RANSON –

RECREATING A COMMUNITY –

THEIR WAY

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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 Ranson, West Virginia are joined by one community, located just 35 miles north of Washington D.C. at the edge of the booming Baltimore-Washington metropolitan region. The community combines the small-town lifestyle with the opportunities of a highly skilled workforce and growing connections to the technology and knowledge sectors of the regional economy.

Charles Town and Ranson are underway with a major initiative to turn a vacant corridor of properties into a “Community Corridor” of high-tech and entertainment amenities, infill housing, park and recreational areas, and expanded governmental facilities. Located between the larger business districts of the two cities, without walking distance of business parks and historic main streets, and served by major rail, road, public transit, and utility systems, the Community Corridor offers a prime opportunity for redevelopment, investment and expansion. This Community Corridor document identifies a conscious vision of improvements that will invigorate the economy of Charles Town and Ranson, with a potential $100 million in new commercial, retail, residential, recreation, and public works projects.

The plan is supported by thorough market analysis, environmental review diligence, careful land-use planning, and close community involvement. We invite you to join in this opportunity for investment in a vibrant and livable community.

Lakeland Place
At the northern end of the Ranson urban area, the Lakeland Place property is envisioned to become a transportation hub between Ranson and its new urban growth area, as well as a potential location for a community park and field house.

Miller Chemical
This vacant former industrial facility is centrally located in Ranson on S. T. acres. It could support a number of industrial or commercial uses.

Veiner
This 1.5 acre site is far from centered 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 near the former Civic Center and is a site for major re-use improvements and use by the community.

Dixie-Narco
Currently owned by the City of Charles Town, this .45 acre parcel has 40,000 ft of frontage on the Potomac River and is adjacent to the Ranson Civic Center. The Jefferson County Boys & Girls Club and the existing River Park, the community seeks to turn the site into a large, multi-purpose park and recreational area.

Public Works Yard
Chosen by the City of Charles Town and paid for public works, the Public Works Yard is a 5.1 acre site. This could provide needed parking part of the park and recreational area for field sports and other events. Whether proven could be used for public events, and is a site for the community facility.

Peoples Supply
Located on the south side of the Community Corridor, this 3.5 acre former commercial supply facility will become prime retail center use redeveloped old structures are removed.

Whitmore Lumber
This former retail lumber facility contains three existing structures, one of which has been rehabilitated and occupied by a new user. The site remains can be used for historical museums.

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Government Center Area
Jefferson County government has been growing in this community for generations. The city seeks additional investment by the County, which could include a new Courthouse Annex and County office complex. Two sites of these proposed buildings, and connected to the public plaza at the Arts and Entertainment Center, could be a proposed Jefferson County Courthouse. This courthouse would provide an outdoor location for employees and visitors to the County Buildings to congregate and is part of the two 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 minimize costs to all partners. While the specific designs of the government buildings will be decided by Jefferson County, the site will offer the opportunity to connect the County’s investment to 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 exiting buildings and four proposed buildings with easy access to both central business districts. This includes a proposed 3-story, 54,000 square foot Gateway Technology Center; plus three other 3-story 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 indoor 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 connectivity between the Cities of Ranson and Charles Town and allow the railroad and bike path to run uninterrupted under George Street. The location of these proposed office buildings affords the opportunity to utilize the bike path and a sidewalk network to commute to work or walk to nearby amenities during lunch or after work.

Retail/Entertainment Area

Located adjacent to both Charles Town's main street and government buildings, 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, 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. This plaza would include a proposed garbage 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 towns to provide a wonderful visual termination of the plaza.

Targeted Revitalization Properties

The Sites & The Opportunities

The revitalization process

The community is using $400,000 in U.S. EPA Brownfield 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 reuse, 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-tech industry, community, and local, state and federal government officials and leaders. This upfront due diligence by the locality should give investors and entrepreneurs solid confidence and a major competitive advantage for future redevelopment projects.

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 office 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, soft-style mid-rise housing, and a 500 car parking structure. Utility and telecommunications infrastructure improvements can serve new users. 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 urban area of land uses.
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.
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.
4th – Build Something!
**GREEN INFRASTRUCTURE: INTEGRAL TO THE NEIGHBORHOOD’S URBAN DESIGN**

Livable Streets Promote Walking, Biking, and Sensitively 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 as 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 greenroofs and utilizing grey water in building systems are two technologies well-suited for infill infilled areas, where water infiltration into the soil is undesirable.

**Automatic** Sprinkler

POWHATAN

Research and Development Laboratory
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
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