adjacent development and should be connected to adjacent development through the use of pathways, trails, and parks.

RESIDENTIAL DISTRICT (SINGLE & MULTI-FAMILY) – This classification of permitted land use includes both single and multi-family styles homes, and is what makes up the majority of South Charleston’s zoning. Types of uses may include smaller lot single-family dwelling units (with or without accessory units), duplex units, townhomes, or apartments. These neighborhoods should promote walkability and connectivity. Parks and open spaces may help to buffer or to create a centralized focal point for community space within these types of neighborhoods.

HISTORICAL DOWNTOWN DISTRICT – Historic districts are designated neighborhoods that contain groups of older, unaltered houses that preserve, protect, and maintain the restored area’s distinctive character and historic importance of the past. While each building may not be individually eligible of

landmark status, the neighborhood may qualify as a historic district if it collectively captures historical elements of old South Charleston. Even if the area is interspersed with some non-historical structures, it may qualify for historic district status.

PUBLIC AREAS – This land use designation is indicative of all land uses that are governmental, educational, or religious in nature. Due to their low impact characteristics, public land uses are generally permitted within any area of the City. Public facilities should be located in a way that best serves the surrounding neighborhoods. Pedestrian and vehicular access to and from these uses should be enhanced and integrated through the inclusion of safe pathways, greenways, or trails. Existing public areas in South Charleston should be integrated into the fabric of the City.

Area Analysis - Future Land Use Map

Overview

The initial Land Use Plan generated in this Comprehensive Plan acknowledges and reflects existing conditions and should be used as a baseline against which future growth and development can be measured.

Future Zoning Impacts (Next 20 Years)

Zoning decisions made today will directly shape how South Charleston grows and functions in the decades to come:

- **Population Growth:** Encourage higher-density residential zoning and mixed-use developments to accommodate increasing population needs efficiently.
- **Aging Infrastructure:** Use zoning tools to guide redevelopment efforts and incentivize improvements to utilities, roads, and public facilities.

LAND USE / GROWTH/COMMUNITY DESIGN GOALS:

Ensure that adequate infrastructure, services and growth areas are available to the citizens of South Charleston by:

Goal 2-1 Identifying and planning for the physical expansion of South Charleston through the consideration of annexation that will result in the normalization of South Charleston's City boundaries and will guide in appropriately locating beneficial expansion/growth areas

- Task 2-1.1 – Be open to Annexation consideration focusing on anticipated growth pressures east and west of current corporate limits
- Task 2-1.2 – Seek out new funding partners, both public and private, to share in growth-related costs that are not directly attributable to new development
- Task 2-1.3 – Continue current monitoring system to ensure that the public investment decisions are consistent with adopted plans
- Task 2-1.4 – Continue current monitoring system to maintain a desired balance of residential and nonresidential development for tax base purposes
- Task 2-1.5 – Work with neighboring jurisdictions to identify growth areas so that planning efforts may be coordinated and potential areas of conflict identified
- Task 2-1.6 – Strive for a sustainable, long-term rate of growth and develop implementation mechanisms to ensure development does not unduly burden South Charleston's infrastructure and services

Goal 2-2 Continue to create, review and refine policies, regulations, and procedures to ensure that all new development meets South Charleston's high quality development standards

- Task 2-2.1 -Review South Charleston Subdivision Ordinance to bring it into compliance with the Comprehensive Plan and to address other needed changes
- Task 2-2.2 – Review the South Charleston Zoning Ordinance to bring it into compliance with the Comprehensive Plan and to address other needed changes
- Task 2-2.3 - Prepare and adopt a Design Guidelines Manual to ensure that new development meets South Charleston's design standards

Chapter 3 - Housing

Introduction

Home ownership and affordability have long been recognized as one of the foundations of social stability. Well-designed, attractive, safe and affordable housing choices are important to the health of a community. Housing variety is one aspect of community character that helps establishes a connection between residents and their neighborhoods.

The City desires to promote clean, safe, and attractive neighborhoods and eliminate substandard housing. The City's ordinances, policies, and procedures are intended to ensure the provision and maintenance of adequate and safe housing. Housing needs are expressed in terms of affordability, variety, quality, quantity, location, and amenities. The neighborhoods in which people want to live are those that are clean and attractive. This chapter provides a framework to address the diverse housing needs of all residents of South Charleston.

The objectives and policies of this Plan are designed to encourage the construction of housing that meets the needs of South Charleston's residents, including families, first time owners, and older residents who are looking for new residences that will meet their needs in light of changing employment and family dynamics. The Plan recognizes that a variety of housing types must be available to all residents.

Population Trends

Table 3-1 South Charleston Population Data	
2000	13,676
2010	13,450
2015 (ACS 5-Year Estimate)	12,919
2020	13,647
2022 (ACS 5-Year Estimate)	13,527

Source: US Census Bureau, 2020 Census Data, 2022 ACS 5-Year Estimates

The 2000, 2010, and 2020 US Census Data is listed in **Table 3-1** above. South Charleston's population has remained relatively comparable in the last 20 years, neither drastically increasing nor decreasing. It is reasonable to presume that this trend will continue into the future.

Housing Affordability & Income Figures

The availability of safe and affordable housing is an important determinant of the quality of life and vitality of a community. The cost and variety of new residential units should be compatible with the income of the City's workforce to ensure that those who wish to live in South Charleston are able to find housing they can afford. Residents of the City have been fortunate in that the value of their houses and

properties has generally increased. However, this increased cost of housing has resulted in a situation where many working individuals cannot find housing in South Charleston. This has been most clearly seen in the decrease in the availability of workforce housing.

Based on the U.S. Department of Housing and Urban Development's (HUD) recommendation, an individual or family should not use more than 30% of its household income on housing. The Urban Land Institute (ULI) defines "workforce housing" as housing for households making between 60 and 120 percent of the area median income. To determine whether there is an adequate supply of workforce housing in South Charleston, it is appropriate to apply HUD's recommendation to the City's median household income and utilize a target of no more than 80% of the median household income. Using the figures in **Table 3-2** below, this threshold is \$47,005. Thus, 30% of this household income amounts to \$1,175 per month as the recommended maximum to be used toward housing. The average price for purchase of a house in South Charleston at present (2024) is \$174,000. As a result, the mortgage payments are around \$1,400 per month, making payments about \$200 higher than the recommended level of expenditure for workforce housing. (Calculations based upon a 30-year fixed mortgage, 10% down payment, interest rates around 7%, with property taxes, home insurance, and mortgage insurance included within the mortgage payments).

Table 3-2 South Charleston Median Household Income 2022	
United States	\$74,755
West Virginia	\$54,329
Kanawha County	\$55,212
South Charleston	\$58,756

Source: US Census Bureau, American Community Survey, 2022 ACS 1-Year Estimates

Housing Supply

There exists a need for housing variety and choice beyond traditional owner-occupied single family dwellings. This type of variety is most often utilized by younger individuals who are new to the workforce, those in transition between owner-occupied housing, those with limited incomes or who are unable to secure the credit necessary to purchase a house, and older residents who are looking for housing with significantly less maintenance and other responsibilities that accompany owner-occupied housing.

2020 Census data lists a total of 7,145 housing units in South Charleston, with 6,363 being occupied. Housing data accumulated through 2019 is indicated in **Table 3-3** below.

Table 3-3 South Charleston Housing Types	
Single Family Detached	4,529
Single Family Attached (Duplexes/Townhouses)	114
Apartments	1,299
Mobile Homes/Other	76
TOTAL	6,018

Source: US Census Bureau, American Community Survey, 2022 ACS 5-Year Estimate

As expected, the predominant dwelling type is the single-family detached house, representing 75.2% of all housing units. Apartments/apartment buildings are the second largest housing component, representing 21.6% of the units.

Current Undeveloped Areas

Housing Availability

The US Census Bureau 2020 Census Data illustrates that of the 7,145 housing units in South Charleston, 6,363 (89.1%) of them are occupied and 782 (10.9%) are vacant.

Quality of Housing

Quantifying the number of homes that lack indoor plumbing is a common standard used in determining housing stock quality. Providing indoor plumbing has many public health benefits such as improved sanitation, waste removal, drinking water, reducing pollutant exposures to public and private well sources, and convenience.

Complete plumbing facilities are defined as the combination of a flush toilet, a bathtub, shower, or both, and both hot and cold piped, running water. Like kitchen facilities, plumbing facilities must be located within the housing unit, although not necessarily in the same room. Thus, housing units lacking running water or sharing a bathroom with another housing unit would not be considered to have complete plumbing facilities.

The US Census Bureau, American Community Survey 2022 5-Year Estimate, indicates that 99.8% of occupied housing units in South Charleston have complete indoor plumbing. This compares with the statistics for West Virginia where 1% of occupied housing units still do not.

The ability to cook safely in the home marks another major indicator for addressing basic life functions. Similar to indoor plumbing, state and national trends indicate that this housing standard continues to improve. The US Census defines "complete kitchen facilities" as the combination of a sink with piped, running water, a refrigerator, an oven, and a cook top (oven and cook top may be separately placed or combined in a conventional range/stove). The facilities need not necessarily be located in a defined "kitchen," but must be within the housing unit. Housing units containing only a microwave or hotplate or units lacking one of the four primary kitchen components are considered to have incomplete kitchen facilities.

Housing that lacks one or more of these elements limit the occupant's ability to independently prepare meals without reliance on outside sources. More importantly, equipment such as a refrigerator, oven or stovetop helps eliminate possible bacterial contamination or food poisoning. Finally, the lack of these facilities could encourage occupants to circumvent safe building design standards by using hot plates that could be potential fire hazards and other dangerous areas.

