

RAMSON –
RECREATING A
COMMUNITY –
THEIR WAY

Dawn Seeburger
Environmental Resources & Consulting
Charleston, WV

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THE STEPS –
WHAT YOU NEED
TO MAKE A
PROJECT A
SUCCESS

- 1st – Strong vision and visionaries dedicated to the long term goals;
- 2nd – Engage the Public;
- 3rd – Plan for the future;
- 4th – Implementing;
and
- 5th – Partnerships.

1ST – YOU NEED VISIONARIES



Dave Mills – Ranson
Redevelopment
Authority



Matt Ward – Strategic
Strategies DC



Andy Blake – City
Manager & City Attorney

Grants to Date (Major):

- **2001** – EPA Hazardous Assessment - \$ 250,000
- **2004** – EPA Hazardous Assessment - \$ 145,000
- **2006** – EPA Hazardous Assessment - \$ 200,000
- **2010** – EPA Area-wide Planning - \$ 175,000
- **2010** – DOT Tiger II / HUD Challenge - \$1,400,000
- **2011** – EPA Clean-up (Kidde) - \$ 200,000
- **2011** – HUD 108 Grant - \$1,500,000
- **2011** – HUD BEDI Loan - \$3,000,000
- **2012** – DOT Tiger IV - \$5,000,000
- **2012** – Nat. Wildlife Foundation - \$ 150,000
- **2012** – EPA Revolving Loan Fund - \$ 650,000



2nd – Engage the Public





3rd – Plan for the Future

Two Cities - One Revitalization Plan

The cities of Charles Town and Harrison, West Virginia are joined as one community, located just 33 miles northwest of Washington, D.C., at the edge of the booming Baltimore-Washington metropolitan region. The community combines a small-town, livable quality of life with the opportunities of a highly-skilled workforce and growing connections to the technology and knowledge sectors of the regional economy.

Charles Town and Harrison are underway with a major initiative to turn a vacant corridor of properties into a "Commerce Corridor" of high-tech and commercial offices, retail and entertainment amenities, infill housing, park and recreational areas, and expanded governmental facilities. Located between the central business districts of the two cities, within walking distance of beautiful homes and historic main streets, and served by major rail, road, public transit, and utility systems, the Commerce Corridor offers a prime opportunity for redevelopment, investment and expansion. This Commerce Corridor document identifies a consensus vision for improvements that will revitalize the core of Charles Town and Harrison, with potentially \$50 million in new commercial, retail, residential, recreation, and public works projects. This plan is supported by thorough market analysis, environmental due diligence, careful land use planning and design, and strong community involvement. We invite you to join at this opportunity for investment in a vibrant and livable community.



Lakeland Place

At the north end of the Harrison urban area, the Lakeland Place property is envisioned to become a transportation hub between Harrison and its new urban growth area, as well as a potential location for a community park and infill housing.



Conceptual Rendering of Lakeland Place

Plan Components

Infill-Housing/Community Park/Civic Center

Located across the Evans Run from proposed new ball fields and playgrounds, 26 infill housing units will complete the residential component of this block and provide new housing within an established neighborhood. These units will border a new park area and have direct access to the proposed multi-use pathway. This pathway meanders through the woods and fields while crossing the Evans Run in three places. The stream itself will be improved by restoring the immediate area surrounding the stream to a more natural state by removing the parking lot at the former Dixie Narco complex. A proposed bicycle/walking trail will be located nearby and connects to a broader system of parks and trails in the community as well as the Commercial/Entertainment, County Complex and Parking Garage areas. The Boys & Girls Club is located just steps away from these proposed amenities. The Harrison Civic Center with associated parking is being restored just up the road from these homes. Both the Boys & Girls Club and the Harrison Civic Center are easily accessible from the bicycle path.



Lakeland Place

Currently an undeveloped, 10-acre field in Harrison, Lakeland Place will include a new road that connects Fairlee Boulevard to Route 6, a major transportation route. The parcel may also support park and recreational uses for the community.

Miller Chemical

This vacant former industrial facility is currently located in Harrison on 1.7 acres. It could support a number of industrial or commercial uses.

Veiner

This 1-acre site is flat, cleared, served by major road, public transit and rail routes, and located in the central business district of Charles Town. It is a prime spot for commercial investment.

Maytag

This former manufacturing facility is now the business. CSX is interested in it for major future improvements and use by the community.

Dixie-Narco

Currently owned by the City of Charles Town, this 4.11-acre parcel has 600 feet of frontage on the Evans Run Canal. Located adjacent to the Harrison Civic Center, the Jefferson County Boys & Girls Club, and the existing Evans Run Park, the community wants to turn the site into a large, park-like area with public park and recreational uses.



