

The City of Huntington, West Virginia

HAL GREER BOULEVARD CORRIDOR MANAGEMENT PLAN



Adopted by KYOVA October 4, 2019

2019

The Hal Greer Boulevard Corridor Management Study is the culmination of many years' worth of efforts to create positive change to this corridor. Working separately and then united, the West Virginia Department of Highways, the City of Huntington, and the KYOVA Interstate Planning Commission have championed for a better Huntington for years. In joining with community leaders in Fairfield, and representatives from Cabell-Huntington Hospital, Marshall University, Huntington Housing Authority, and community organizations along this corridor, these agencies have demonstrated a commitment to move Hal Greer Boulevard into the future. Produced by a design team from Stantec Consulting Services, this document is to serve as a guide for a redesign of Hal Greer Boulevard and a restructuring of policies that control development around so that each of the moving pieces fall into place for one vision:

A boulevard for everyone, a gateway to the city, and the heart of a community.



*Adopted by KYOVA Interstate
Planning Commission on
October 4, 2019*



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CHAPTER 1 : EXISTING CONDITIONS SUMMARY

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PURPOSE & PROCESS

8

CORRIDOR CHARACTERISTICS



Purpose & Process

The Hal Greer Boulevard Corridor Management Plan is the end result of over several years' worth of planning, coordination, communication, and community engagement to create a better future for Huntington, West Virginia. As two major institutions expanded along Hal Greer, the number of cars and traffic lights increased as well, which caused the community it traverses to feel the pressure of development and disconnected as crossing became hazardous. Today, Hal Greer Boulevard connects travelers from Interstate 64 and West Virginia Highway 10 (WV 10), as well as city residents to Kinetic Park, Cabell-Huntington Hospital (CHH), the Fairfield neighborhood, Marshall University (MU), and Downtown Huntington. With the needs of the many stakeholders in mind, this Corridor Management Plan has been developed to propose realistic design, engineering, and planning solutions to improve traffic flow, lower traffic speed, create better connectivity, improve pedestrian and cyclist safety, encourage appropriate development, and draft a plan of action to transform Hal Greer Boulevard from an outdated travel way to a gateway, destination, and community asset.

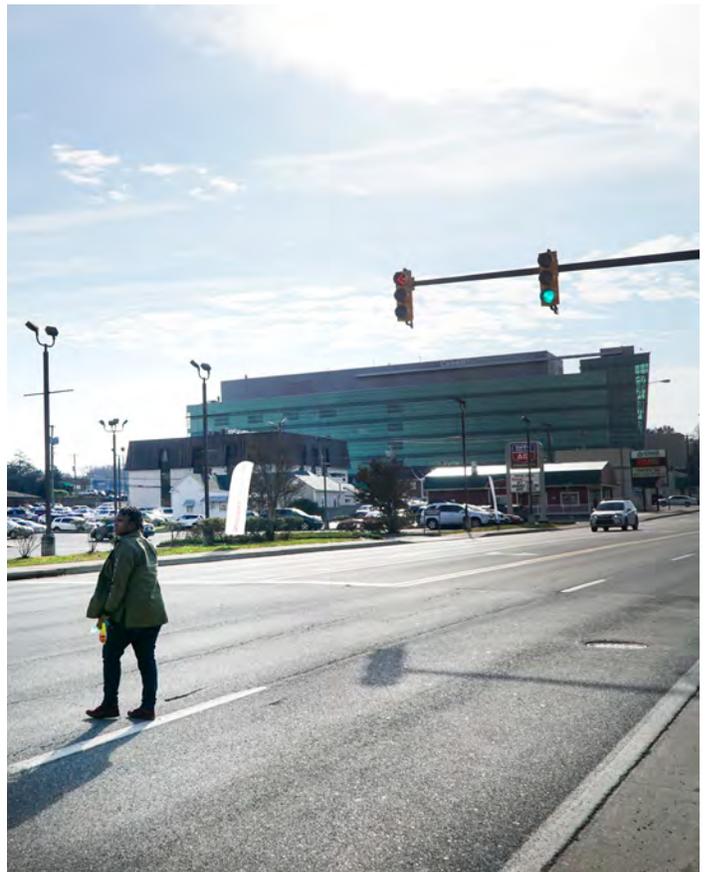
WHY THIS PLAN, WHY NOW?

Hal Greer Boulevard (WV 10) is a major arterial in the Huntington area and a north-south “spine” of the overall transportation network. It provides connectivity between Interstate 64 and downtown Huntington, including the Marshall University campus. It has been identified as the highest priority access from Interstate 64 in the KYOVA 2040 Metropolitan Transportation Plan, and was selected by the West Virginia Division of Highways (WVDOH), City of Huntington and KYOVA Metropolitan Planning Organization as the focus for a corridor management plan.

In addition to Marshall University, Hal Greer Boulevard also provides access and accessibility to the Cabell-Huntington Hospital, Marshall University Medical Center and Edwards Comprehensive Cancer Center. Functionally classified as an Urban Principal Arterial, this four-lane divided facility carries 8,000 to 20,000 vehicles per day. The Downtown Huntington Access Study identifies Hal Greer as a Mobility Corridor for the KYOVA region and notes that design details should accommodate large vehicles and traffic operations are a priority with coordinated traffic signals, access management, and roadway capacity. Today, Hal Greer Boulevard serves its main function as a roadway that moves cars from one destination to the next. However, as a street that moves people and cyclists through a community, this roadway is failing to provide a sense of safety or a sense of place for the majority of its length. Good corridor management and complete streets design mandate that attention be paid to the presence of pedestrians and bicyclists and that multimodal intersection design remain a priority. Additionally, as a gateway to the community, the aesthetic elements of the corridor should be considered along with the operational and safety elements.



Light posts with banners and maple trees line the sidewalks at Marshall.



A woman looks as she crosses at Charleston Ave. CHH towers over Hal Greer.



The steel frame of the new Pharmacy School is seen during construction.

For these reasons, the WVDOH and KYOVA have initiated a planning process to reclaim Hal Greer as an asset to the region, building upon the land use recommendations contained in the City's Comprehensive Plan and incorporating the tenets of complete streets and sustainable transportation. National initiatives like context sensitive design, complete streets, and catalytic land use planning have become a state of practice and was considered during the planning process for this area. Through collaborative community outreach, the project team has worked to blend the catalyst site development planning process with healthy mobility choices. This will allow for the creation of sustainable transportation and ease in making investment decisions along the corridor. Local and state constituents must continue to work together to address issues of safety, corridor mobility and commuting choices with livable solutions, while building upon the community vision for the future Hal Greer Corridor.



Base maps were created for November 2018 committee and public meetings.

PROJECT PROCESS & TIMELINE

The Corridor Management Plan was completed within a 14-month time frame. The planning process utilized was divided into three distinct phases. The first phase centered on the collection and analysis of data. During this phase, the City of Huntington, in working with a dedicated project team from Stantec Consulting Services and the WVDOH, selected a number of individuals representing the community, the hospital, the university, business owners, and local government to guide the development of the plan while ensuring the interests of City, the Fairfield neighborhood, and the community at large, were heard. A website, survey, and mapping tool were launched online to collect feedback marking the beginning of public engagement focused on Hal Greer that continued throughout the planning process.

The second phase, the longest and most involved, started with the first major public event, the Public Symposium. At that point, the project team shifted focus to creating and documenting meaningful public engagement opportunities (including stakeholder interviews, board briefings, and focus group meetings) and directly using that feedback in the planning and design work. The project team worked together to craft a comprehensive multi-modal Complete Streets strategy, produced a preliminary Market Analysis, completed two Catalyst Site development investigations, produced a Catalyst Park design, detailed a concept redesign for the entire corridor, and developed phased improvement and implementation program. It is during this process that the new ideas presented later in this report were first developed and presented to the committees and the public for feedback.

The final phase of the process focused on preparing the report and refining the recommendations for adoption. The feedback gathered from the public was utilized while the proposed solutions were refined through close work with the committees and the collaboration of professionals across fields of planning, engineering, and urban design. During this vital refinement period, every item produced, opinion voiced, and suggestion posed came together as a unified Corridor Management Plan to guide the City, KYOVA, and WVDOH in the coming years. An Open House presenting the final recommendations to the public was held during this period to close the project focused engagement and further cement the relationship and meaningful communication between the community and the City.



Project Manager Mike Rutkowski asks for responses from residents of Huntington.