The US Census Bureau, American Community Survey 2022 5-Year Estimate, indicates that 99.9% of occupied housing units in South Charleston have complete kitchen facilities.

Conclusions

- There is no need for more housing unless there is a big influx of people - most of the City's growth is from annexation. There is limited vacant property to develop new housing.
- The City has aggressively enforced the property maintenance code. Through its Development Authority, the City has acquired dilapidated and/or neglected properties and resold them to improve the neighborhoods and community as a whole.
- Rehabilitating and improving existing housing in the City will be carried by enforcement of property maintenance code, enforcement of vacant building ordinance, and residential landlord licensing ordinance. It is also up to private property owners, other than the aggressive enforcement of property maintenance codes.

Chapter 4 – Natural Resources

Introduction

Balancing the protection of our natural resources with the demands for development can be a contentious issue. Until the 1960s, little thought was given to the effects of development activities. Erosion and sedimentation went unabated. Wetlands were filled to accommodate new development and pesticide and fertilizers were applied to croplands with little consideration for runoff. However, the adoption of the "Clean Air Act" in 1963 and "Clean Air Act" in 1972 provided greater attention on the adverse impacts of development on the environment. As a result, citizens, farmers, developers, and public officials have become more informed and greater effort has been made to ensure the compatibility of land uses with the environment.

South Charleston has an abundance of natural resources in its unspoiled watersheds, good water quality, scenic areas, wetlands, and other environmentally sensitive areas. An essential component of planning is to assess how natural resources can be responsibly utilized, managed and preserved within the community. Natural resources are vulnerable if improperly developed. Yet, these resources can also affect the manner in which land is developed, and even enhance the quality of development. With proper methods and techniques, new development can be designed and built in a manner that is sensitive to and reflective of existing natural resources. The goal of this chapter is to preserve and protect our environmental resources, while encouraging beneficial and positive development.

This chapter provides an overview of the City's natural resources and addresses important issues related to these resources. Sensitive or significant resources are identified and recommendations made to manage and protect those resources. Finally, a series of goals, objectives and strategies for environmental protection are identified, with an emphasis on ensuring that development and resource preservation and protection complement each other.

Soils

South Charleston is located within the Appalachian Plateau Physiographic Province. The **Appalachian Plateau Physiographic Province** covers the western two-thirds of the State where the rock units are relatively flat to gently folded. Folding and faulting increases on the eastern edge of the province near the Valley and Ridge, and the Allegheny Mountain Subprovince, or Allegheny Highlands Section, has properties of both the relatively flat-lying, dissected Plateau and the folded and faulted Valley and Ridge. The majority of the Appalachian Plateau is Pennsylvanian and Permian strata and this province contains the majority of the minable coal and extractable petroleum in the state. The rocks exposed in the northern part of the Plateau are younger than those exposed in the southern part. This is also reflected in the age of the minable coal beds: younger in the north and older in the south. A map of the City's geological features is shown in **Map 4.1**. Geologic units in the South Charleston, Allegheny loam, Clymer-Dekalb complex,

Coolville silt loam, Gilpin silt loams, Gilpin-Upshur silt loams, Kanawha fine sandy loam, Laidig Channery sandy loam, Monongahela silt loam, Sensabaugh silt loam, Udifluvents, Udorthents, Urban land complex, Vandalia silt loams, Vincent silt loam.

Topography

Location: South Charleston, Kanawha County, West Virginia, United States (38.28937 -81.75896 38.37464 -81.66827)

Average elevation: 823 ft

Minimum elevation: 564 ft

Maximum elevation: 1,194 ft

Floodplains

Floodplains are relatively flat or lowland areas such as rivers, streams, or other watercourses that are subject to partial or complete inundation. Floodplains provide a number of beneficial uses, as well as having certain natural values, such as providing for the natural moderation of floods, the maintenance of water quality, and the recharge of groundwater. In addition they support large and diverse populations of plants and animals that represent important renewable resources. The wetland areas of floodplains have an increased biological production because they contain elements of both terrestrial and aquatic habitats and provide vital breeding grounds for fish and wildlife. These areas also contain cultural resources including archeological and historical sites, unique habitats for ecological study, open space, and recreational opportunities. They provide excellent resources for agricultural production.

As flood losses increase, leading to higher financial costs, personal injury or loss of life, it has become increasingly evident that effective floodplain management programs are necessary. Federal, state and local governments have become aware of, and are increasingly concerned about, floodplains.

The designated frequency for floodplain identification used by the Federal Emergency Management Agency (FEMA) is the 100 year flood. The 100 year floodplain is an area that has a 100 percent chance of flooding at least once within 100 years or a one percent chance of flooding per year.

In April 1975, the Federal Emergency Management Agency (FEMA) completed a review of flood hazards in South Charleston by establishing Flood Hazard Maps. These maps were then adopted by the City. These maps were subsequently updated by FEMA. Current floodplain regulations are contained in Article 1741 of the City of South Charleston Codified Ordinances.

A draft of the general flood hazard map proposed by FEMA is shown in **Map 4.2**. Maps with greater detail are available on the FEMA webpage (<http://www.fema.gov/hazard/flood/info.shtm>).

As watersheds develop, the amount of impervious surface will increase. The location and amount of future impervious area should be monitored for the effects on the 100 year floodplain.

Water Resources

Water Resources can be classified as either surface or groundwater, depending on location and characteristics. Each is beneficial in its own unique way, depending on its use. Each resource is also susceptible to pollution from various manmade and other sources. Today's water quality protection regulations date back to the adoption of the Federal Water Pollution Control Act of 1972, or as it is commonly known, the "Clean Water Act". Federal involvement in water quality was mandated by Congress, due to the pollution of major water bodies and the destruction of wetlands, the impacts of which were just beginning to be recognized.

Surface waters are waters found on the ground, in streams, wetlands, lakes, rivers and oceans that are naturally replenished by rain water and naturally depleted by evaporation. The origins of surface water make them susceptible to the adverse effects of land use. The sources of pollutants are many, but the primary sources are: runoff from agriculture, cultivation, runoff from impervious surfaces, drain fields, soil loss from timbering or agricultural operations and discharges from wastewater treatment plants. Changes in land use result in increased point and non-point source pollution such as those identified above, which in turn leads to water quality degradation.

Several state agencies are responsible for monitoring water quality and establishing regulations to ensure that acceptable standards for water quality are met. The Department of Environmental Protection enforces compliance with federal and state regulations through a series of monitoring stations throughout the state. This agency is also responsible for permitting point source discharges, such as wastewater treatment plants, to ensure that these dischargers meet certain minimum standards. Surface waters are susceptible to the adverse effects of land use.

Water Access

The Kanawha River and Davis Creek are both rivers and streams that run through South Charleston, West Virginia:



Kanawha River

Formed by the confluence of the New and Gauley rivers, the Kanawha River flows 97 miles northwest to enter the Ohio River at Point Pleasant. The Kanawha River is joined by the Elk River at Charleston, the Coal River at St. Albans, and the Pocatalico River at Poca.



Davis Creek

A tributary of the Kanawha River, Davis Creek flows into the river in South Charleston. It originates in the Kanawha State Forest and flows through the unincorporated communities of Loudendale and Davis Creek, and a small portion of the city of Charleston.

When locating potential stream access points, a number of issues should be considered to minimize possible impacts. The following policies should be utilized by the City in the development of stream access sites. All non-water dependent structures should be located outside of any flood prone areas. Development should be limited to water dependent facilities and passive recreation such as boardwalks, trails and picnic areas. Environmentally sensitive areas such as wetlands, natural heritage areas, cultural resources, or areas of critical shoreline erosion should be avoided when developing structures. Such features may be incorporated as passive recreation features of the river access site.

When developing stream access sites all potential uses should be considered and as many as possible included as part of the stream access site. These uses may include bank and pier fishing, boating, hiking, and picnicking.

Erosion and Sediment Control and Stormwater Management Programs

The West Virginia Department of Environmental Protection (DEP) oversees the Erosion and Sediment Control (E&S) Program and the Stormwater Management (SWM) Program.

The West Virginia E&S program has four major components: administration, plan review, inspection, and enforcement. Administration consists mainly of the ordinance and the various procedures to ensure timely and appropriate processing of applications, permits, etc. To facilitate this process, a Standard Operating Procedures Manual has been created and is used for all development. Plan Review not only ensures that E&S plans meet the mandated minimum standards; it also ensures that the proposal is consistent with numerous other State requirements. Site inspections are consistent with state-mandated requirements and additional inspections are conducted either by request (i.e., technical assistance), during critical operations, or severe weather. Enforcement measures include issuance of "notice to comply" letters and stop work orders which may be accompanied by fines which accrue on a daily basis.

The DEP managed SWM program seeks to reduce non-point source pollution through the use of E&S controls (during construction) and Best Management Practices (BMPs) for post construction/development runoff. In addition South Charleston's Subdivision Ordinance requires control of post-construction stormwater runoff by means of detention to the accommodate a two year, twenty-four hour storm event .

Goals, Objectives, and Strategies

- Goal 4-1 Preserving and expanding existing environmentally sensitive green space areas in South Charleston.

Task 4-1.1 – Encourage or require cluster development to protect sensitive natural resources and open space on a site-specific basis in development areas.

Task 4-1.2 – Require all developments to identify and protect sensitive or unique natural or cultural features in development areas.

Chapter 5 – Cultural & Historic Resources

Introduction

South Charleston and Kanawha County have a rich history beginning in the days of early settlement in West Virginia. The City has important association with major movements and people of the nation's history and played an important role in its development. In its continuing evolution, South Charleston should recognize the importance of its architecture in the overall history of the County and the State, and help to preserve the remaining buildings for the years to come.