Peoples Supply

Located in the heart of the Commerce Corridor, this 3.3-acre former agricultural supply facility will become prime real estate once the deteriorated old structures are removed.

Whitmore Lumber

This former retail lumber facility contains three existing structures, one of which has been rehabilitated and occupied for commercial use. The site owners can build to suit for interested businesses.

CSX

This small parcel along the railroad and Seneca Streets in Charles Town is slated to become "Brewing Park," a landscaped pocket park adjacent to commercial offices and the historic Seneca House.

Public Works Yard

Owned by the City of Charles Town and used for public works functions, this 6.6-acre site could potentially become part of the park and recreational uses for ball fields and other community uses. Other portions could be used for public works and a cluster of small community facilities.



Government Center Area

Jefferson County government has been a presence in this community for generations. The cities seek additional investment by the County, which could include a new Courthouse Annex building and County office complex. Along two sides of these proposed buildings and connected to the public plaza in the Retail/Entertainment Center Area, could be a proposed Washington Memorial Courtyard. This courtyard would provide an outdoor location for employees and visitors to the County buildings to congregate, and is part of the town and a half block pedestrian plaza. The County Complex will be immediately adjacent to the proposed new parking garage, where public-private shared parking arrangements can minimize costs to all partners. While the specific design of the government buildings will be decided by Jefferson County, the cities welcome the opportunity to connect the County's investment into our broader economic revitalization vision and community plans.

Plan Components

Gateway Technology Center & Commercial Office Area

At the termination of Fairfax Boulevard on the border of Charles Town and Ranson is a plan for a commercial office complex and "Gateway Technology Center." This could consist of three existing buildings and four proposed buildings with easy access to both central business districts. This includes a proposed 3-floor, 54,000 square foot Gateway Technology Center, plus three other 3-floor commercial buildings with a total of 160,000 square feet of office space and ample off-street parking. The proposed Fairfax Plaza will occupy the land adjacent to the office buildings and provide an outdoor location for employees, visitors and residents to congregate. Just south of the Gateway Technology Center building will be a proposed bridge over the CSX railroad line. This new bridge will enhance the connection between the Cities of Ranson and Charles Town and allow the railroad and bike path to run unimpeded under George Street. The location of these proposed office buildings will afford employees the opportunity to utilize the bicycle path and a sidewalk network to commute to work or walk to nearby amenities during lunch or after work.



Conceptual Rendering of Gateway Technology Center

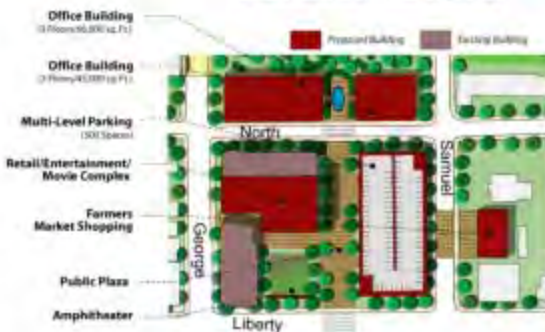


Retail/Entertainment Area

Located adjacent to both Charles Town's main street and government buildings, and the proposed new technology office complex, the community proposes an expanded retail and entertainment complex. Across from the Old Opera House theater and dance studios, and near the headquarters and gallery of the Jefferson County Arts & Humanities Alliance, the community has proposed a retail/entertainment/movie complex with an eight-screen moviehouse. A proposed 500 space multi-level parking structure can be constructed across the pedestrian plaza along Samuel Street, for shared use by government employees, tourists, and retail and commercial customers. This location can also support a market-style shopping area and gathering place. Between the parking structure and the retail/entertainment/movie complex could be a public plaza, part of the two and a half block continuous pedestrian plaza that will connect the retail center, parking garage and public plaza to the Charles Town main street, local government offices, and the proposed new commercial campus. The plaza would include a proposed sloping grassy amphitheater for public events and gatherings. The northern end of the plaza at the commercial campus is proposed to have a water element such as a fountain, and will be surrounded by trees to provide a wonderful visual termination of the plaza.