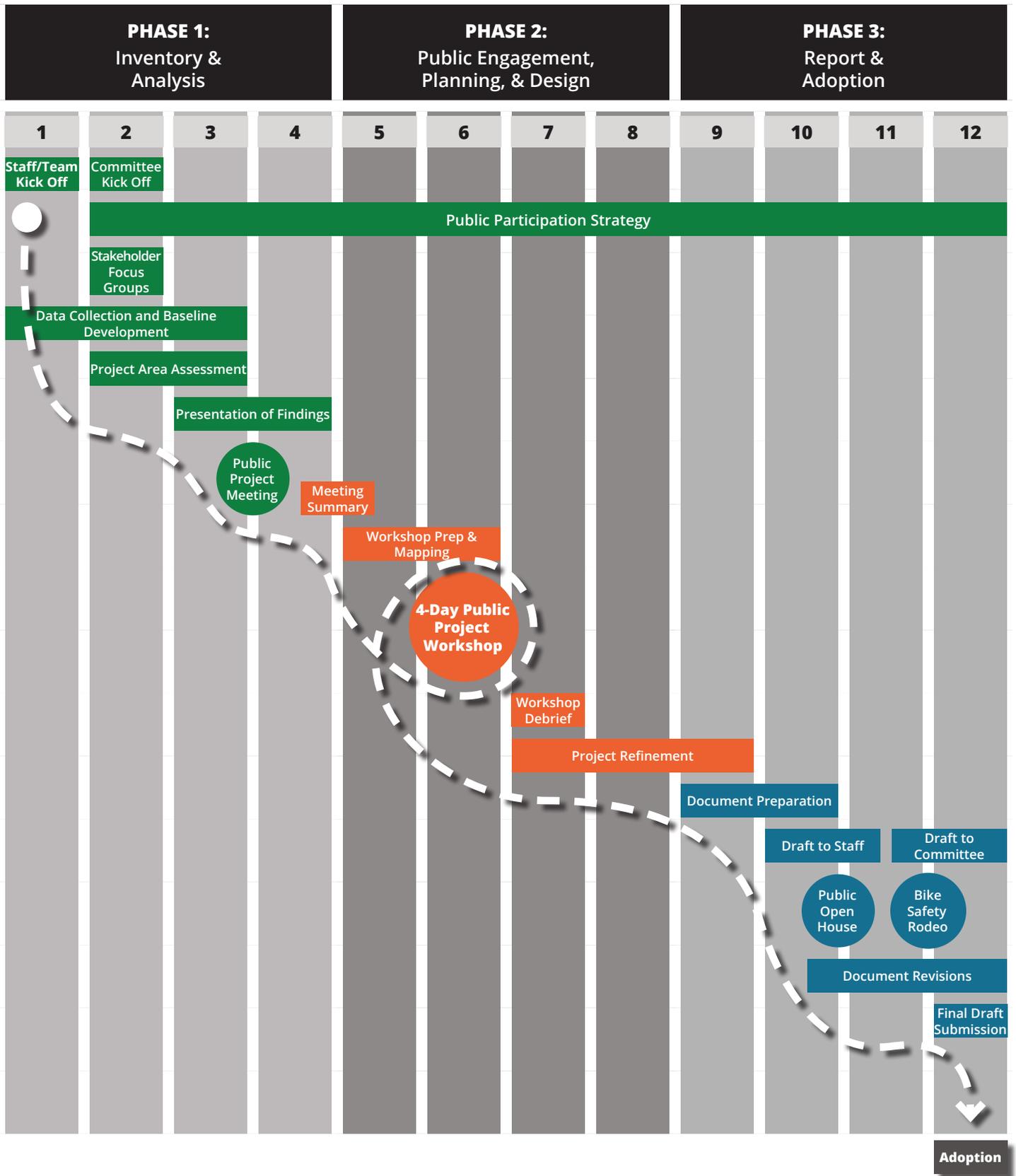


FIGURE 1.1: PLANNING PROCESS TIMELINE

Corridor Characteristics

Hal Greer Boulevard, historically 16th Street, is one of the entries into Huntington from the south. It is the continuation of West Virginia Route 10, which connects across the state to the town of Princeton, WV, and terminates in Huntington at 3rd Avenue, right at the steel manufacturing facility owned by Steel of West Virginia. The roadway connects to Interstate 64 at Exit 11 and is one of several entry points into Huntington from the interstate. The Hal Greer Corridor Management Plan examines this roadway from Huntington High School, just south of the I-64 ramps, to 3rd Avenue, where the road ends, providing a study area of approximately 3.25 miles of roadway.

Along the length of this roadway, there are three distinct segments to note. Each is marked by key intersections or a shift change in the scale of development and use of the corridor. These segments are further differentiated by the amount of daily traffic, adjacent land uses, and activities occurring along the roadway. These differences made it clear that Hal Greer Boulevard cannot be treated the same along its length; each segment was developed differently and as such examined and designed individually, while considering how the corridor works as a whole. Hal Greer Boulevard was divided into three transition zones as denoted by several major features.

Transition Zones Map



MAP 1.1: HAL GREER BOULEVARD TRANSITION ZONES

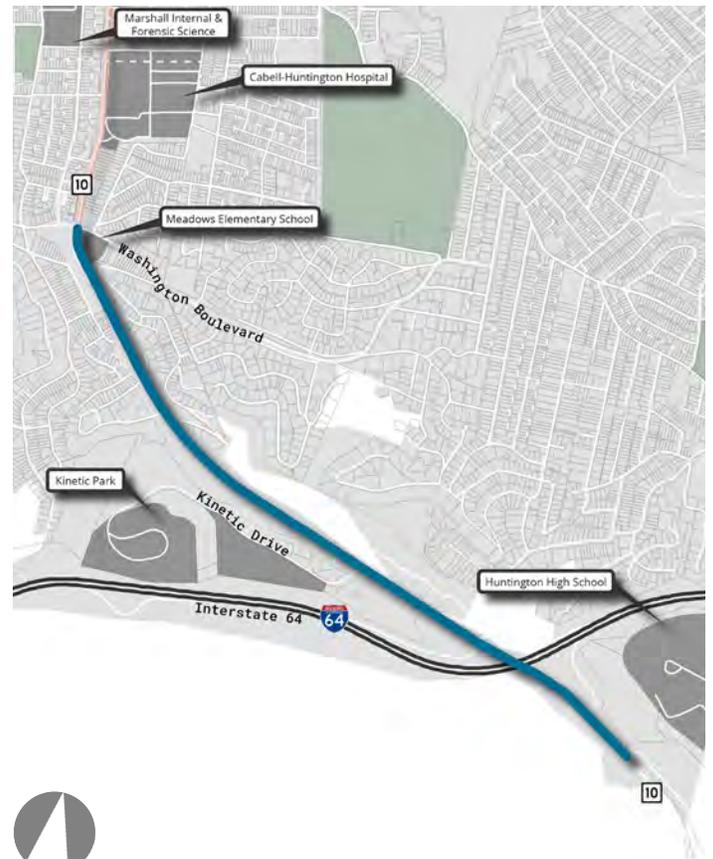
THREE ZONES

I-64/HHS to Washington Boulevard - Highway Transition

This first segment of Hal Greer Boulevard is the longest at nearly 2 miles. At the entrance to the high school (Highlander Way), the roadway shifts from a two-lane undivided mountain pass to a four-lane divided facility with grass medians and wide shoulders.

On the south side of I-64, the on- and off-ramps are offset by nearly 500 feet. On the north side, the ramps meet at signaled intersection, with free-flowing rights on both sides feeding into Huntington and onto I-64 West. A quarter mile to the northwest is the next signaled intersection, Kinetic Drive. Kinetic Park is a business park that has been developing since 1998 with an Amazon call center as one of its main anchors, and several hotels and restaurants. It is a thriving destination with room to grow as a trip generation as more property is still available to development

Very few businesses front this roadway due to the topography and Fourpole Creek abutting the west side of the roadway. This combined lack of frontage, activity, and pedestrian facilities lend this segment of Hal Greer to look and feel like a highway, leading to incidences of speeding. This creates a point of conflict where Hal Greer intersects with Washington Boulevard at the front door of Meadows Elementary School.



Map of the southernmost segment of Hal Greer Blvd.



With posted speeds of 55 mph, this segment is very much a highway.



A school crossing sign is seen before reaching Washington Blvd.

Washington Boulevard to C&O Viaduct - Fairfield Innovation District

The second segment is just under a mile in length and features the most curb cuts, intersections, and signals throughout the corridor. The roadway is primarily a five-lane facility with a center turning lane, narrow shoulders, and sidewalks directly adjacent to travel lanes, typically five feet in width. Some intersection feature ladder-style crosswalks and pedestrian countdowns but most do not. There are few street trees or streetlights, and no facilities to accommodate cyclists. The land uses vary, with the most dominant being medical office due to the presence of the Cabell-Huntington Hospital, several hospital and university affiliated clinics and centers, and several smaller clinics, offices, and pharmacies between Terrance Drive and 11th Avenue. Also found here are a few automobile-oriented businesses, specifically, drive-through restaurants, gas stations, and auto-mechanics. Residential neighborhoods are just off the main roadway, with some sections still having housing directly facing the road, calling back to a time when the roadway saw much less traffic and congestion.

In this section, major points of conflict overlap with offset roadways at two intersections in particular: Charleston Avenue, and 10th Avenue/Doulton Avenue. Both feature two sets of traffic signals within 100 feet of each other, and due to poor signal timing, they contribute to congestion in both directions. At 8th Avenue, just before the C&O viaduct, the roadway changes to a four-lane facility with a fenced sidewalk on one side.



Map of the middle segment of Hal Greer Blvd.



Signaled intersections of 10th and Doulton are roughly 100 feet apart.



Pedestrian crossing midblock near CHH during a break in traffic.

C&O Viaduct to 3rd Street – Marshall Way

The C&O rail yard bisects the City of Huntington, with eight rail lines passing overhead at the C&O Viaduct railroad crossing on Hal Greer Boulevard. The Viaduct, one of four in the city, is designed to maintain the grade level of the rail yard by sending vehicular and pedestrian travel below grade, creating a physical gateway between downtown, the university, and the majority of Hal Greer Boulevard.

This segment of the boulevard is the shortest (under a half mile) in length and prominently acts as the front door to Marshall University, the major anchor of this area. The facility here is primarily four-lanes, undivided, with either sidewalks paired with a narrow planting strip or wide, nine-foot sidewalk. The roadway widens to accommodate a center turning lane between 6th Avenue and 5th Avenue. Being in proximity to the university, many of the land uses facing or adjacent to the corridor are college housing, with more commercial and retail uses found at 4th Avenue and 3rd Avenue. 4th Avenue terminates at Marshall's picturesque pedestrian entrance. A one-way facility headed westbound along the river, 3rd Avenue leads directly to downtown Huntington, creating a loop around campus with eastbound one-way facility, 5th Avenue.



Map of the northernmost and shortest segment of Hal Greer Blvd.



Trains sit on the viaduct as vehicles and pedestrian pass underneath.



View of 6th Ave intersection featuring signaled crosswalks and gas station.

ROADWAY ANALYSIS

Using data provided by the City, KYOVA, and WV Department of Highways, Hal Greer Boulevard was firstly broadly analyzed in order to better understand how the roadway performs today and how that compares to performance in 2040 using the KYOVA Travel Demand Model with no improvements. As a key corridor for institutions and industry in this area, the roadway must perform for trip and employment generators. As the spine through a community and a gateway to the City of Huntington, the roadway must also be an asset to the region, inviting walkers and cyclists of all ages and ability levels to safely enjoy their community. This need for balance and improvement created the necessity for this study.

Table 1.1 on page 13 breaks down the average travel speed and travel times for four peak hour travel runs. For each run, the average speed is well below the posted speed limit for Hal Greer Boulevard (25 mph, 35 mph, 45 mph, and 55 mph in different portions of the roadway). This is largely in part due to unsynchronized traffic lights and turning movements.

Chapter 6, beginning on page 93, covers a more detailed traffic analysis that compares the roadway conditions as of data collected in late 2018 and early 2019 with the proposed conditions outlined in Chapter 7. This first analysis covers existing data prior to 2018.



View on Hal Greer Boulevard facing north toward the Boulevard Avenue intersection.



View on Hal Greer Boulevard at the 8th Avenue intersection looking toward the viaduct.