Because of this rich history, South Charleston contains several sites of architectural, cultural and historical significance. The identification and preservation of these sites are important for a number of reasons. First, it provides an educational opportunity and greater awareness of the history of the City to its citizens. Secondly, by rehabilitating and preserving historically significant structures, properties that might otherwise fall into disrepair can remain functional and have a positive economic impact on the City. Third, a well designed and promoted preservation effort can enhance the City's attraction to tourists and visitors, further boosting the local economy. Finally, it can foster civic pride and preserve an appreciation for the historic values on which the State, the County, and the City were founded.

While the preservation of these resources is important and should be encouraged, it should not be done in a manner that precludes others beneficial opportunities or uses. Too often, preservation programs focus solely on the protection of a specific resource to the detriment of other beneficial uses. This plan seeks to encourage a balanced approach to preservation and other land uses, and operates under the premise that resource preservation, land use, and economic development can work together and not against one another.

Kanawha County/South Charleston History

Pre-Historic

More than 12,000 years ago, the Kanawha Valley was much different than it is today. The weather was colder and there was different types of plants and animals. Until the ice age, woolly mammoths and mastodons roamed the Valley. The earliest, and oldest inhabitants, in the Kanawha Valley are called Paleo-Indians. We know they lived here because archeologists have found their hunting tools, called Clovis points, in the mountains and along the river bottoms.

Archaeologists have done extensive investigations of the South Charleston Mound, or Criel Mound, located on what was formerly the Criel family farm, now downtown South Charleston. The mound is the second largest extant mound in West Virginia. In late 1883, Col. P.W. Norris of the Smithsonian Institution, began excavating down to the original ground surface where human remains were found. All burials and artifacts from the mound were taken to the Smithsonian Institution where they remain today. In recognition of its historic significance, South Charleston Mound was placed on the National Register of Historic Places in 1970.

Pre Colonial/Colonial Era

It is thought that the earliest European to visit the area was probably Gabriel Arthur, as a captive of the Indians in 1674. Later came John Peter Salling and John Howard, Coal River explorers in 1742. Then the captive, Mary Draper Ingles, in 1755. By 1771, Simon Kenton was hunting and trapping in the valley. In 1773, Walter Kelly is credited with the first settlement (at Cedar Grove at the mouth of Kellys Creek), although he was killed within the year.

1800s/Founding of Kanawha County

Kanawha County was formed by an act of the General Assembly of Virginia, effective October 1, 1789, from Greenbrier and Montgomery Counties. The terrain ranges from the rolling hills of Teays Valley in the west to the 2,600-foot mountains on its southern border. The new county covered an area of approximately 2,092 square miles, but did not have a courthouse in the county seat at Charleston. All necessary court proceedings were held in the home of William Clendennin at Fort Lee, site of the settlement of Charleston, until 1796. In that year, the county acquired for George Alderson a lot where the first courthouse, a one-story log building, was erected.

South Charleston occupies a historic location along a buffalo trail that became the James River & Kanawha Turnpike, later known as the Midland Trail. In the 1800s, stagecoaches stopped at the mouth of Davis Creek where travelers favored the dependable spring for which the South Charleston neighborhood of Spring Hill is named.

In 1827, James Blaine built a gristmill on Blaine Island, in the Kanawha River near the present downtown South Charleston. For years the area remained mostly undeveloped, however, overshadowed by its larger neighbor across the river.

Establishing South Charleston/1900s to the Present

In 1906, Gov. William MacCorkle, along with others, founded the Kanawha Land Company and bought nearly 1,800 acres of land on the southern side of the Kanawha River. Civil engineers laid out an orderly grid of streets, and the new town was named South Charleston.

In 1907, the town founders encouraged Banner Window Glass Company to move their business from Indiana. Approximately 40 families, mostly Belgian and French, came to South Charleston to work at the glass factory. Other factories soon followed, lured by cheap coal, natural gas, and salt, and by easy access to rail, highways, and the Kanawha River.

During World War I, the City boomed as a growing need for chemicals and other products grew. In April 1917, the U.S. Navy selected the Charleston area over 100 competing locales nationwide as the site of a navy armor plant and projectile factory, known collectively as the Naval Ordnance Plant. A 200-plus-acre tract was purchased at the western edge of South Charleston, and construction commenced in October. It was also in 1917 that South Charleston received its independent charter to officially become a town.

In 1925, Union Carbide bought up property along the Kanawha River the made South Charleston the center of industry. The company quickly grew into one of the world's largest chemical companies, employing nearly 10,000 people at its height in 1960. In 2001, the Dow Chemical Company acquired Union Carbide, and greatly reduced its size and employment.

With large cuts in chemical and manufacturing jobs, South Charleston has moved to diversify its economy. In the late 1990s, the city worked with developers to bring many stores to the Southridge area, which soon became the region's main shopping district. It built the area's only ice skating rink near the shopping center and several soccer fields. South Charleston is served by Thomas Memorial Hospital, which was founded in 1946 and provides health services to a wide region. The South Charleston Recreation Center opened in 1982 with an indoor pool, basketball court, racquetball courts, and weight rooms.

Transportation

Beginning in the late 1800s, the Charleston area had a horse-drawn trolley system to move between towns and areas. In the early 1900s, those horse-drawn trolleys were converted to rail systems ("streetcars") with a line being added in 1908 to specifically run to South Charleston. In 1915, the Kanawha City Bridge went into operation as the second river bridge with a trolley track. In 1925, buses became the major mode of transportation and shortly thereafter, the trolley lines were removed. The KRT bus system is still in operation today.

CSX Transportation rail lines also run through South Charleston and are used for both industrial transportation and passenger services.

The Kanawha River runs through South Charleston and is the longest inland waterway in West Virginia. Its valley has been a significant source of industrial activity in the state since early in the 19th century.

Built in 1947, Yeager Airport in Charleston is located approximately 8 miles from the City and is the largest airport in West Virginia.

Cultural Resources

Cemeteries/Gravesites

Fox Hill Cemetery, located on Spring Hill Mountain, is recorded to have burials dated as far back as 1898.

The Glendale Cemetery, also known as the Belgian Cemetery, is the final resting place for some of area's early settlers. As mentioned previously, many Belgian immigrants migrated to South Charleston in the early 1900s to work in the glass factory. Glendale Cemetery, one of the earliest cemeteries in the

city, includes markers from several of these early immigrants. Some tombstones still read "Born in Belgium and died in South Charleston."

Established in 1925, Sunset Memorial Park in South Charleston, West Virginia is located on MacCorkle Avenue. Many older majestic monuments dotting the landscape represent some of the oldest families in the Kanawha Valley.

Schools

In the fall of 1926, the distinctive five-sided building of South Charleston High School opened. Over the next several years, the school would move buildings and change names multiple times. In 1931, South Charleston Middle School (formerly South Charleston Junior High) moved into the original 1925 High School building, also relocating several times through the years. In 1971, a new and larger High School building was constructed in the Spring Hill area of town, where it currently stands today. In 1990, Dunbar High School closed its doors, requiring students to join and consolidate with South Charleston High School. Over the years the High School has seen many renovations, including those to make accommodations for grades 9-12.

In addition to South Charleston High School and Middle School, South Charleston area has a second middle school (Dunbar Middle School) and five Elementary Schools (Bridgeview, Dunbar Intermediate, Dunbar Primary, Montrose, and Richmond). There are also two higher-level education opportunities in South Charleston – Marshall University, South Charleston Campus and BridgeValley Community and Technical College, both located in the West Virginia Regional Technology Park.

Churches

Records indicate that there were four established churches in South Charleston by 1920 – Methodist, two Baptist, and Presbyterian.

The First United Methodist Church building was completed and dedicated in 1916, with a new (current) building in 1955; the First Baptist Church, a landmark in South Charleston, established its congregation in 1918, with a permanent building in 1925; in June 1919, the First Presbyterian Church in South Charleston, also known as The Church in the Orchard, was organized with 57 charter members; and Spring Hill Baptist was constructed in 1921.

Since that time, the worship community has grown throughout South Charleston. There are currently more than 50 churches, including many more denominations than the three the community began with.

Preservation Efforts

Historic Register

Of the 87 historic sites listed on the National Register of Historic Places in Kanawha County, there is only one, but very significant, site located in South Charleston. As mentioned above, the South Charleston Mount (or Criel Mound), located off of U.S.Rt. 60 in City Park, was added to the National Register of Historic Places on October 17, 1970.

Chapter 6 – Economic Development

Introduction

Economic Development is critical to the prosperity and quality of life of the citizens of South Charleston. The creation and retention of jobs and financial investment in the City generates the revenues to pay for services necessitated by all forms and parts of residential and commercial development.

This chapter provides guidance and direction for future economic development efforts by the City, based upon an assessment of the current economic conditions. The resulting profile can be used to identify economic strengths and weaknesses. Identifying economic development needs leads to the creation and implementation of goals, objectives, and action strategies.

The City's charter provides for a mayor-council form of government. Elected officials are the Mayor, the City Clerk and members of the City Council from each of the eight (8) wards in the City, which are elected to serve concurrent terms on a quadrennial basis. The mayor is the chief executive officer of the City and presiding officer and a member of the City Council with right to vote on all issues. The day-to-day activities of the City are managed by the City Manager, who is appointed by the Mayor. These governmental and quasigovernmental businesses form a core economic block that will continue to fuel the development of the City.