Conceptual Rendering of County Offices, Market & Parking Garage



The Sites & The Opportunities

THE REVITALIZATION PROCESS

The community is using \$400,000 in U.S. EPA Brownfields grant funding to assess the environmental status of approximately 10 former industrial and commercial parcels, develop mitigation strategies for cleanup, perform an economic and real estate market analysis to determine viable reuses, obtain community support, and develop a comprehensive site master plan and urban design strategy for redevelopment. The project has been guided by an advisory council of business, real estate, development, banking, high-technology, community, and local, state and federal government officials and leaders. The up-front due diligence by the locality should give investors and entrepreneurs solid confidence and a major competitive advantage for future redevelopment projects.



Targeted Revitalization Properties

THE REDEVELOPMENT PROGRAM

The Charles Town-Ranson community has established a vision and anticipated program for the redevelopment project based on a comprehensive economic and market analysis, and a community consensus process. The vision for mixed-use redevelopment includes expanded offices and facilities for the Jefferson County government, a new commercial/high-tech office complex, a retail center anchored by a multiplex movie theater, a farmers market shopping area, loft-style mid-rise housing, and a 500 car parking structure. Utility and telecommunications infrastructure improvements can serve new uses. Symbolic of the aim to reconnect the communities of Ranson and Charles Town, the project is also planned to include a new driving/pedestrian bridge over the CSX rail line. Throughout the project area, public gathering places, pedestrian paths, parks and recreational areas, and beautified landscaping will enhance the community's character, increase walkability, and provide a green thread in the new weave of land uses.

Commerce Corridor Vision & Revitalization Plan



Target Investment Areas

- A. New Community Park
- B. Civic Center/Recreational Complex
- C. Commercial Office & Technology Center
- D. Commercial/Entertainment Center
- E. Parking Garage
- F. County Complex
- G. Infill Housing



The Revitalization Corridor

These schematic drawings represent the vision and plan for revitalization of the Commerce Corridor. The Commerce Corridor Project has identified a series of potential improvements to revitalize a core area of Charles Town and Ranson, which could include over \$50 million in transportation, commercial office, retail, recreation and other projects. The planning process that has established this vision has demonstrated that this plan is viable and feasible from an economic, market, environmental, land use, zoning, infrastructure, and community standpoint. Investors, landowners and citizens should know that this plan is only a vision, intended to spark revitalization and set an overall framework for future projects - not a mandate. The locality remains open to other ideas and projects that are consistent with this overall vision. The community seeks to use this vision to prime the pump for revitalization and facilitate

private sector actions and investment in the Commerce Corridor. Together, we can create jobs, increase the tax base, and create an increased quality of life for the citizens of this Jefferson County community.

Private and local development partners will be key to the initiation and implementation of this initiative. The Cities of Charles Town and Ranson are also dedicated to seeking funding from federal, state and local government to supplement these private investments. Moreover, the local government will continue to facilitate cleanup, revitalization and investment by providing zoning and development incentives, facilitating infrastructure upgrades, conducting further planning and environmental assessments, and attracting partners and support.

Commerce Corridor Detail



POWHATAN PLACE

RANSON'S DOWNTOWN REVITALIZATION



Home, Parks, and the Corner Store:

Be a part of Ranson's Downtown Revival in an environmentally sustainable neighborhood for the City's next 100 years of progress.



U.S. Department
of Transportation



For more information, visit us at: www.cityofranson.com

EVITTS RUN PARK



- INDEX**
- 1. RANSON CIVIC CENTER
 - 2. PARKING
 - 3. TOP LOT
 - 4. RESTROOMS
 - 5. BASKETBALL COURT
 - 6. PEDESTRIAN CROSSING
 - 7. PEDESTRIAN TUNNEL
 - 8. SKATE PARK
 - 9. CONCESSION / RENTALS / RESTROOMS
 - 10. ACTIVE RECREATION (BOCCIE BALL, TABLE TOP TENNIS, ECT..)
 - 11. PEDESTRIAN ROUTS
 - 12. REFLECTING POOL
 - 13. STREAM WALK
 - 14. PEDESTRIAN BRIDGE
 - 15. EVITTS RUN
 - 16. POND
 - 17. STONE / CONCRETE POND EDGING
 - 18. DOCK
 - 19. AMPHITHEATER / WATER FEATURE
 - 20. GREAT LAWN
 - 21. DOG PARK
 - 22. ELEVATED / TEXTURED CONCRETE (SPEED CONTROL)
 - 23. DRIP OFF / TURN AROUND
 - 24. PRE-TEEN LOT
 - 25. INTERACTIVE FOUNTAINS
 - 26. PAVILIONS
 - 27. FUTURE TRAIL CONNECTION
- STORAGE