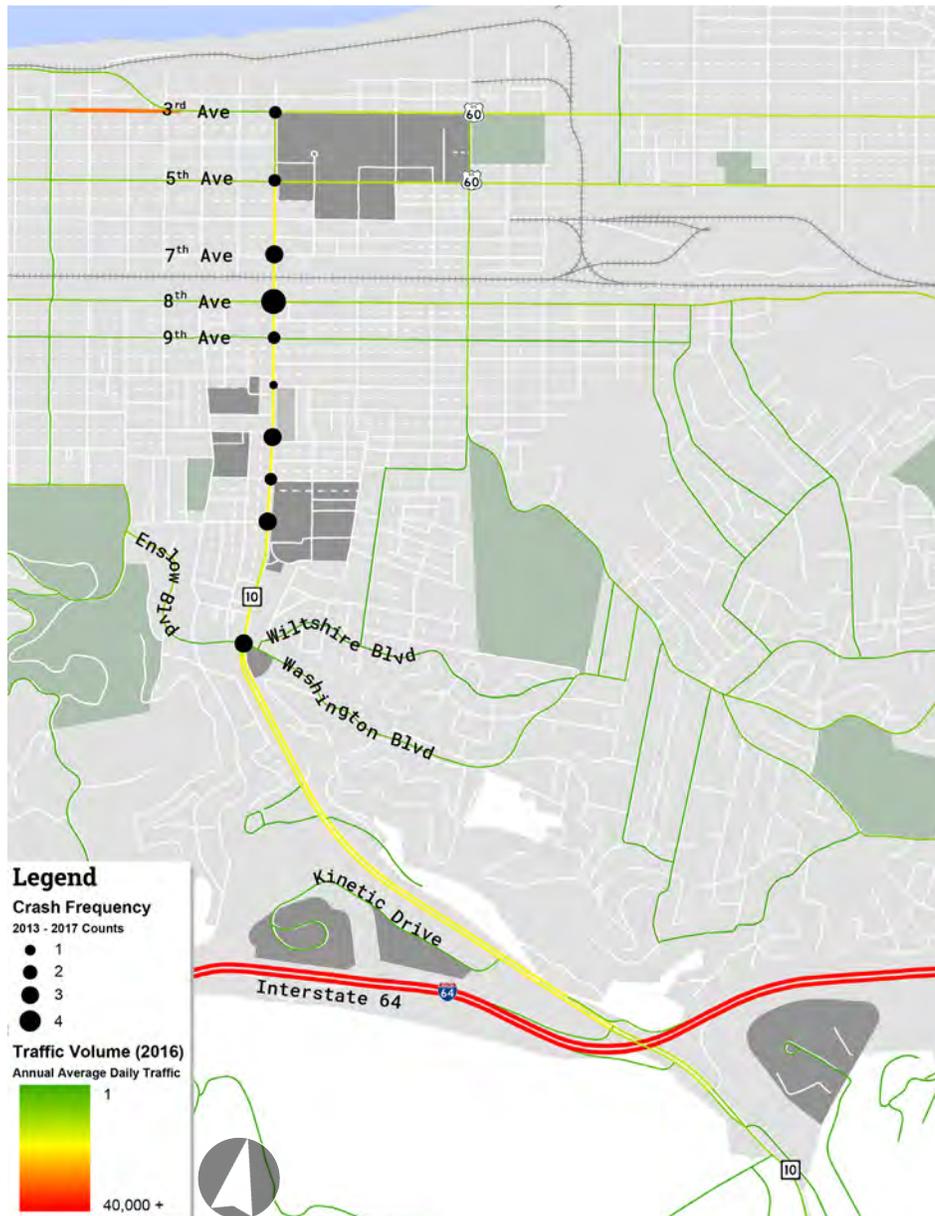


View on Hal Greer Boulevard at the 3rd Avenue intersection looking south past Marshall University.

Name	Length (miles)	Average Travel Speed for Time Runs (South/Northbound) (mph)			
		SB Run #1	NB Run #2	SB Run #3	NB Run #4
C&O VIADUCT TO 3RD AVE	0.45	22 mph	13 mph	16 mph	13 mph
WASHINGTON BLVD TO C&O VIADUCT	0.88	5 mph	13 mph	15 mph	14mph
I-64/HHS TO WASHINGTON BLVD	1.94	30 mph	29 mph	40 mph	24 mph
TOTALS	3.27	12 mph	19 mph	23 mph	18 mph
<i>TOTAL TRAVEL TIME (MIN, SEC)</i>	3.27	14m 58s	9m 45s	7m 54s	10:11s

A detailed examination of current and projected traffic conditions, and the impacts from the proposed redesign of the roadway is in Chapter 6 on **page 93**.

Pedestrian & Cyclist Crashes Map (2013-2017)



MAP 1.2: PEDESTRIAN & CYCLIST CRASHES MAP

Pedestrian and Cyclist Crashes

The West Virginia Department of Highways collects and retains data on reported crash incidences on roadways in the state. Data examined for this study was collected from 2013 through 2017 and shows that a total of 25 pedestrian and cyclist incidents were reported, roughly 4% of the total number of crashes reported along Hal Greer Boulevard. Out of four years of data, the only fatality to occur was when a car struck an individual walking across Hal Greer near the intersection of Boulevard Avenue at the hospital during the afternoon. Twenty of the remaining incidents resulted in some level of injury to the walker or cyclist and over half of the reported incidents occurred during the day. Visibility may not be the main cause of these crashes, which could be contributed to poor design and lack of facilities for pedestrian and cyclist safety.

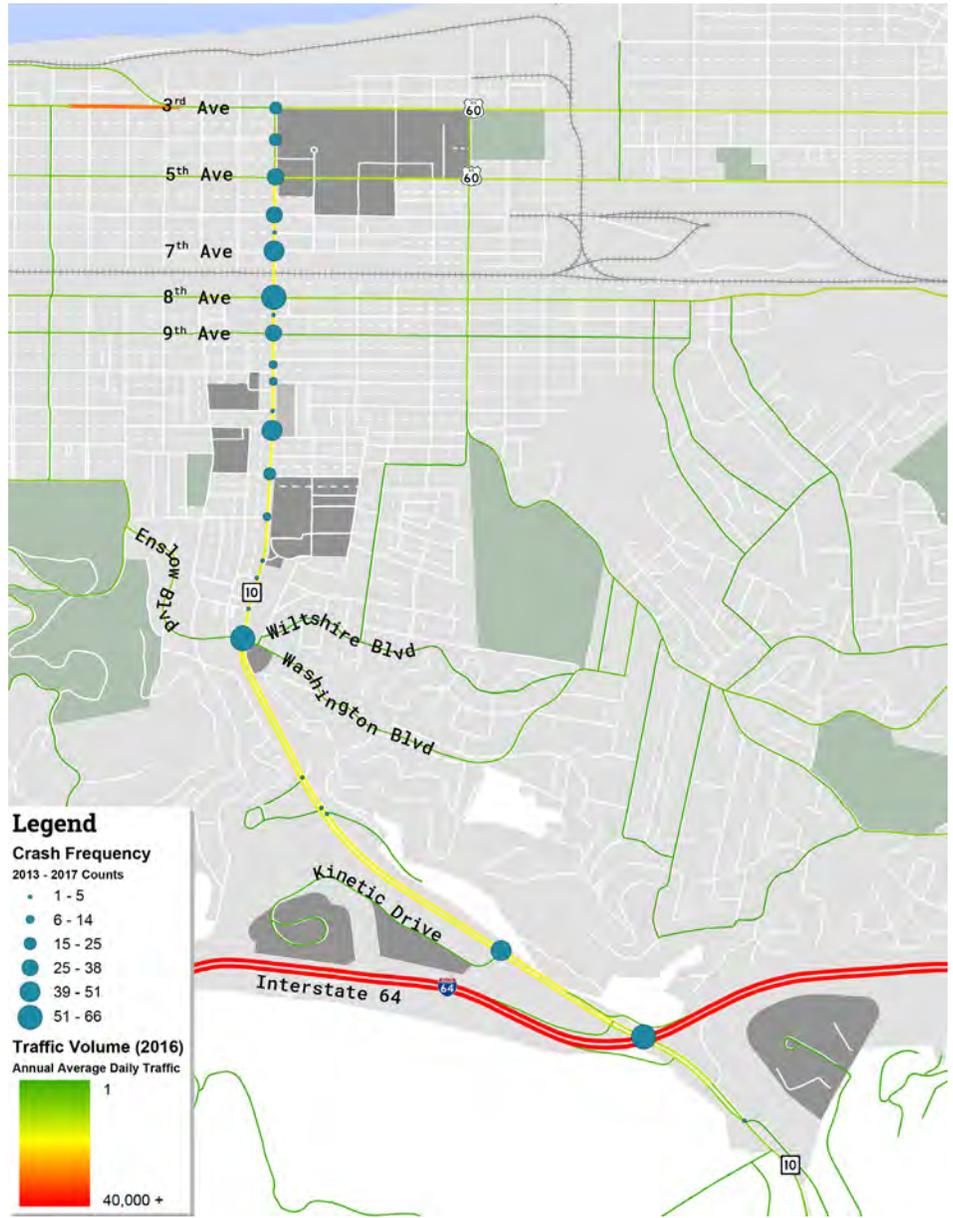
At least 76% of these accidents occurred when individuals attempted to either enter or cross the roadway. Over 40% occurred within a marked crosswalk or at an intersection with no crosswalk.

Automobile Crashes

Nearly 600 automobile crashes, including the pedestrian and cyclist involved crashes occurred over a four-year period. During this time, over half of all incidences occurred at roughly six separate locations. With 66 reported incidents, the 8th Avenue intersection topped the list, just before all four Interstate 64 ramps (62 incidents combined). The Washington Boulevard intersection, right in front of Meadows Elementary School, had 61 crashes occur during that same period. The next three highest incident locations are Kinetic Drive (51), Charleston Avenue (46), and 7th Avenue (44). All six of the intersections with the highest number or reported crash incidences are signalized.

Automobile crashes occur at a great rate where there are more potential points of conflict. For example, areas that have a greater number of driveway access points tend to be designed with opportunities to turn, creating less predictability for other drivers, pedestrians, and cyclists. This can explain in part why crashes occurred at a greater rate in the shortest segment of Hal Greer Boulevard over the same time frame. By using better roadway design concepts like driveway consolidation and access management, the predictability of other users can be increased to create a safer roadway.

Automobile Crashes & Volumes Map (2013-2017)



MAP 1.3: CRASHES & VOLUMES MAP

Including the sole pedestrian fatality, 233 injuries occurred in 152 crash incidents along Hal Greer Boulevard. While the number of crash incidents between the first and third segments are comparable, the number of injuries near the university are less than half that of the segment by the interstate.