Economic Indicators

The economy of South Charleston has been in the process of changing from a primarily rural, non-growth economy to one that is dynamic and supported by local and countywide services, distribution, and commercial uses. It is important to look at this mix of economic activities in South Charleston, neighboring Charleston, and Kanawha County to determine the best direction for the overall economy. It must be realized that there are a number of influences in the local economy over which the City has no control. However, identification of these influences will help South Charleston to better deal with them.

Workforce West Virginia maintains statistics on a number of economic factors affecting the State of West Virginia and its communities, which can be measures of the economic health of a community. Such statistics allow a community to compare itself with other communities in the region, as well as to West Virginia as a whole. This section will evaluate three indicators applicable to South Charleston, un-employment, median household income, and weekly average earnings, to deduce how

City residents fared through 2024.

Employment

The first economic indicator is the unemployment rate, measuring the rate of employment for the Civilian Labor Force. The Civilian Labor Force is defined as all non-military persons 16 years of age or older, who are employed or unemployed, living in a specific place.

Between 2014 and 2024, the Kanawha County's unemployment rate dropped sharply, as indicated in **Table 6.1**. The County's rate fell consistently between 2014 and 2019. Then in 2020, COVID-19 struck the nation, causing a spike in unemployment rates, consistent with trends evident elsewhere in the region, as well as at the state and national levels. After 2020, unemployment rates in the County dipped back down to the normal range where it has remained through the present. The County's rate remains slightly lower or equal to the regional, state, and national averages.

Table 6-1 Kanawha County Unemployment Rates 2014 -2024	
Year (September)	Unemployment Rate (%)
2024 (June)	4.2
2023	3.6
2022	3.2
2021	4.1
2020	8.1
2019	4.1
2018	4.3
2017	4.5
2016	5.2
2015	5.2
2014	5.4

Source: U.S. Bureau of Labor and Statistics, FRED (Federal Reserve Bank of St. Louis)

Table 6.2 compares the Median Household Income (MHI) levels from 2010 to 2022 (last year reported), the most recent year for which the data is available. Median Income is defined as the income value where 50% of a particular group has an income above a value and 50% of the same particular group has an income below that value. As indicated on **Table 3.2** in **Chapter 3**, South Charleston has a Median Household Income higher than that of the region and state. This same general pattern is true for the preceding twelve-year period. This is an important indicator of the future *economic* vitality of the City.

Table 6-2 South Charleston Median Household Income 2010-2022	
2022	\$58,756
2020	\$51,021
2015	\$46,390
2010	\$42,034

Source: US Census Bureau, ACS (American Community Survey) 5-Year Estimates

Wages

Table 6.3 lists the average annual weekly wages for all industries in Kanawha County from 2020 to 2024. **Table 6.4** compares the average weekly wage data in 2024 for Kanawha County with that of the surrounding counties, the state, and the nation. As is evident from these tables, Kanawha County's wages are comparable with those of surrounding counties and slightly above the State's average. Of course, it is true that some Kanawha County residents worked in other localities and earned lower average wages, but the average wages for jobs in the County indicate the type of jobs available to its residents. Although these rates are subject to fluctuation, they represent a "snapshot" of the wages paid to people working in Kanawha County, South Charleston, and other localities.

In Kanawha County, some of the lowest wages are paid in the used merchandise retailers industry at \$264 per week, and amusement and recreation industry, at an average of \$286 per week. Education and health service wages are much higher, with average wages at \$1,191 per week. The highest wages, by far, in Kanawha County, are paid in securities, commodity contracts, and other financial investment relations, at an average of approximately \$6,000 per week, along with management of companies and enterprises, at an average of \$3,400 per week.

Table 6-3 Average Weekly Wages Kanawha County	
2024	\$1,164
2023	\$1,118
2022	\$1,051
2021	\$1,038
2020	\$981

Source: Quarterly Census of Employment and Wages - Bureau of Labor Statistics

Table 6-4 2024 (1 st Quarter) Wage Comparison	
Kanawha County	\$1,164
Putnam County	\$1,181
Jackson County	\$1,042
West Virginia	\$1,110
United States	\$1,527

Source: Quarterly Census of Employment and Wages - Bureau of Labor Statistics

Taxes

The median effective property tax rate in South Charleston, West Virginia is 0.98%.

This rate is:

Slightly lower than the national median of 1.02%.

Higher than the West Virginia state median of 0.72%. This figure represents the median annual property tax paid as a percentage of a property's assessed value, taking into account exemptions and deductions. The median home value in South Charleston is \$109,100, resulting in a median annual tax bill of \$1,052. This is significantly lower than the national median property tax bill of \$2,400.

Current Economic Development Programs

The Kanawha County Planning and Development Department operates to attract, retain and facilitate the expansion of business and industry in the County, resulting in a stable, diverse economy and an improved quality of life for the citizens of the County. The Authority serves as the primary local contact for information about the County. Specifically, the Authority's goal is to provide an expanded tax base and employment opportunities for the citizens of Kanawha County. The Department oversees and enforces land use ordinances in the unincorporated areas of Kanawha County. Currently the ordinances in effect in Kanawha County include: flood plain regulations, subdivision regulations, public nuisances and property maintenance, adult only establishments, salvage yards, and video lottery. The Kanawha County Planning and Development Department issues building permits, oversees the demolition of abandoned structures and houses that contain meth labs.

Community Strengths and Weaknesses

Efforts have been initiated in recent years to capitalize on the South Charleston's location and significant highway network. At the same time, the City is marketing itself for commercial development. These economic development efforts face a number of obstacles.

STRENGTHS

Quality of life is often underutilized as an argument for business investment in a rural community. Home prices in South Charleston are lower than those in nearby Charleston, but slightly higher than those in nearby Dunbar. South Charleston possesses eight high performing public schools, along with two higher-level education opportunities, while at the same time offers its citizens the advantages of a rural small-town quality of life. These advantages include such things as minimal traffic congestion, quicker commutes, and lower transportation costs. This quality of life also translates into lower security, insurance, and construction costs. A quality of life argument that translates into cost savings and higher profits becomes a basis for sound business site decisions.

Interstate highway access is a highly positive factor for business recruitment, with I-64 (a major east-west route), U.S. Route 119 (Corridor G of the Appalachian Development Highway System), and U.S. Route 60 (MacCorkle Avenue) being major arterials through the City. In addition, I-77 and I-79 (both major north-south routes), intersect with I-64 nearby in Charleston. The State's largest airport, Yeager Airport, is approximately 8 miles away.

A large, regional skilled labor force places South Charleston in a unique position. A thriving community of innovators in technology, energy, biotech, chemical engineering, and manufacturing is found in South Charleston, home to the West Virginia Regional Technology Park ("Tech Park") and TechConnect West Virginia. The Tech Park is owned by the West Virginia Higher Education Policy Commission and is a global leader in research and innovation. The Tech Park's tenants are creating new ideas for industry across a variety of sectors. Over the past 10 years, the Tech Park has generated more than \$1 billion in contracts and is designed to continue growth.

The Park Place Shopping Center in South Charleston, WV, is a major new retail development along US 60. It is expected to have around 20-26 stores when fully developed. Construction is underway, the development is expected to bring significant economic benefits to the city, including increased tax revenue and job creation.

Tax Increment Financing (TIF) is a public financing method used to fund infrastructure improvements and other development projects by capturing the future increase in property taxes generated by the development itself. Essentially, it allows a municipality to borrow against the expected increase in property tax revenue from a specific area (a TIF district) to pay for initial development costs. Once the development is complete and property values rise, the increased tax revenue is used to repay the borrowed funds.

South Charleston created a Tax Increment Financing (TIF) district to spur economic development, particularly around a former FMC fly ash pond. The TIF district would leverage future tax revenue increases from new businesses to fund public improvements like road expansions and a new community center. The district aims to revitalize the area, attract private investment, and improve infrastructure.

Key aspects of the TIF district:

- **Purpose:** The TIF district is designed to fund public projects and infrastructure improvements that will encourage economic growth in South Charleston.
- **Funding Mechanism:** The TIF district utilizes the increased tax revenue generated by new development within the district to pay for public projects.
- **Specific Projects:** The TIF district is expected to fund projects like the Jefferson Road expansion, an access road to the Trace Fork Shopping Center, and a new community center/sports venue.
- **Fly Ash Pond Development:** A key focus of the TIF district is the development of the former FMC fly ash pond into a commercial site.

South Charleston approved a TIF district for fly ash site.

South Charleston's tax increment financing district was approved by the West Virginia Development Office and Legislature.

The TIF district would cover much of the city and has two distinct sections: a sales tax TIF generated by new private businesses and a property tax TIF for any businesses that would settle at a development on the fly ash pond once owned by FMC.

Funds generated by the TIF district will be used to finance roughly \$155 million in public improvement projects, such as an educational complex and a wellness center.

The TIF district will help draw in new private businesses while improving the city's infrastructure. One aspect they focused on was the plan to make the fly ash pond, near the Kanawha Turnpike exit of Interstate 64, a commercial development site by filling it with excess fill from the planned Jefferson Road project. The fly ash pond was reclassified as a voluntary cleanup site in 2012, waiving requirements it had when it was classified as a solid waste impoundment.

Geographic location places South Charleston in between West Virginia's two largest cities. The City is located west of and adjacent to Charleston and approximately 48 miles east of Huntington. South Charleston is well connected by excellent highway access.

Low taxes reduce business overhead and promote profit on a recurring basis. This factor is very important in business recruitment.

The high level of educational attainment contributes to a strong positive message being sent to industry about the County's labor force.

WEAKNESSES

The need for a sound pedestrian and bicycle infrastructure is recognized by the City, and is incorporating such accommodations into new commercial development.