PARK MASTER PLAN
 CITY of CHARLES TOWN & CITY of RANSON, WEST VIRGINIA
 SEPTEMBER, 2009



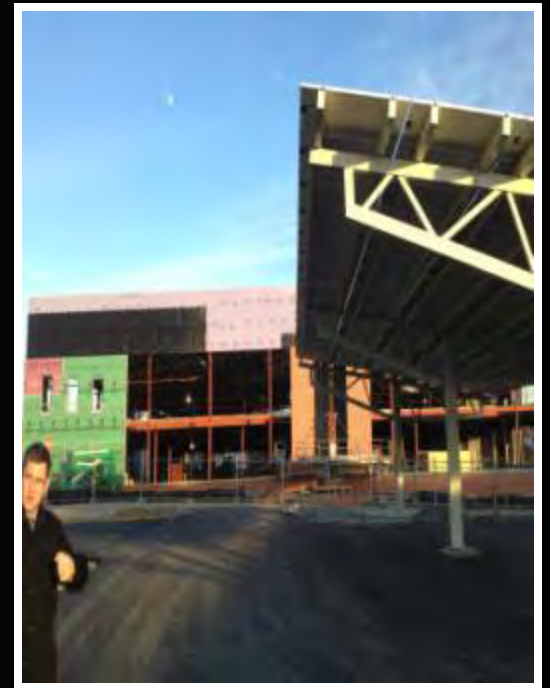
4th – Build Something!





















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 SEPTEMBER, 2009









THE VISION



GREEN INFRASTRUCTURE: INTEGRAL TO THE NEIGHBORHOOD'S URBAN DESIGN



Livable Streets Promote Walking, Biking and Sensitive Manage Stormwater. - A new central boulevard serves as the transportation spine, stormwater collector and passive treatment area, as well as a civic gathering space for the new neighborhood.

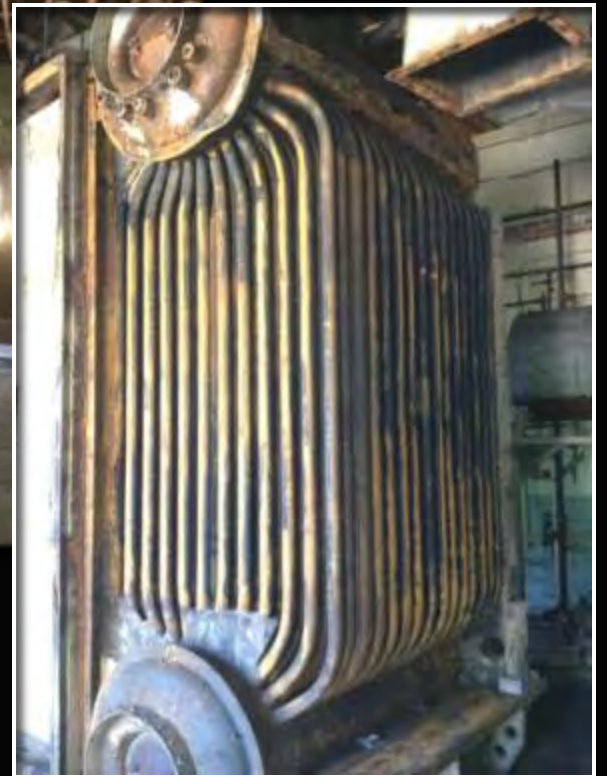
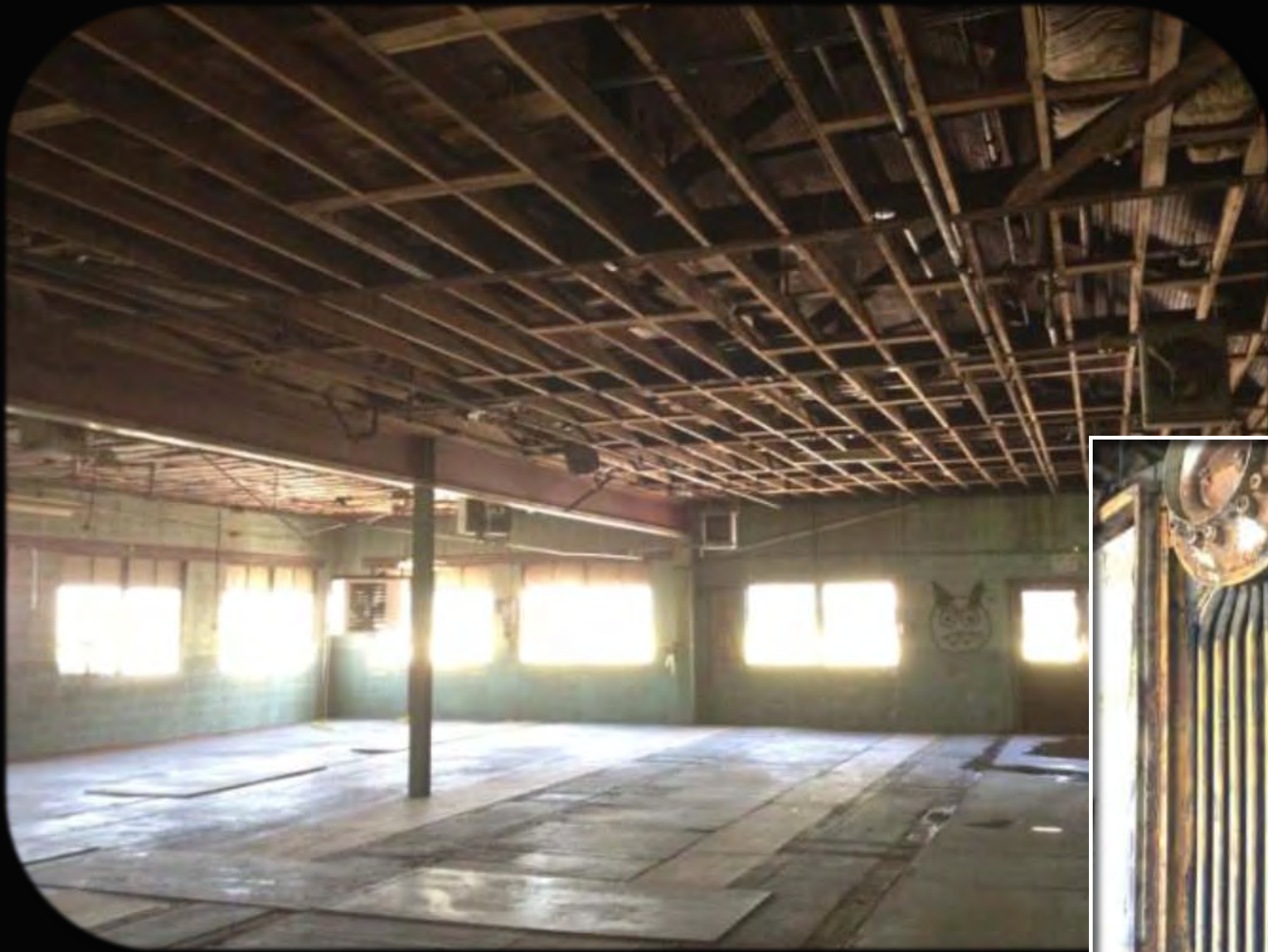