TABLE 1.2: CRASHES PER SEGMENT (2013-2017)				
Name	Length (mi)	Crashes	Injuries	Crashes per Mile
C&O VIADUCT TO 3RD AVE	0.45	169	39	375.55
WASHINGTON BLVD TO C&O VIADUCT	0.88	300	125	336.36
I-64/HHS TO WASHINGTON BLVD	1.94	187	95	98.45

Washington Blvd overlaps two segments, therefore the incidents reported there are counted in both. (Source: WVDOT; 2013-2017)

Quality/Level of Service and Travel Models

During the analysis of Hal Greer Boulevard, the performance, capacity, and volume are all examined to see how this corridor functions on any given day. With data provided from the West Virginia Department of Highways and the KYOVA Travel Demand Model, the Level of Service can be calculated for active modes of transportation (walking and bicycling) as well as vehicular. The Level of Service is derived from the average daily traffic (ADT) counts

and the physical characteristics and amenities along the road and at intersections. Hal Greer can be described as performing either fairly or poorly for walkers and bikers along the study area.

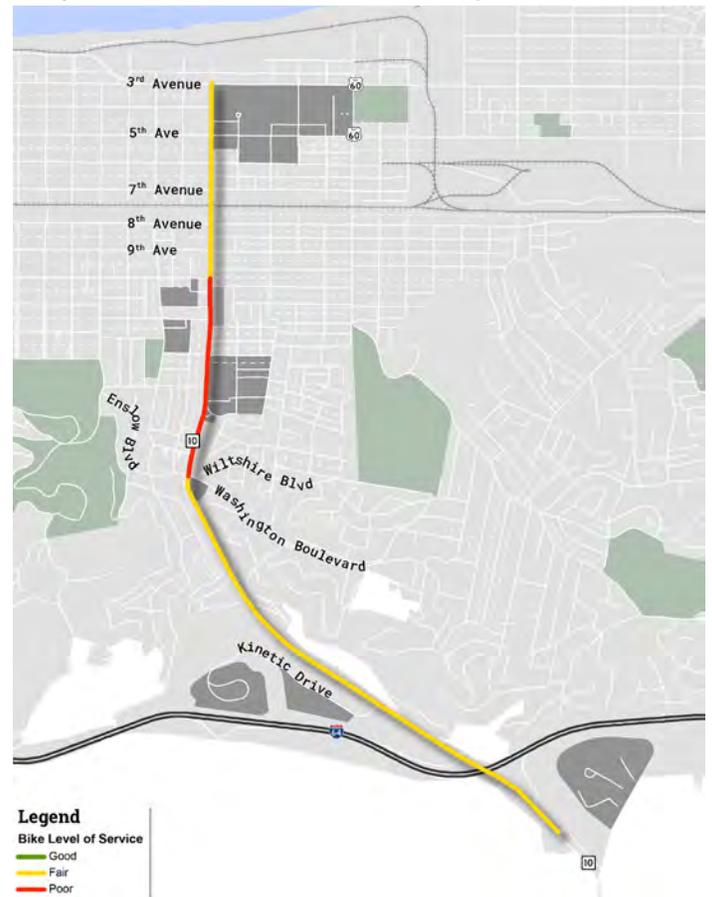
The Travel Demand Model takes the average daily traffic counts from 2015 and projects the increases in 2040 under the assumptions that nothing changes in the roadway system.

Pedestrian Level of Service Map



MAP 1.4: PEDESTRIAN LOS MAP

Bicyclist Level of Service Map



MAP 1.5: BICYCLIST LOS MAP



CHAPTER 2: HUNTINGTON CONTEXT

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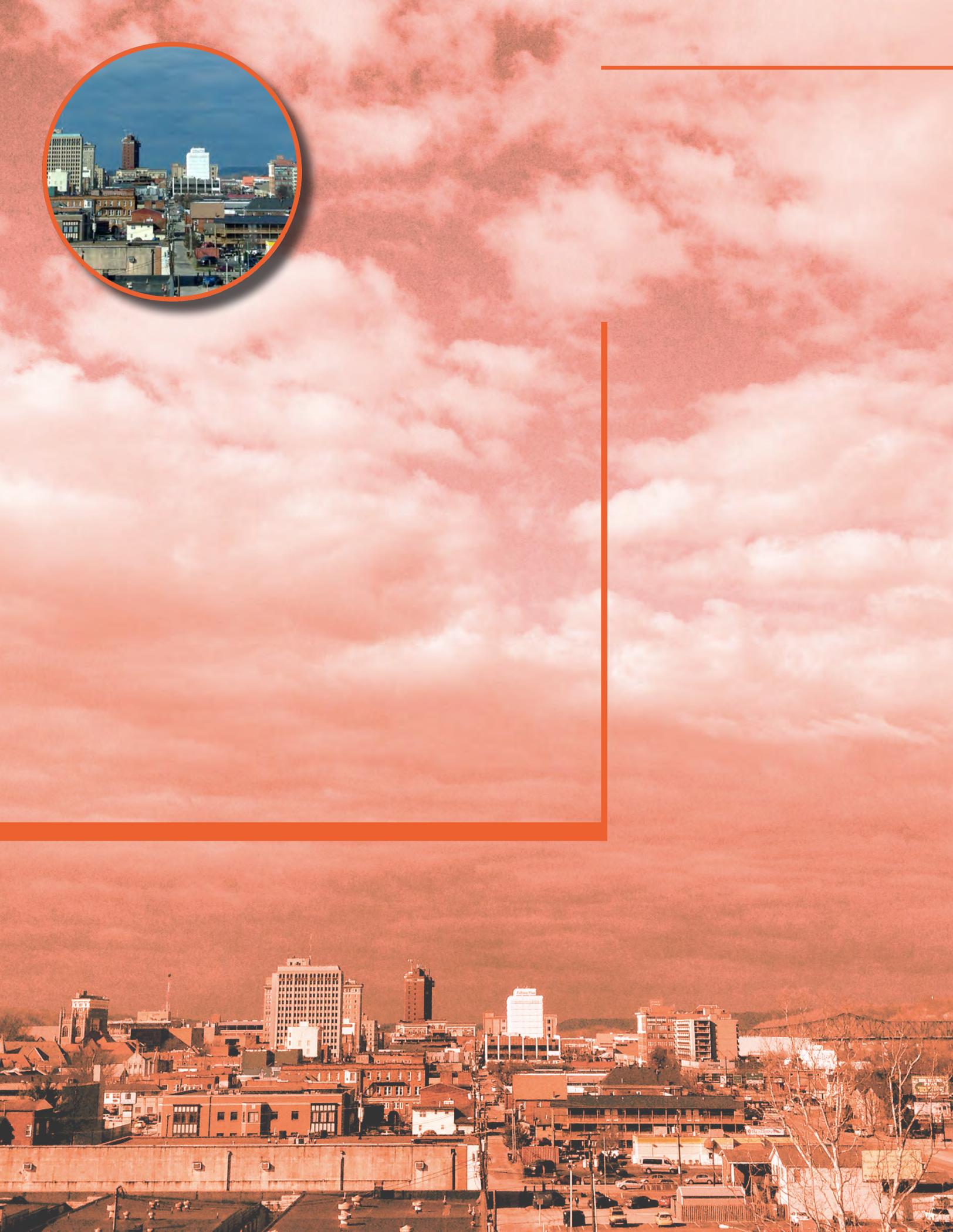
HUNTINGTON HISTORY

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COMMUNITY SNAPSHOT

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PAST PLAN REVIEW

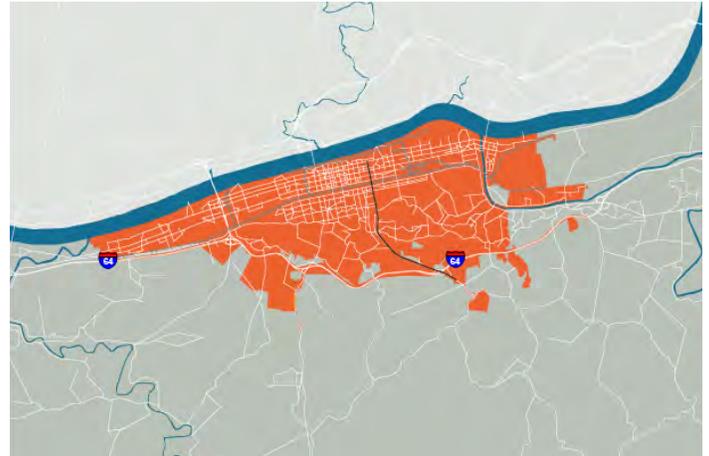


Huntington History

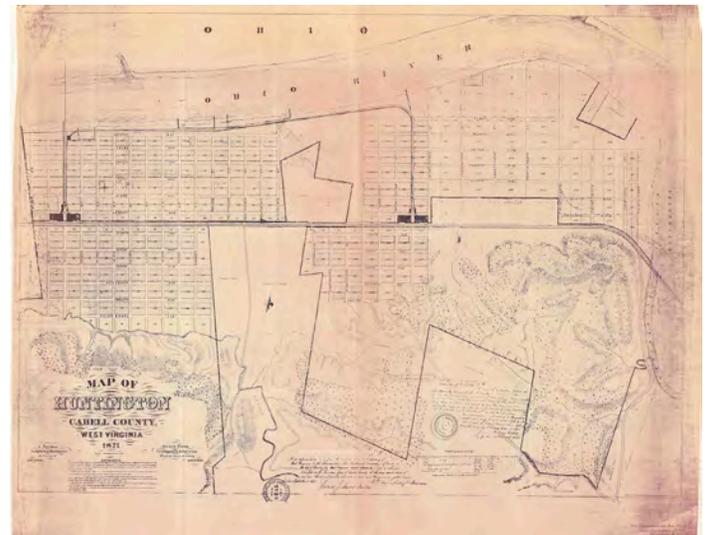
Huntington, West Virginia sits at the confluence of the Ohio River and the Guyandotte Rivers. The City lies within Cabell and Wayne Counties, functions as the county seat of Cabell County, is the largest city in the Tri-State area, or the Huntington-Ashland, WV-KY-OH Metropolitan Statistical Area, and the second largest city in the State of West Virginia, after Charleston.