A lack of Intermodal Transportation for CSX mainline to have accessible ports on the Kanawha River (other than a small private unloading facility at the Ordinance Center) could discourage future economic development for the City.

The need to explore the creation of a new community center that takes into account the different and varied demands of the City's population for community activities, community services, health, wellness, and physical activities.

RECRUITMENT STRATEGIES

South Charleston's business recruitment strategy must be unconventional due to those factors previously discussed. The identified strengths keep the City in the hunt for business investment, while its weaknesses dictate which prospects to target and how to frame the argument for a competitive recruitment strategy. By mitigating the City's weaknesses and playing to its strengths, South Charleston can better market itself.

DEVELOPMENT STRATEGIES

In an effort to encourage development at a scale and intensity that retains the character of South Charleston, the following development approaches are encouraged. Use of these tactical approaches will encourage economic development in the immediate future, while long-term steps are taken to address the weaknesses identified previously in this chapter.

PURSUE WELL-FINANCED BUSINESS PROSPECTS

This approach has been the basis of several successful local recruitment efforts. These firms have found niche locations with existing zoning, enough water to meet their needs, and land that is distant enough from the interstate to keep real estate prices low, yet close enough to ensure convenient delivery of products to their customers. If the full cost of development is to be borne by industry, the firms must be financially viable to support the cost burden.

While this idea seems obvious, many firms seeking to relocate may do so because of financial challenges elsewhere or a need for relief from overhead costs. These firms are more marginal and can be poor investments. Until all infrastructure investment has been made, seeking outstanding firms is essential.

RECRUIT COMMERCIAL INVESTORS FOR LAND DEVELOPMENT IN ORDER TO ADDRESS COSTLY INFRASTRUCTURE INVESTMENT NORMALLY OBLIGATED TO THE CITY

Roads and other infrastructure improvements become an investment for profit through this approach. Willingness on the part of the City to speculatively zone property is essential for this approach to succeed.

Future Strategies

While offsetting strengths and weaknesses allows South Charleston to remain competitive in the near term, certain long term decisions must be made and actions taken to ensure the sustained viability of any economic development program. A successful and sustained economic development program can only be achieved if the weaknesses identified in this chapter are addressed.

Summary

An effective economic development program is the means to offset the impacts of residential growth and improve the quality of life for all of South Charleston's citizens. The City must continue its efforts to diversify and expand its non-residential economic base through traditional economic development. Its primary goal is to encourage compatible, high-quality businesses offering semi-skilled, skilled and professional job opportunities. The City seeks industry that is capital intensive and conscious of the standards of local infrastructure. New industries meeting these characteristics will provide year-round, full-time jobs with benefits and raise the standard of living in our community.

Economic Development Goals:

Maximize the well-being of the citizens of South Charleston through responsible economic development by:

- Goal: Encouraging and promoting the creation of appropriately sized and located businesses that will serve the current and future needs of the citizens of South Charleston.
- Goal: Focus development efforts on the recruitment of new businesses, as well as the retention and expansion of existing businesses.

Chapter 7 – Community Facilities

Introduction

Community facilities and services are provided by the City for the common good of all citizens. As the City grows, the need for additional facilities and services becomes increasingly evident. Some facilities, such as parks and recreational facilities are desirable amenities that add to the quality of life of City residents. Other facilities, such as schools, are mandated responsibilities of the state government.

The community facilities chapter identifies and assesses the present condition of facilities, as well as future needs, based upon population projections. This needs assessment provides a basis for Capital Improvements Programming and a way to efficiently address the needs in the most cost effective manner.

The facilities covered in this chapter are not all provided directly by the City. However, because of the public nature of the services or the level of assistance provided by the City, such services are considered "public" for planning purposes. The services and facilities covered in this chapter include: Library Services, Public School System, General Government, Public Utilities, Public Safety, and Community Services.

Library Services

The South Charleston Public Library (SCPL) is an independent, municipal library which relies on support by the City of South Charleston, the State of West Virginia, local levies, private contributions, sales from *The Corner Bookstore*, and funds received through daily operations.

Located near City Hall at Fourth Avenue and D Street, SCPL serves the citizens of South Charleston and neighboring communities. In 1943, a group of community members organized donated books in the South Charleston Recreation Building to function as a public library. In 1963, the Library Advisory Board was formed, and funds were secured from the City of South Charleston and interested individuals to begin planning an official city library. An ordinance and by-laws were adopted in 1967 by the City of South Charleston-appointed Board of Directors, who would provide oversight of what we know today as SCPL. The current building opened in 1969, with several renovations and expansions completed over the years.

The Board of Directors and staff are dedicated to the provision of curated library and information materials and resources, as well as individualized service for those who choose SCPL. Our staff members work diligently to offer quality service to all.

Public School System

Schools provide our most valuable and important resource; educated citizens better equipped to cope with the complexities of today's society. The City of South Charleston hosts one high school, one middle school and two elementary schools (Bridgeview, Montrose) serving grades Pre-K to 5. Current South Charleston school data is listed in **Table 7-1 below**.

Table 7-1 South Charleston School Population	
Bridgeview Elementary	402
Montrose Elementary	215
South Charleston Middle School	371
South Charleston High School	952

City Government

South Charleston employs _____ people on a full time basis and _____ a part time basis as administrative staff. Prime duties of these individuals include law enforcement, interfacing with the public, permitting, billing, bookkeeping and supporting the various municipal functions. The following is a list of South Charleston public facilities:

Name	Address
City Hall	401 D Street
Police Station	235 4th Avenue
Community Center	601 Jefferson Road
Municipal Office Building	238 4th Ave
Fire Station #1	311 4th Ave
Fire Station #2	4911 McClung Street
Fire Station #4	#10 Camp Way
Fire Station #3	141 Weberwood Dr.
Public Works Garage	1103 Jefferson Road
Salt Storage Building	1107 Jefferson Road
Ice Rink	20 RHL Blvd
Park Maintenance Building	540 Little Creek Drive
Lion's Field Concession	31 Little Creek Park Rd
Ellis Field Concession/Press Box/RR	32 Charles Hagerman Way
Craft Field Concession	920 Little Creek Park Rd
Soccer Field Concession & Restrooms	971 Charles Hagerman Way
Athletic Complex Concession	971 Charles Hagerman Way
Old Drive Range Concession	521 Harold Bishop Dr
Old Drive Range Press Box Caretakers Dwelling	521 Harold Bishop Dr
Soap Box Derby Concession	1 Courts Circle
Senior Field Restrooms	539 Harold Bishop Dr
Police Storage	539 Harold Bishop Dr
Public Library	233 10th Avenue
Interpretive Center	312 4th Ave
LaBelle Theater	313 D Street
Employee Health Center	311 D Street
Little Creek Clubhouse	18 Riverwalk Plaza
Little Creek Pool House	99 Fairway Drive
LCGC - Maintenance Shop	119 Fairway Drive
New Pro Shop	95 Fairway Drive
Oakes Field Press Box	111 Fairway Drive
Oakes Field Gym	118 3rd Avenue
District 3 Little League Office	118 3rd Avenue
Fire Station #5 and Community Bldg.	176 Little Creek Park Rd
	1305 Sand Plant Rd

GreenPower
Vacant Commercial Building
Single Family Dwelling
Splash Pad and Pump

30 Industrial Way 4404
MacCorkle Avenue 231
4th Ave
121 Fairway Drive

Community/Recreation Services:

The City has submitted a request to the West Virginia Office of Economic Development to approve using tax-increment financing to fund design and construction of an enhanced-use community center at the West Virginia Regional Technology Park. This community center would replace the current 1970s-era recreation center that is located in a flood-prone area, and would be designed to meet future community, social and educational needs of the City's residents. The narrative of that request stated as follows:

The City mentioned the South Charleston Community Center in its Application as this facility is nearly 40 years old, is located in a flood plain, and is in need of costly maintenance, repair, and upgrades. Since 2017, additional community needs have come to light, several as a result of the increased economic development activity in South Charleston. The City needs to explore the creation of a new community center that takes into account the different and varied demands of the City's population for community activities, community services, health, wellness, and physical activities. Several locations within the EOD District would be desirable for a community center. For example, the availability of exercise and recreation facilities and fields at the Tech Park is greatly desirable by the Tech Park managers, tenants, and BridgeValley students. Locating a community center at the Tech Park would allow the community center and campus to be designed so that functionalities such as youth sports, physical therapy, day care and afterschool services, and meeting space, as well as exercise and other physical activities, could be accommodated. The Tech Park already is served by public transportation, so no resident of the area would be deprived of access to the community center. The City is exploring whether the addition or relocation of the South Charleston Public Library to this community center addresses the needs of students for studying and additional learning in a safe and monitored environment. Similarly, providing as many community activities and public services as possible in one, well-designed location offers the best possible environment to senior citizens and other vulnerable populations. The City can envision that utilizing this location and developing a community center at the Tech Park would not only address public health concerns, but would be designed to enhance and continue education; increase participation in youth sports, which is statistically shown to improve educational outcomes and student graduation rates; and increase participation in youth activities, such as band, choir, and other extracurricular opportunities. The City also believes this could enhance the developability of the Tech Park and incentivize further economic development and investment in our region. While this scenario at the Tech Park is an intriguing option, the City requests the flexibility to place the location of the new community center where it would be most advantageous to the community at the time the City undertakes this project. The City is working with advisors to refine and enhance this vision to serve the community wellbeing, but it is already clear that such a comprehensive and visionary approach to integrating physical health and wellbeing, education, youth engagement, and senior services will not be possible but for the availability of excise tax revenue for financing.