Parks, Public Spaces and Habitat Areas are Integrated into the Community Design and Not an Afterthought - Numerous studies have shown that parks and open spaces increase the value of neighboring residential property. Growing evidence points to a similar benefit on commercial property value. The availability of parks, plazas, open spaces and recreation facilities is an important quality-of-life factor for corporations choosing where to locate facilities and for well-educated individuals choosing a place to live.



Green Technologies Link Buildings to Landscape Systems and Reduce Impacts on Watersheds - Reducing stormwater runoff with green roofs and utilizing grey water in building systems are two technologies well suited for brownfield areas where water infiltration into the soil is undesirable.





FAIRFAX BOULEVARD COMPLETION...



Complete Street
DOT TIGER II
Grant for
\$800,000 for
complete
design,
engineering,
construction
documents

Will be shovel
ready and
provide a vital
link from major
thorough-fare
to Commerce
Corridor

CHARLES WASHINGTON HALL COMMUTER CENTER (DOT TIGER II)



Design,
engineering,
permitting
and
construction
documentation required to
construct a
regional
Commuter
Center along
the Green
Corridor

IMPLEMENTATION OF FORM-BASED ZONING (HUD CHALLENGE)



Emphasis on form (design)

Provides for mixing of uses

Promotes diverse environments

More emphasis on administrative approvals

OUTCOMES AND BENEFITS

Short-Term

- Increase Community Involvement
- Promote Economic Development
- Preserve Recreational and Open Space
- Manage Storm water Runoff
- Enhance supply of Affordable Housing

Long-Term

- Enhance Local Utilization of Transit
- Increased Accessibility of Job Centers
- Promote Livability, Walkability
- Promote Economic Development
- Improve State of Infrastructure



Dreaming of a World...



Full of
History & Character







Crazy Dreaming –
Nature & Parks









Infinite Possibilities –
New Developments



