The area around Huntington was originally within the territories of several Native American tribes, notably the Osage, Shawnee, and the Eastern band of Cherokee. The first permanent white settlement of the area began in 1775 with Holderby's Landing, a wharf and a region on the Ohio River named for the Holderby family, which purchased much of the land surrounding the river in the 1820s in what was then part of Virginia. In 1799, after the French and Indian War, the town of Guyandotte was formed to the east where the Guyandotte and Ohio Rivers split, and tracts of land were given to veterans who served under Captain John Savage. In 1837, Marshall Academy was founded as a boarding school for the children of residents in the area. During the Civil War, Cabell County, along with 49 other counties, separated from Virginia to become the State of West Virginia and joined the Union in 1863.

The City of Huntington was founded by and named for Collis P. Huntington, railroad tycoon of the Big Four who built the Central Pacific Railroad as part of the first Transcontinental Railroad in the United States. Huntington was created in 1871 to be a hub and western terminus for what was then called the Chesapeake and Ohio Railway (C&O). It was one of the first communities in the nation to be planned to facilitate the railroad and the port. This created a much needed and highly profitable rail linkage between the Ohio River Valley and James River Port, which eventually expanded further west to connect with manufacturing and mining companies in the Rust Belt. These opportunities led to a great boom in the City, leading to the annexation of Guyandotte and the development of the second electric streetcar system in America, as well as Camden Park, one of the oldest amusement parks in the world.



City of Huntington, with the Ohio River and I-64.



Historic planning map of Huntington. (1871)



West Virginia Rail Co. building. (source: James E. Casto)

The City experienced a boom during this time, flourishing with industry and commerce, most of which came from its position as a key river port and rail center between the west and the east. Marshall Academy became Marshall College, and eventually Marshall University. The City and the area around it continued to grow along and out from the Ohio River, but tragedy struck when the area was hit with the Great Flood of 1937.

Beginning on January 5th and lasting a full month, the Ohio River rose from its banks after record rainfall, leading to flooding, death, and property losses being reported across five states. In Huntington, five lives were lost and tens of thousands were left homeless, and as a result of the damage, floodwalls were constructed in 1938. Relief and recovery were a slow process due to the recent recovery of the nation from the Great Depression and the Dust Bowl. The following decades saw short-lived industry booms, urban sprawl, urban renewal, factory and mill closures, and a shift of economic focus to recuperate. The population declined from 86,000 in 1950 to 51,000 in 2000, and then to today's population estimate of 49,000.

Today, the City is in the midst of a revival. Due to growth of major employers in the Metro Area, including Marshall University, Cabell-Huntington Hospital, and Amazon, all of which are based along Hal Greer Boulevard, the area saw job growth and rising property values during the recession. The City has worked on upgrading streetscapes around downtown, redeveloping key properties, and supporting the growth of retail and commercial development (i.e., Pullman Square), which has notably led to an economic boom and a robust culinary scene. While much of the growth has centered in and around downtown, changes have occurred over time in the Fairfield neighborhood as well.



4th Avenue during the 1937 flood.



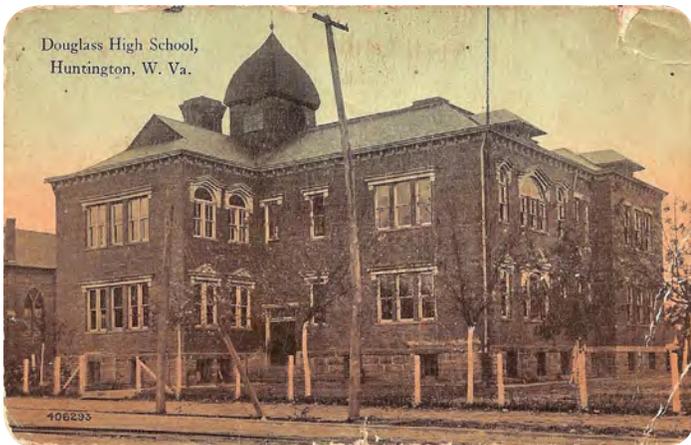
Construction of the Huntington floodwall.



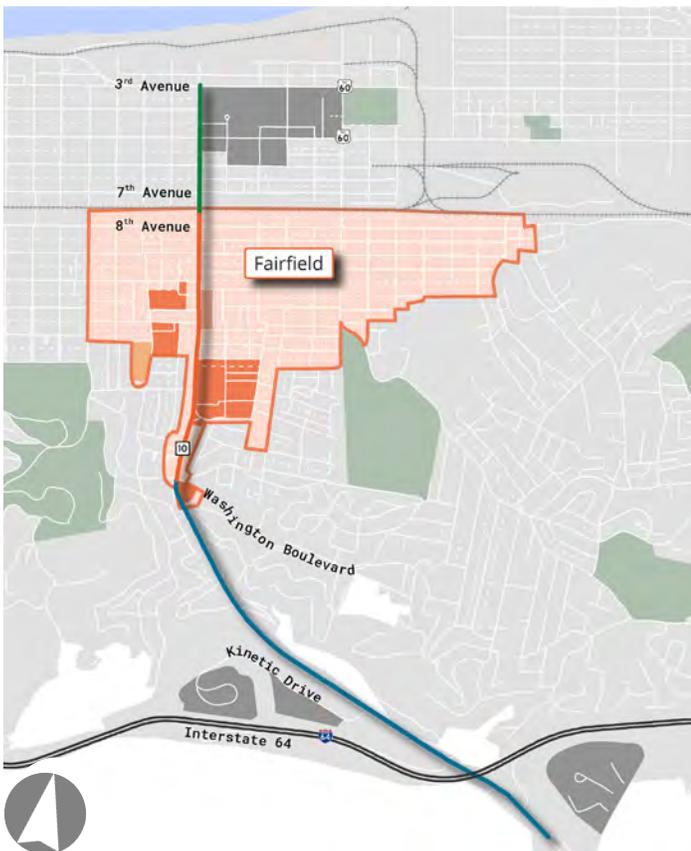
Downtown Huntington on 3rd Avenue today.



The Big Bear Grocery Store in Fairfield Plaza.



Douglass High School, original building.



MAP 2.1: FAIRFIELD COMMUNITY AREA

FAIRFIELD HISTORY

By the turn of the 20th Century, much of the older parts of Fairfield were laid out, while the majority of land along 16th Street south of the rail line were large tracts of land still owned by the Holderby family. Over the course of the next 100 years, this roadway would see cycles of growth, development, and vacancy before reaching its current state. During this period, several black churches were constructed, the first and second Douglass Schools were built, and numerous restaurants and two grocery stores would open and later close.

Today, the second Douglass building, last known as Douglass High School, is a community center and health clinic, while the first Douglass building became Barnett Elementary before being demolished in 1994 and was eventually replaced by AutoZone. A shopping center on 16th Street featured two grocery stores whose companies are now defunct, an A&P and a Big Bear. The Big Bear Grocery Store opened its first Huntington location in 1959 in the Fairfield Plaza and closed when the company was forced to liquidate all of its stores. Today, the Fairfield Plaza is a parking lot used by the hospital and no markets exist along the corridor.

The Fairfield West community needs plenty of artwork concerning prominent blacks who did amazing things in history, the grocery store, retail stores, and health activity facilities to combat obesity.

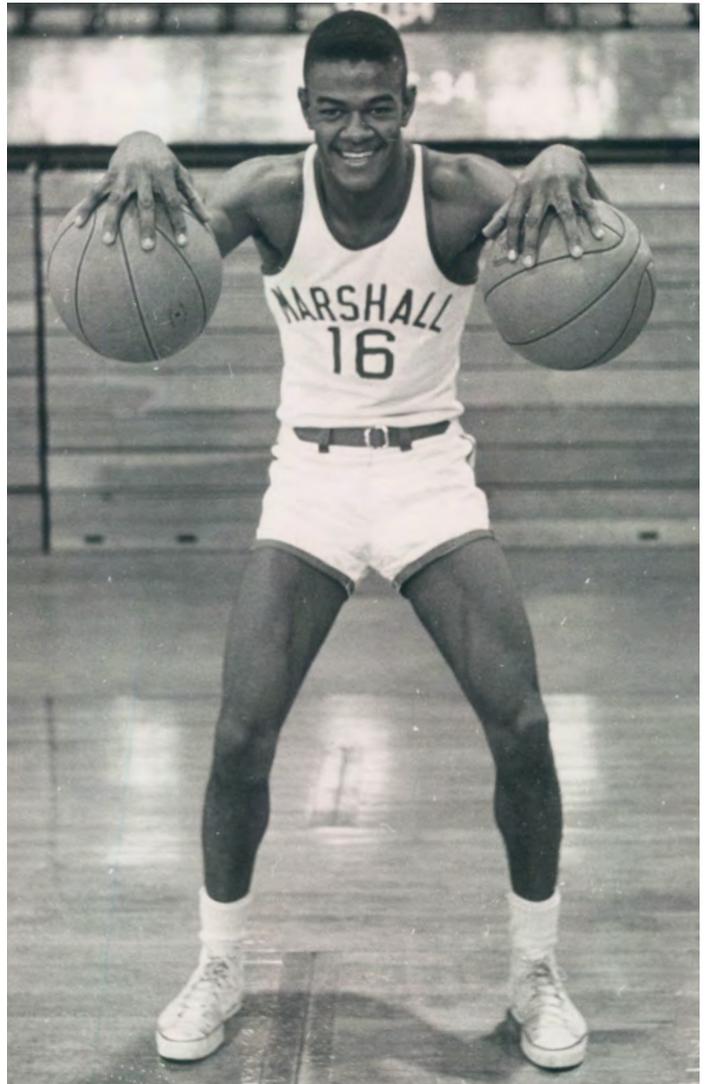
— Survey Response received on 11/08/2018

NOTABLE RESIDENTS

There are a number of notable residents who came out of the Fairfield neighborhood. Several were among the first African Americans in their field at the state level who positively impacted their community and paved the way for future generations. Among these notable residents were Hal Greer, who the Hal Greer Boulevard corridor is named after, and Carter G. Woodson, whose statue stands over the 800 block of the boulevard.