The So. Charleston Memorial Ice Arena is located at the Shops of Trace Fork, along Corridor G (U.S. Route 119 S) with plenty of free parking. The arena has all the amenities, There are lockers available for rent. There are party rooms available to rent, totcicles and learn-to- all sizes are welcome. Comfortable seating area for parents and others with fire-place, tables, and TVs.

skate programs, figure skating and adult & youth hockey leagues for all your skating needs and accessories. Bumper cars and Public Skating Sessions are also available.

Little Creek Public Golf Course offers a true test for every golfer, having played host to the WVGA Senior Amateur, the WVGA Amateur, the WVGA Amateur Qualifier, the State Women's Amateur Championship and the Kanawha Valley Golf Championship. When you're not playing, our dedicated professional staff can provide you with the latest equipment and you can work on your game on our practice areas. With an Olympic size pool, restaurant, and reception area, there is something for everyone.

- Public, championship 18 hole golf course
 - Complete pro shop with swing meter, tee times, cart and club rentals
 - Two golf simulators – bring foursome to play St. Andrews or birthday putt-putt
 - Olympic size swimming pool with changing rooms, lifeguards and snack shack
 - Eagles Nest Restaurant open for lunch and catering for special events
 - Eagles Nest Lounge with large screen televisions and a patio for your special event
 - Beautiful weddings locations, bridal party suite, reception – everything in one place
 - Conference rooms with projectors, screens, video conference, catering and more
-
- Grand Ballroom with elegant chandeliers, several arrangement styles, no chair fees

District Community Center, and seven additional parks located in town that offer playgrounds, picnic areas, dog park, basketball, tennis, pickleball courts, and walking path with exercise stations.

Public Utilities

To implement the City's Economic Development and Land Use Plans requires a well designed public utility system. Such a system must have the proper line sizes, adequate supply, and sufficient storage to meet the general usage that will be required.

Compared to private well or septic systems, a public water and sewer supply provides a readily available and more reliable utility source that can service larger demands without the need for septic field areas or well setbacks. Provisions of well marked and established water lines and fire hydrants also promotes fire protection since residents and businesses can be assured that good, adequate and reliable water supplies are located nearby and easily accessible to firefighters. When a community can access public sewer or water, higher density housing can be provided, which reduces sprawl. Larger and more desirable businesses and employers can typically be attracted as well. As a result, the location and the availability of utilities are identified as a growth management tool in the City.

The City is currently engaged in installing broadband throughout via a contractor, to provide residents with the opportunity for variety of internet access.

The City's infrastructure is generally mature and requires only upkeep, although a new centralized sewer system is planned for an area recently annexed along U.S. 119/Corridor G;

Water, gas and electric infrastructure are owned by private utilities under license and jurisdiction of the West Virginia PSC.

Wastewater Treatment Facility

The City of South Charleston owns and operates a public wastewater collection and treatment system in the city limits. Both systems are under the direction of the City of South Charleston Sanitary Board comprised of three Board Members and a General Manager. The South Charleston system serves approximately 1600 users. The Sanitary Board was established in 1954 under Mayor Joseph Londeree. The Sanitary Board was designed in 1948 and formed in phases beginning in 1954 and completed in 1958. In 1961 Union Carbide and the City of South Charleston joined forces to construct the Wastewater Treatment Plant which was completed in 1962. The Sanitary Board began providing sanitary sewer services for the Green Valley Community Public Service District in November 1981.

Wastewater Collection System

The City of South Charleston Utility Board continues its efforts to modernize and improve the wastewater (sewer) collection system to ensure compliance with environmental laws and provide the best possible service for residents in their service area.

Stormwater Collection System

The City of South Charleston Sanitary Board has custody, administration, operation and maintenance of the sewage, water, and stormwater systems (henceforth referred to as the "System") of the City of South Charleston. Stormwater collection, erosion control, construction regulations and floodplains are regulated by the Codified Ordinances of the City of South Charleston, in accordance with the WVDEP regulations.

Public Services

Public Safety includes Emergency Services (fire departments and rescue squads) and Law Enforcement (City Police, County Sheriff's Department, and State Police). Such services are essential for the protection of property, as well as the health and well being of City residents. A strong and efficient public safety program may also serve as an economic development tool when it comes to attracting new business and industry.

Emergency Services

South Charleston employs its own firefighters. The department has 51 full-time career firefighters, providing 24-hour coverage every day of the year. Every full-time firefighter is an Emergency Medical Technician, certified in hazardous response, and trained in all disciplines of Technical Rescue.

The fire department not only responds to fires, but many other types of emergencies as well. This includes auto accidents, auto extrication, confined space rescue, water rescue, trench rescue, high angle rescue, structural collapse, and hazardous materials situations. The department responds along with the Kanawha County Emergency Ambulance Authority as medical rapid responders, and all engine companies are equipped with cardiac defibrillators.

The fire department's equipment includes 4 engines with one reserve engine, 2 rescue units, a 75-foot ladder truck, a hazardous materials truck and trailers, a trench rescue trailer, and a technical rescue unit.

In addition to all these services, the fire department also offers classes for the general public. Some recently offered classes include CPR, fire extinguisher use, fire safety, first aid, and shelter in place.

Law Enforcement

The City of South Charleston employs its own police force. Current staffing allocations include positions for a Chief and 40 full time officers. Given South Charleston's 2022 population, the City police staffing range is 3.08 per thousand residents. WV average is 1.95 officers per thousand residents.

Source: www.citydata.com

Public Works Department

The City of South Charleston Public Works includes the departments of:

City Engineer

The engineering department is responsible for enforcing all building codes and issuing building permits and making sure all contractors have a valid license. They also can answer any questions you may have about zoning laws in the City.

Refuse Collection Street Maintenance

Responsible for the garbage collection. Oversees the maintenance of the city streets including cleaning.

Traffic Engineering

and storm water drainage problems. Reports on city street lights, street signs, street striping and curb painting.

Public Grounds

Grass cutting of city right of ways, shrub and flower planting and other city grounds issues.

Equipment Maintenance Storm Water Management

Takes care of city vehicles.

Goals, Objectives and Strategies

Develop and maintain an efficient community facilities and services delivery system that provides for the safety and wellbeing of the citizens of South Charleston by:

- Goal 7-1 .Construction of new community center building.
- Goal 7-2 Continuing the close working relationship between the City and County.

City-Wide Goals and Objectives for Community Facilities

GOAL 1: Improve Access to Essential Community Facilities

- Objective 1.1: Expand ADA-compliant and multilingual access to public buildings and community programs.
- Objective 1.2: Upgrade facilities to include more flexible, multi-use space for events, workshops, and outreach.

GOAL 2: Maintain and Modernize Infrastructure

- Objective 2.1: Develop a facilities capital improvement plan (CIP) to schedule renovations and upgrades.

Chapter 8 – Transportation

Introduction

The transportation system is the one element that can be most adversely affected by development, while simultaneously shaping patterns of development. There is no greater evidence of poorly planned development than a congested transportation system. Yet, a far reaching transportation system can open up vast new areas to development, previously untouched by growth.

A well planned and designed transportation system, which identifies and provides for the required infrastructure improvements commensurate with development, will avoid or address many of the traffic problems attributable to growth. On the other hand, uncoordinated or strip development without adequate improvements to the transportation system can result in nightmarish traffic problems that may be expensive if not impossible to correct.

The reality of the transportation planning process is somewhere in between the two extremes above. Local, state, and federal governments do not have the financial resources to correct existing problems or provide additional improvements in anticipation of development. At the same time, developers cannot be expected to bear the burden of all necessary improvements, since many of the problems already exist. The key is finding a balanced solution to the transportation problem.

Transportation planning efforts in rural localities, if any, have historically been limited to the road system. However, the passage of the Intermodal Surface Transportation Efficiency Act (ISTEA) by Congress in 1991, and its subsequent reauthorizations, coordinates transportation and land use planning. The adoption of this legislation requires that transportation improvements take into consideration the effects on a locality's land use plans, requires closer coordination by state transportation departments with local governments, encourages regional solutions to transportation problems, and requires alternative modes of transportation to be considered and given greater importance. Thus, the transportation issue, which has been a local or regional issue, is now receiving attention and guidance from the federal government.

South Charleston is typical of many rural and suburbanizing jurisdictions in that the primary means of transportation is its road system. While there are other sources of transportation available in the near surrounding areas, such as Rail travel, the road system will continue to be the primary means of transportation for the foreseeable future. However, the new emphasis on linking transportation and land use, together with the recognition that planning is a long-term process, necessitate that the City begin to look at all modes of transportation.

The goal of this chapter is to encourage and develop a coordinated multimodal transportation system that includes road, bicycle and pedestrian modes in one cohesive system.

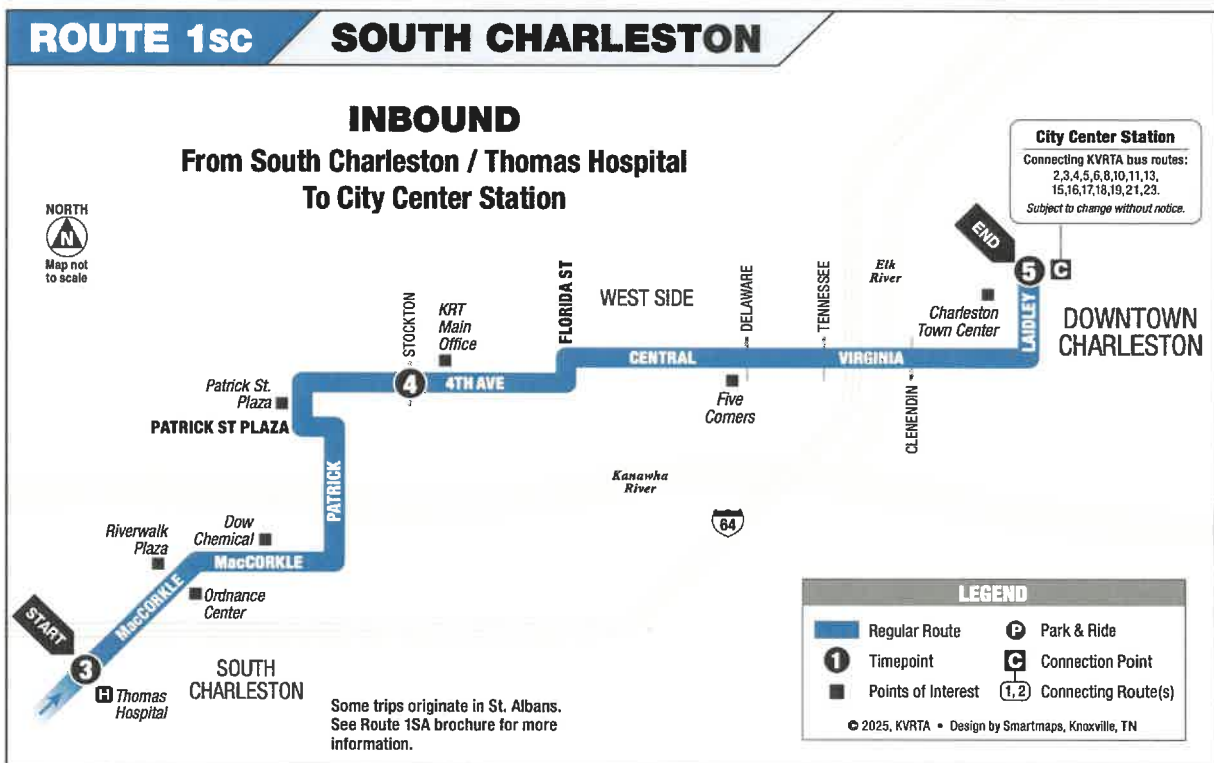
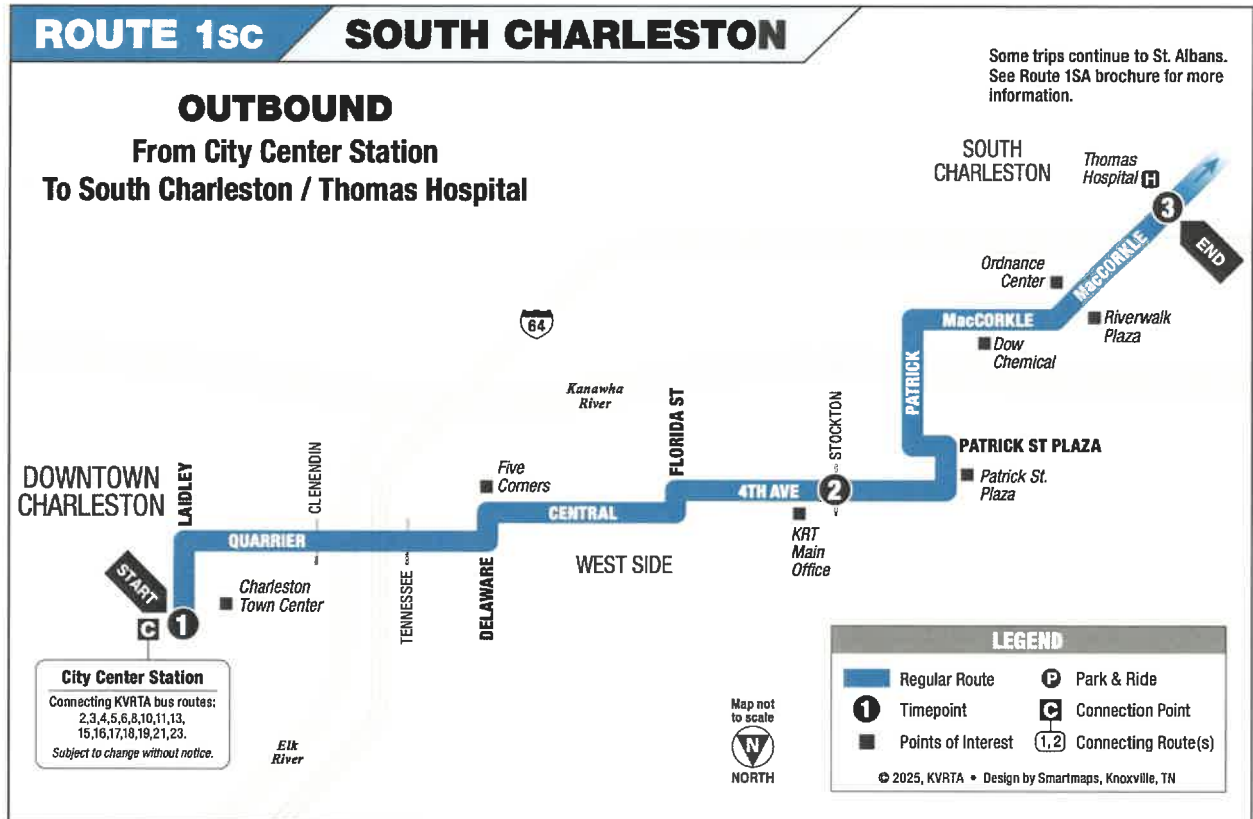
The Existing Transportation System

No transportation plan is complete without an analysis of the current transportation system, including all of the modes of transportation available in South Charleston and in nearby jurisdictions that can be utilized by City residents or businesses. This section briefly describes the transportation services available.

PUBLIC TRANSIT

The City of South Charleston incorporated accommodations for public transportation in new commercial development. Transit, or bus, service is provided to Kanawha County by the Kanawha Valley Regional Transportation Authority (www.rideonkrt.com) or KRT. Daily service in South Charleston includes 25 outbound stops, and 27 inbound stops, between City Center in Charleston, and Thomas Hospital in South Charleston. Round trip service is available weekdays. A Map of this bus route and current schedule is shown as Figure 8.1 below.

FIGURE 8.1



WATER TRANSPORTATION

The City of South Charleston is bounded to the north by the waters of the Kanawha River, which has historically functioned as a major route of conveyance of materials and goods up and down river. There are a number of private docks and marinas along the Kanawha River surrounding the city of South Charleston. There is also a small private port in the South Charleston boundary of the Kanawha River, and is located at the Ordinance Center. This port, called the South Charleston Industrial Park Dock, is located at mile marker 53.5 of the Kanawha River, and is responsible for the occasional shipment and reception of heavy machinery.

RAIL TRANSPORTATION

Public rail transportation is available from Amtrak who operates a station in Charleston. South Charleston has one railway line within its municipal limits, which is operated by CSX.

PUBLIC ROADS

South Charleston has approximately 125.59 miles of road, as shown in **Table 8.2** below. The majority of this road system is maintained by the City. Roadway design specifications for all internal subdivision roads in South Charleston are included in the Subdivision Chapter of the City's Planning and Zoning Code.

The remaining road system in South Charleston, as with most localities, is maintained by the West Virginia Division of Highways (DOH) through funds allocated by the State of West Virginia and the federal government. State maintained roads are discussed in more detail below

Table 8-2 Public Roads in South Charleston	
Kanawha I 64 - Interstate	10.13 miles
Kanawha US 60 & 119	17.25 miles
West Virginia State Route - Kanawha WV 61, 214, & 601	3.53 miles
County Route - 11, 12, 12/2, 15, 16, 16/4, 25/47, 25/48, 60/3, 60/5, 60/7, 60/60, 60/64, 60/65, 61/12, 61/13, 74, 74/1, 119/79, 119/81, 119/99, 214/1, 214/5, 214/8, 2214/10, 214/13, 214/15, 219/30, & 601/1	12.3 miles
Federal Aid Non State (FANS) - 1065, 1066, 1068, 1069, 1070, 1071, 1072, 1073, 1074, 1077, 1078, 1079, & 1080	6.35 miles
City Maintained Roads	76 miles
TOTAL	125.59 +/- miles

BICYCLE AND PEDESTRIAN FACILITIES

The location of South Charleston along the Kanawha River, combined with the extensive interstate infrastructure running through the city, has historically impacted its walkability and bikeability. Currently, the city is integrating accommodations for non-motorized transportation into new commercial developments.

One key project underway is the addition of a bike lane as part of the new Jefferson Road Upgrade Project, led by the West Virginia Department of Highways. This project will improve connectivity between United Disciple Drive and the South Charleston Community Center.

While this project marks significant progress, South Charleston recognizes the ongoing need for a robust pedestrian and bicycle infrastructure and is integrating these considerations into new commercial developments.

The Functional Classification System

The Functional Classification System represents a hierarchy of roads within the overall road network as determined by the primary purpose for the road. The West Virginia Division of Highways (DOH), through guidelines established by the Federal Highway Administration, is responsible for establishing the functional classifications for the publicly maintained road system within the City. This classification system is updated every five years as part of the update of the Statewide Transportation Plan.

The trade-off between accessibility and mobility is reflected in the flow and speed of traffic. The greater emphasis on access at the local level often results in slower speeds due to greater impediments to the smooth flow of traffic, whereas fewer access points to the arterial system generally allows higher speeds and a smoother flow of traffic between points. Posted Road Speeds for Route 817 in South Charleston vary between 35 and 40 miles per hour.