Hal Greer, a basketball legend

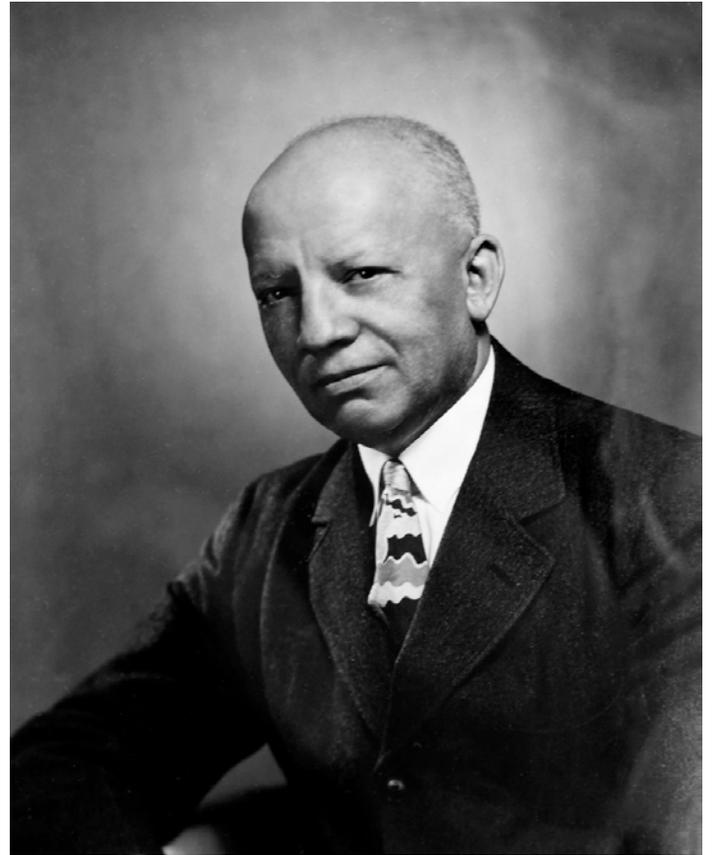
Harold Everett "Hal" Greer was born and raised in Huntington, West Virginia. In the late 1940s and early 50s he attended the all black Douglass Junior and Senior High School where he played as a guard for the basketball team before enrolling at Marshall University in 1955. He played for the Thundering Herd basketball team and was the first African American to play at any public university in the state, and the first to receive a sports scholarship to Marshall. During his time at Marshall for the 1955-1958 seasons, Greer was named All-Mid-American Conference twice and an All-American. After a successful professional career with the Syracuse Nationals and Philadelphia 76ers, both his #16 Marshall jersey and #15 76ers jersey were retired. Greer was named one of the 50 Greatest Players in NBA History, was inducted in both the Professional and College Basketball Hall of Fame and was honored by the City of Huntington when 16th Street, the road that led to both his high school and college, was renamed Hal Greer Boulevard.



Hal Greer wearing his #16 Marshall University jersey.

Carter G. Woodson, Father of Black History

Woodson was the son of former slaves, James and Eliza Riddle Woodson of Virginia, who moved to Huntington to support the Union effort. Born into a large, poor family, Woodson was unable to devote his entire childhood to his education. He went to school part time, spending a few months each year working as a coal miner as a child. In 1895, he graduated from the Douglass School, where he would later serve as principal. Woodson would continue his career in education teaching in public schools while furthering his own, attending and graduating from Berea College, University of Chicago, and Harvard University, becoming the second African American, after W. E. B. Du Bois, to earn a doctorate. Over the course of his life, he studied, lectured, and wrote continuously on the history, contributions, culture, and life of African Americans. His research, passion, and dedication led him to spearhead the idea for "Negro History Week" in February in 1926, nearly 50 years before Black History Month was founded and endorsed by a sitting president. Today, Woodson is known as the Father of Black History.



Portrait of Carter G. Woodson.



Carter G. Woodson's statue on Hal Greer Boulevard.

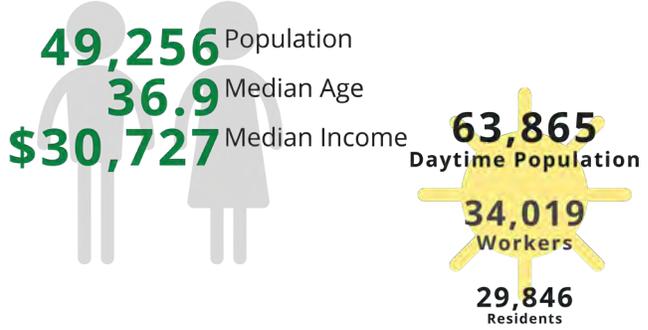
Community Snapshot

Since 2000, the population shrinkage of the City of Huntington has begun to slow down. Today, the city sits at around 49,000 residents within city limits, making up more than half of the total population for Cabell County. The daytime population swells to nearly 64,000 with the daily addition of workers who live outside of the city. According to 2018 reports, the median age is 36.3 and the median income is \$30,727.

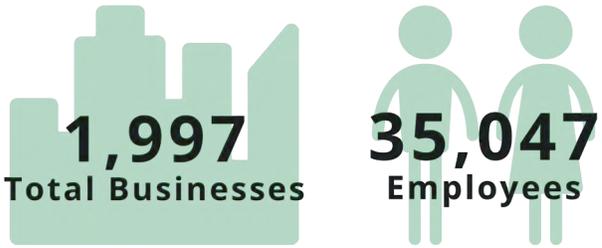
The graphics shown here compare the statistical data between the City of Huntington and the area within a quarter mile of Hal Greer Boulevard. Several major differences can be noted. First, the median age for the population directly along the roadway is nearly six years younger on average than the City as a whole. There is also a lower percentage of residents (32%) in this area during the day compared to the City (46%). This area is also home to about 14% of the businesses but employs 24% of the workforce. Twice as many households rent instead of owning their homes along Hal Greer, whereas the renter-to-owner ratio is fairly even for Huntington. Additionally, there are higher percentages of households are at or below the national poverty level and households without a car.

CITY OF HUNTINGTON

Population Statistics



Business Statistics



Housing Statistics

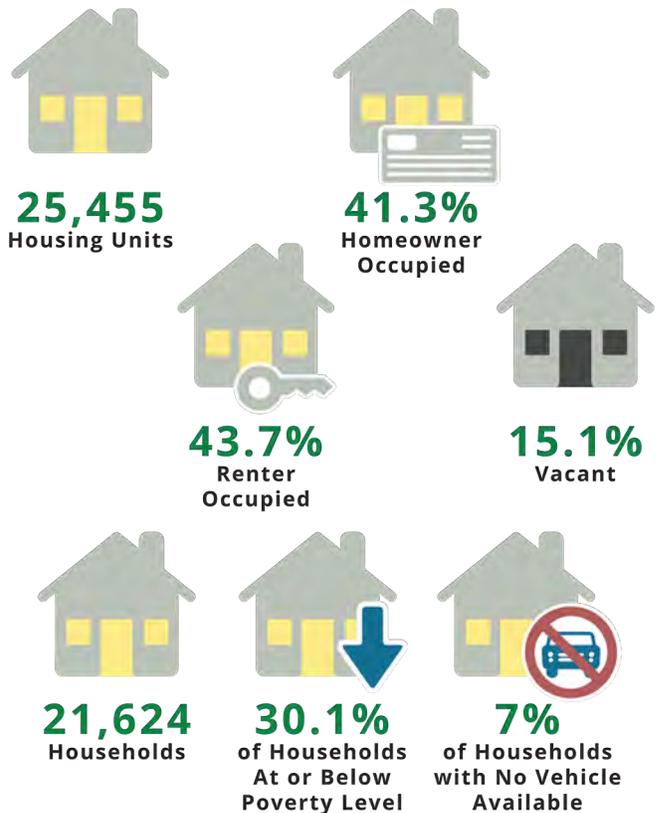
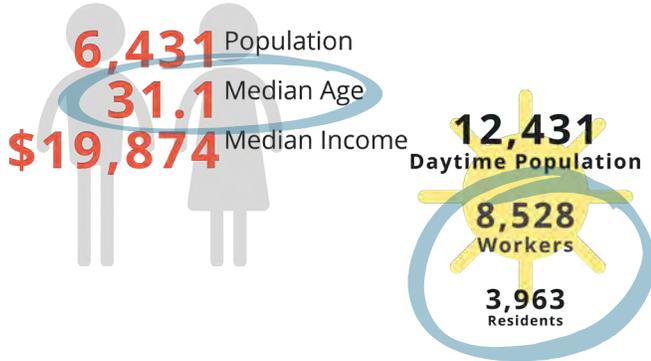


FIGURE 2.1: HUNTINGTON DEMOGRAPHIC INFOGRAPHICS (Esri and US Census, 2018, 2012-2016)

ALONG HAL GREER BOULEVARD

Population Statistics



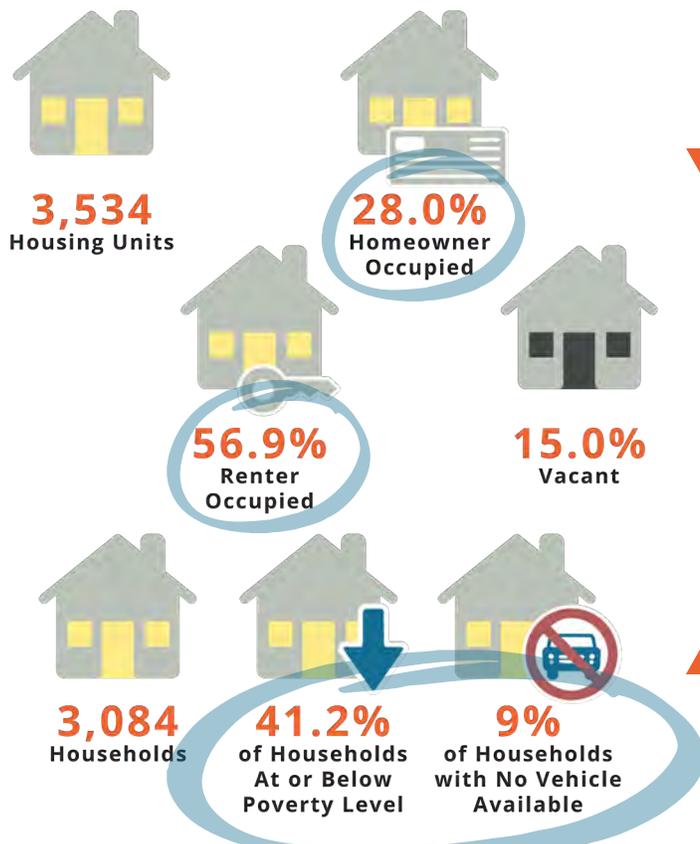
5.8 years younger
 2x as many workers than residents here daily

Business Statistics



1/4 of the Huntington Workforce

Housing Statistics



2 Renters for every 1 Homeowner
 National Poverty Rate for 2016: 12.7%
 National Rate of No Vehicle Households for 2016: 9%

FIGURE 2.2: STUDY AREA DEMOGRAPHIC INFOGRAPHICS (Esri and US Census, 2018, 2012-2016)

Past Plan Review

Every municipality has a set of policies and programs in place to help the local government interact with private developers, other government agencies, and the public. These policies establish a community vision and are often encoded in adopted plans, while others are reflected in both written and unwritten ordinances within the daily procedures of local staff, elected, and appointed officials. Although some policies are encoded in state or federal procedures, the most influential policies are found at the local level.

The currently adopted plans that are relative to Hal Greer Boulevard and the adjacent areas are summarized here. These plans were produced for or by the City of Huntington, KYOVA, WVDOH, or a combination of these entities, and can be found on respective websites or at their offices. Each of these plans has been examined and vetted by the project team for previous recommendations for Hal Greer improvements or other concepts and policies that can potentially impact recommendations in this corridor management plan, and a number of these plans included the production of this plan as a recommendation. Any suggested change to adopted plans remain the responsibility of the commissions and agencies that produced and adopted the plan. Though the creation and adoption of the Hal Greer Boulevard Corridor Management Plan may not translate immediately into implementation of the suggested changes, it can serve as a set of guidelines for successful modifications to the built environment that will help improve the quality of life, comfort, and health of residents along and adjacent to the corridor and throughout the City of Huntington.

With careful and coordinated planning, Hal Greer Boulevard can be transformed. As the selected past plans are discussed, common themes will be noted that relate back to the principles, goals, and vision of this plan that will have shaped the design and recommendations. While each plan centers on a certain aspect of mobility, environmental management, or a certain area, it is important to note that these have all influenced the development of this corridor management plan.



Pullman Plaza Railroad Square.



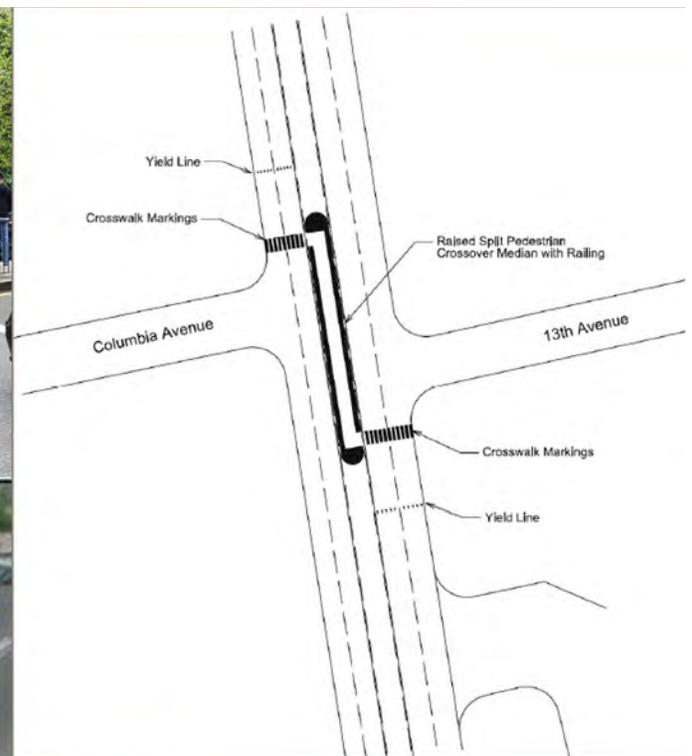
The Marshall Hall of Fame Cafe Entrance.

Plans are listed in order of publish date, with Hal Greer Boulevard focused plans featured first, followed by additional plans that impact this corridor.

HAL GREER BOULEVARD MULTIMODAL STUDY (2017)

The Hal Greer Boulevard Multimodal Study examined the traffic and safety issues for the section of the boulevard between Medical Center Drive and 10th Avenue, which includes the Cabell-Huntington Hospital, A.D. Lewis Community Center, and the Northcott Site. The study was prompted through a joint effort of KYOVA and WVDOH to decide on the construction of a split pedestrian crossover treatment known as a Danish Crossing for the Hal Greer & Columbia/13th Avenue intersection. This resulted in a study that examined the need and constructability of this crossing treatment and three others: a pedestrian hybrid beacon, conventional traffic signal with crosswalks and pedestrian signals, and a raised median.

The conclusion showed that none of these alternatives were projected to seriously degrade auto performance when compared to the existing conditions of the roadway, meaning that all four were viable options. The Multimodal Study concluded with the need for further study of the boulevard, cosigning on previously noted need for the Hal Greer Boulevard Corridor Management Plan.



Danish Crossing Concept Design and precedent imagery. (Source: Hal Greer Boulevard Multimodal Study)

HAL GREER BOULEVARD UNDERPASS STORM WATER REDUCTION CONCEPTUAL PLANNING STUDY (2010)

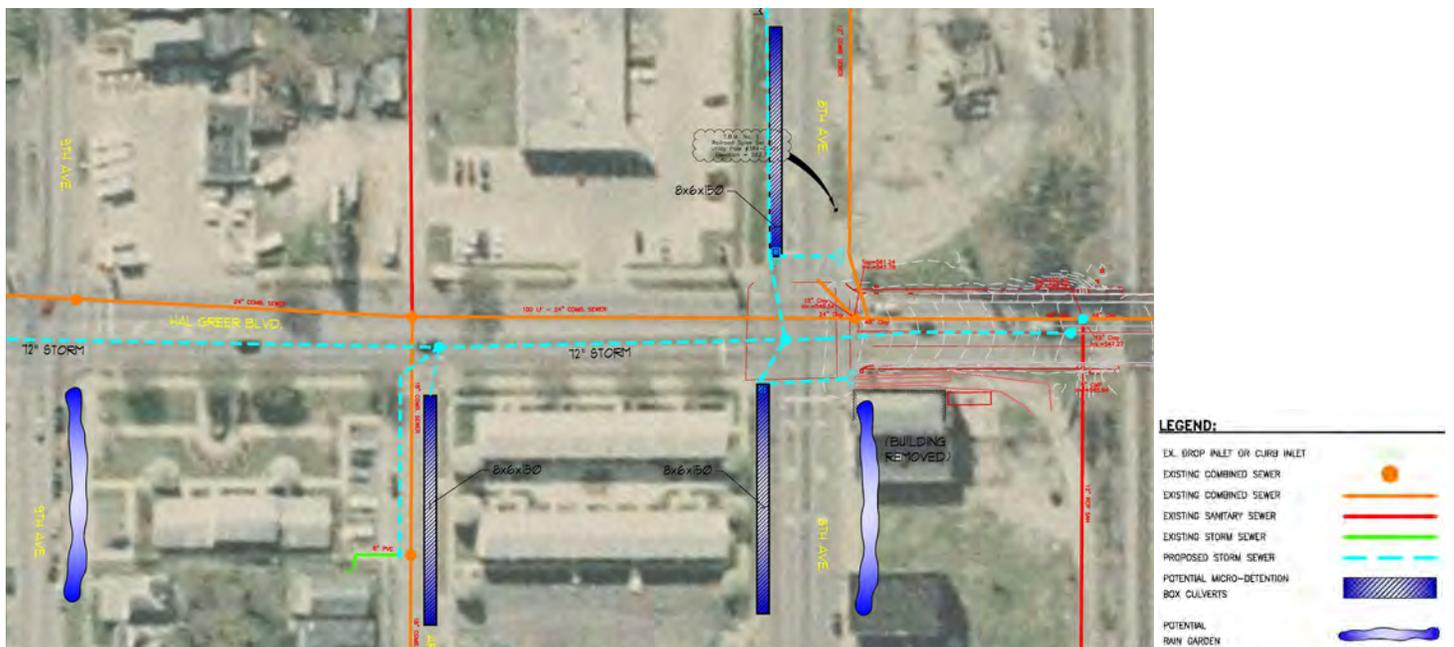
Between the 7th and 8th Avenue intersections, Hal Greer Boulevard passes under a set of eight parallel train tracks owned and operated by C&O. Referred to as the viaduct or the underpass, this area experiences significant flooding to the point where it is local knowledge that if Huntington receives more than 2" of rainfall within a period of 24 hours or less, flooding occurs. In the past few years, as of 2019, this has occurred at least 2-3 times annually.

Being a main corridor that connects to the area hospital, the university, and other key areas of town, this has the potential to greatly impact the City's ability to function effectively. This study examined the performance of the major sewer line that runs under the roadway here and found that the flooding that occurs is not solely caused by an accumulation of surface water, but also by the combined sewer capacity from the entire watershed serviced by the line being exceeded, creating back up pressure that flows out of the inlets in the underpass.

Following this understanding, the study considered five alternatives to improve storm water management, and the preferred alternative was installing multiple micro detention structure at various locations throughout the watershed. This would involve further study to pinpoint the exact locations and configurations, but the alternative recommends a combination of underground and surface approaches, (e.g. rain gardens, underground vaults, or storage piping). The estimated probable construction cost for this is \$3.93 million. Additionally, the study recommends a 72" diameter storm sewer trunk line to replace the existing one, which would have to occur in tandem with a redesign of Hal Greer Boulevard, and is not figured into the cost estimate.