The Rural Functional Classification System is divided into five road classifications: Interstate, Principal Arterials, Minor Arterials, Major Collectors, and Minor Collectors. Local roads that do not meet the standards for designation are unclassified. The definitions and characteristics of those classifications which cover the public roads in South Charleston are as follows:

Interstate - (Kanawha I 64 – Ramp EB, EB 56E, 54F, 54B, 54 E, 55B, 54A, 56A, 56B; Ramp WB, WB 54C, 54D, 56C, 54G, 55C, 56D, 56H) Interstate roads are the highest classification of Arterials, and are often characterized by their two or more lanes, and high speed limits. Due to their efficient structure and high speed limit, Interstates are often thought to be the most beneficial roads for long-distance travel. Average Daily Trips: >15,000 Minimum Right of Way: 120'

Principal Arterial - (Kanawha US 60 – EB, WB, 119 Ramp NB 14A, Ramp WB 14C; Kanawha US 119 – Ramp NB 14A, Ramp SB 14D, NB, SB; Kanawha US 61 – East EB, South SB) These roads are the most significant streets within the City, and serve as major activity centers, constituting the highest traffic volumes. Average Daily Trips: >15,000 Minimum Right of Way: 100'

Minor Arterials - (Kanawha CR: 60/64 NB, 61/13, 601, 60/64, 12, 60/7, 119/79, 214/1, 60/65, 214/10, 60/5, 119/99, 60/60, 12/2, 214/15, 214/13, 119/81, 214/8, 214/15 SB, 214/5, 16/4, 60/3, 74/1, 214/13, 601/1, 219/30) Streets that interconnect and supplement the principal arterial system with a greater emphasis on land access and a lower level of traffic mobility. These roads provide intra-community service, as well as connecting rural collectors to the urban highway system. Average Daily Trips: >15,000 Minimum Right of Way: 100'

Major and Minor Collectors - (Kanawha CR 15, Kanawha FANS 1065, 1066, 1068, 1069, 1070, 1071, 1072, 1072, 1074, 1077, 1078, 1079, 1080) Roads that collect traffic from local roads and direct it to the arterial network. They typically connect local roads to arterials or link areas not located on an arterial route to larger cities or towns. Major collector roads are generally shorter than minor collectors, have higher speed limits, and are spaced farther apart. Average Daily Trips: >15,000 Minimum Right of Way: 100'

Local Roads - (Kanawha CR: 11, 74) These roads provide access for land adjacent to collector roads and serve local or short distance travel needs. Average Daily Trips: 401-2000 Minimum Right of Way: 50' to 60'

Proposed Transportation System Improvements

BICYCLE IMPROVEMENTS

The City of South Charleston will continue its efforts to incorporate biking and walking accommodations, such as designated bike lanes and connected sidewalks, into new developments over time. This will remain an ongoing priority and will be considered in each future project to ensure the most effective and appropriate implementation.

ROADWAY IMPROVEMENTS

While the permanent geography of South Charleston, including the existing interstate and rivers, significantly limits the city's ability to modify traffic flow, steps will be taken to maintain and improve the condition of roads within city limits. These efforts will include ongoing street maintenance and regular communication with the West Virginia Department of Highways to ensure that roads within city limits but not under city ownership continue to be properly maintained.

Future projects may prioritize similar objectives to the current Jefferson Road bypass addition, aiming to create the safest and most efficient traffic flow throughout the city. Given the significance of the heavily frequented Southridge Shopping Center, which attracts visitors from numerous nearby cities and counties, it is essential that South Charleston remains informed on the most effective strategies for implementing appropriate infrastructure in the area.

Goals, Objectives and Strategies

Develop and maintain a safe and efficient transportation system that provides for the safety and wellbeing of the citizens of South Charleston by:

- **Goal 8-1 – Provide reliable pedestrian and bicycle infrastructure throughout South Charleston.**
 - **Task 8-1.1 – Complete the necessary work on the bike and pedestrian lane along the Jefferson Road bypass.**
 - **Task 8-1.2 – Collaborate with the West Virginia Division of Highways, as needed, to incorporate bike lanes and/or sidewalks into future commercial developments.**
 - **Task 8-1.3 – Prioritize bike lane additions and sidewalk construction in plans for future commercial developments.**
- **Goal 8-2 – Develop more efficient routes throughout the city, particularly in areas with high traffic volumes, such as the Southridge Shopping Center.**
 - **Task 8-2.1 – Complete the necessary construction of the Jefferson Road bypass to improve travel efficiency to and from the Southridge Shopping Center and other areas within the city.**
 - **Task 8-2.2 – Continue planning and implementing roadway updates and new routes within the city as needed and where feasibility.**

Chapter 9 – Implementation

Introduction

The adoption of the South Charleston Comprehensive Plan is not the end of the City's planning efforts. Planning is an ongoing process that is intended to periodically review changes that are occurring and the effects of those changes on the City.

In addition to this Plan, many other agencies have plans that must be considered and coordinated with *this* plan. Planning is not done in a vacuum and will be ineffective if done that way. There are a number of implementation measures available to local government. This chapter summarizes these measures and actions, which should be undertaken to help implement the Comprehensive Plan.

Ordinance Revisions

The Zoning Ordinance is one of the principal means of implementing the City's plan. The purpose of the Zoning Ordinance is to protect the health, safety and general welfare of the public by addressing issues such as traffic, public facilities, types of land use, density, water supplies, wastewater treatment, and environmental protection. The Zoning Ordinance establishes regulations to reflect and implement the land use plan. Currently South Charleston has a Zoning Ordinance in place, and should be reviewed as soon as possible.

Currently South Charleston has a Subdivision Ordinance. As with the Zoning Ordinance, it should be reviewed after the adoption of the Comprehensive Plan as soon as possible.

Capital Improvements Program

The Plan lays out a series of ambitious goals, many of which will need some level of financial support. A Capital Improvements Program (CIP), if instituted, would provide a mechanism for scheduling public physical improvements over a number of years. It would establish the City's priorities for public projects based on available financial resources and project criteria.

As South Charleston ages, so does its infrastructure. Streets and sidewalks deteriorate; once-new parks and community centers need refurbishing; old equipment needs replacing. As South Charleston grows, so does its needs. New streets must be built to accommodate increased traffic; sanitary sewers must be extended to developing areas; storm sewers are needed to handle increased runoff. Needs that weren't evident five, ten, or twenty years ago have become pressing.

What is a Capital Improvement? A capital improvement is a major expenditure for either new or expanded physical facilities that are relatively large in size, expensive, and permanent. At a minimum,

the project should cost \$100,000, have a useful life of 6 years and/or should be financed by long-term debt. Capital improvements should include only those expenditures for facilities with relatively long-term usefulness and permanence. It should not include expenditures for equipment or services that prudent management principles would define as operating budget items and which ought to be financed out of current revenue.

Going beyond just a listing of priority projects, a CIP can provide a mechanism for estimating all of the City's capital needs. It can also allow public improvement proposals to be tested against a set of criteria, better schedule improvements that take more than one year to construct, and provide an opportunity for long-range financial planning and management. Finally a CIP would coordinate the activities of various departments in meeting project schedules and inform the public of projected capital improvements. Listed below are examples of capital improvements:

- Land purchases
- Park land and development
- Storm sewers
- Sewer mains
- Sewage treatment plants
- Major building additions and remodeling
- Street construction projects
- New buildings
- Parking lots and garages
- Traffic signals

Economic Development

The Economic Development Chapter identifies several issues that face the City in creating and advancing its Economic Development Program. An overall strategy should be developed to address the current economic deficiencies of the community and position the City for the future.

Planning Commission/City Council

As discussed earlier, planning is an ongoing process. The Comprehensive Plan is not designed to be taken off of the shelf every five years, revised, and placed back on the shelf. The plan is *the* guide for everyday land use decisions. As a means of more consistently reviewing the Plan, the City Council and the Planning Commission should periodically meet for the purpose of reviewing the Plan. This will ensure a continuous dialogue between the two bodies and provide a better means of evaluating the implementation of the Plan.

Strategic Planning

Strategic planning is a concept developed by the private sector that is applicable to and beneficial to the public sector. It is a systematic way of managing change and creating the best possible future. It is also a

process for identifying and accomplishing important actions based on identified strengths, weaknesses, threats and opportunities to the community.

Strategic planning is not the same as comprehensive planning. Comprehensive planning is oriented towards identification of goals and measurable objectives to achieve those goals, while strategic planning focuses on allocating resources to critical issues. Thus, strategic planning compliments comprehensive planning and vice versa.

A strategic planning process should be established that will continue periodic reviews to measure progress in achieving its goals and objectives.

Comprehensive Plan Amendments

The Comprehensive Plan may be amended pursuant to West Virginia Code, and the Planning Commission is encouraged to periodically review and update the Comprehensive Plan.

Implementation

Each chapter of the Comprehensive plan contains goals, objectives and implementation/ action strategies. The goals, objectives and strategies contained in this Plan are consolidated into a matrix at the end of this chapter. This matrix allows easy comparison to determine how the City is progressing in attaining its goals. The City Council should periodically review this matrix and modify it as necessary, as objectives and strategies are met and can be removed from the list.

Goals are identified for the future development of South Charleston to help achieve the City's vision. Each goal is followed by a series of objectives and strategies that should be considered by the City Council. By achieving the recommended strategies and objectives, the City can progress toward attainment of its goals in an orderly and efficient manner.

The goals identified are long-range in their scope, generally consistent with the 20 year timeframe of the Plan and set the direction for City actions in the coming years. The objectives and strategies generally reflect a shorter time frame of 5 to 10 years and set the foundation for effective and continuous planning. Although certain objectives may appear overly ambitious at present, continuing growth in the City will benefit by their achievement.

CITY OF SOUTH CHARLESTON
PUBLIC INPUT DATA

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