Direct recommendations included:

- Rain gardens and culverts at the following cross streets and locations:
 - 8th Avenue (east and west)
 - Artisan Avenue
 - 9th Avenue (east)
 - 10th Avenue (east and west)
 - Doulton Avenue
 - In front of the A. D. Lewis Center
- 72" diameter storm sewer trunk line to replace the existing one (not included in cost estimate)
- Pump station system (\$4 million)



Proposed Microdetention Structures. (Hal Greer Boulevard Underpass Conceptual Planning Study)

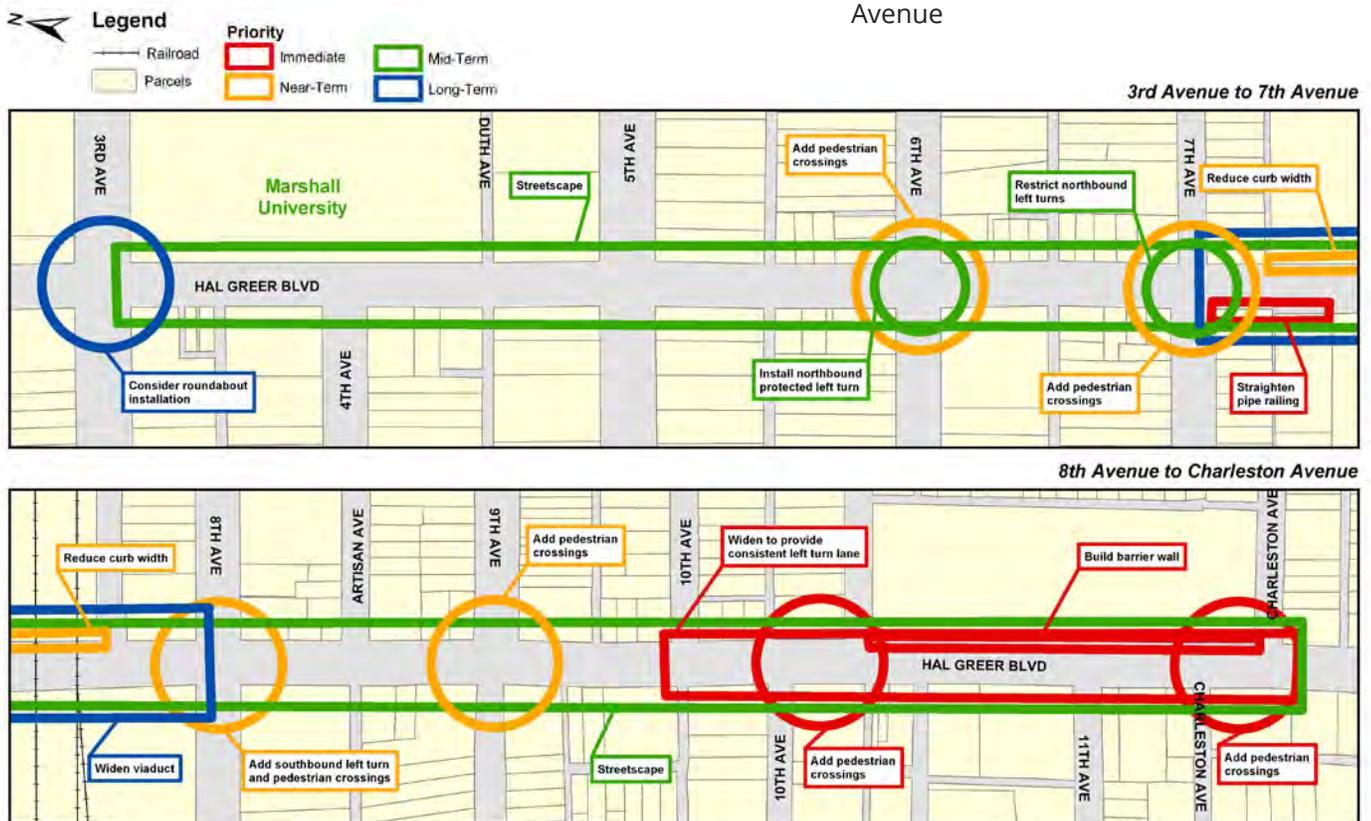
HAL GREER CORRIDOR STUDY (2004)

This corridor study was prepared in 2004 by several, but was primarily led by KYOVA, the City, and WVDOH. In the introduction, Hal Greer Boulevard was described as a “people street,” one of the few places in Huntington where people primarily walked, and a preserved piece of Huntington’s history, development, and future. At the time of the writing, the roadway was being widened from a 4-lane section to a 5-lanes, the Northcott Complex was still occupied, and the report noted that much of the corridor needed aesthetic enhancements. This study focused on the segment from 3rd Avenue to Charleston Avenue. The recommendations from this plan were divided into immediate (within six months), near-term (one to three years), mid-term (three to seven years), and long term (more than seven years) priorities.

Direct recommendations included:

- **Immediate or within six months**
 - Straighten severely bent pipe railing at the viaduct
 - Add pedestrian crossings at 10th Avenue/ Doulton Avenue and Charleston Avenue
 - Build a barrier wall at the Northcott Public Housing Complex

- Widen from Charleston to 10th to provide left turn lanes
- Regularly clean and maintain viaduct walkway
- Initiate studies for future improvements
- Submit grant applications for proposed future improvements
- **Near-term or one to three years**
 - Reduce curb width on the east side of the roadway at the Viaduct
 - Add pedestrian crossings at 6th Avenue, 7th Avenue, 8th Avenue, and 9th Avenue
 - Add southbound left turn lane at 8th Avenue
 - Improve aesthetics between 9th and 6th Avenues
 - Install pedestrian countdown signals
 - Implement updated signal timing
- **Mid-term or three to seven years**
 - Install northbound protected left turn at 6th Avenue
 - Restricted northbound left turns at 7th Avenue
 - Streetscape improvements for the entire segment studied
- **Long-term or more than seven years**
 - Widen viaduct
 - Consider roundabout installation at 3rd Avenue



Summary of Recommendations. (Hal Greer Boulevard Corridor Study)

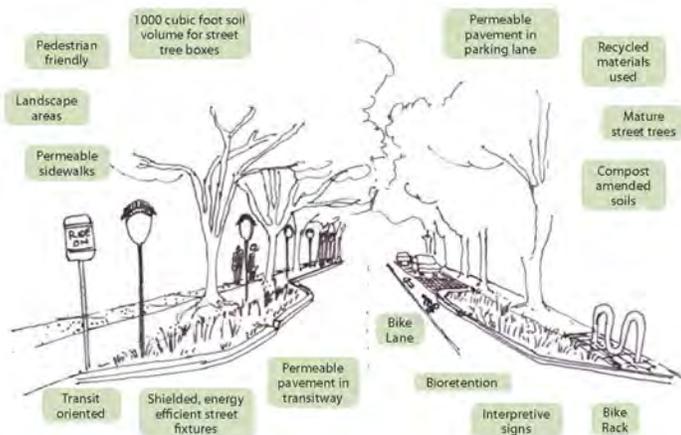
STORM SMART CITIES: INTEGRATING GREEN INFRASTRUCTURE INTO LOCAL HAZARD MITIGATION PLANS (2018)

Beginning in 2016, the EPA Region III Water Protection Division, Office of State and Watershed Partnerships began organizing a group of agencies to work together to create a greater understanding of how to integrate green infrastructure into local hazard mitigation planning. This focused on Huntington, a city known for a significant history of flooding, such as the devastating Ohio River floods of the 1930s that resulted in the construction of the floodwall. Unfortunately, the floodwall does nothing to mitigate localized flooding, such as the severe flooding that occurs at the C&O viaducts. The Storm Smart Cities, and the accompanying report on the Huntington Green Street Charrette list several green infrastructure best management practices that can and have been proven to work in this area to both mitigate localized flooding and potentially improve water quality and include a list of completed green infrastructure projects in the City.

As a result of the charrette, a West Huntington Green Street Design was created based off community design recommendations for sections of Madison Avenue, Adams Avenue, and Virginia Avenue that include streetscape and intersection improvements, planting strips, street side bioretention, traffic-calming devices, and improving the tree canopy, among other improvements like bike lanes and connections to the PATH trail.

Impacts to Hal Greer Boulevard

Storm Smart Cities and the Huntington Green Street Charrette report make no direct reference to Hal Greer Boulevard, but the best management practices referenced are applicable to this area. The section on Green Streets in Chapter 4 summarizes this information.



Anatomy of a Green Street. (Source: Huntington Green Street Charrette, EPA)



Community-Based Design Recommendations

- | | |
|--|--|
| <p>Madison Avenue</p> <ul style="list-style-type: none"> - Narrow travel lanes - Install a continuous planting strip with street trees - Incorporate streetside bioretention - Widen sidewalk and improve buffer - Provide human-scale lighting - Provide neighborhood identity markers | <p>Adams Avenue</p> <ul style="list-style-type: none"> - Provide traffic-calming measures - Improve traffic signs - Provide human-scale lighting - Increase tree canopy - Incorporate streetside bioretention - Provide neighborhood identity markers |
|--|--|

West Huntington Community Design Recommendations. (Source: Huntington Green Street Charrette, EPA)

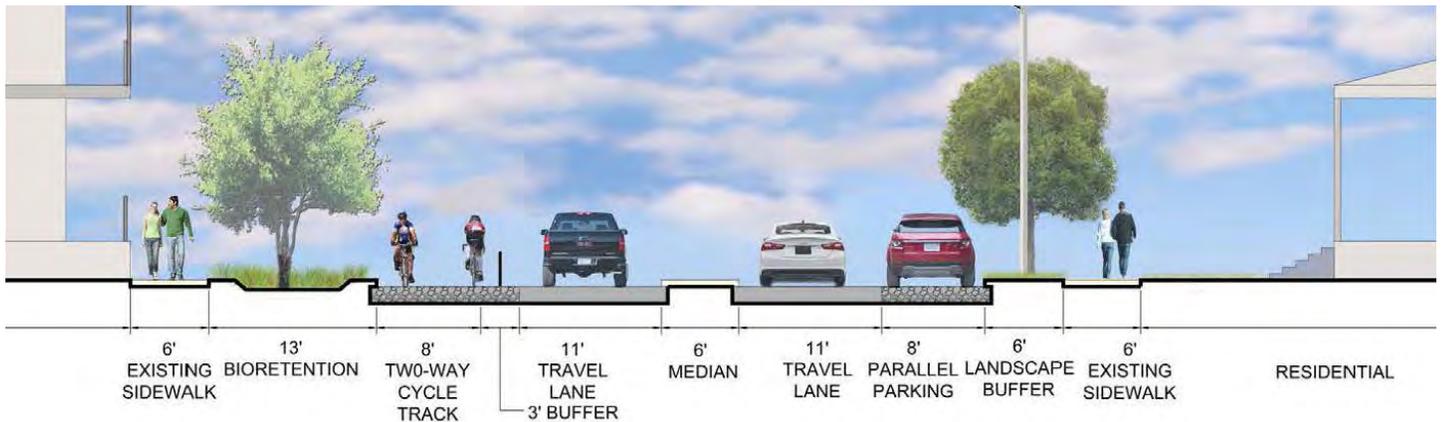
KYOVA HUNTINGTON STREET FLOODING MITIGATION PLAN (2017)

Developed by the KYOVA Interstate Planning Commission, this multidisciplinary study centers stormwater management and flooding mitigation as they relate to development, transportation, and emergency services provisions. This plan was initiated to address the long history of stormwater issues that have plagued the City of Huntington, which are made increasingly challenging due to the limited number of north-south connectors that pass below grade. The combined stormwater and sewage system does not have the capacity to handle the amount of runoff produced after significant rain events, and therefore back up into the viaducts – closing down these vital connectors. This plan examines and makes recommendations for five viaducts and US 60 (3rd Avenue and 5th Avenue), which create the most impact to the Huntington transportation network when flooded.

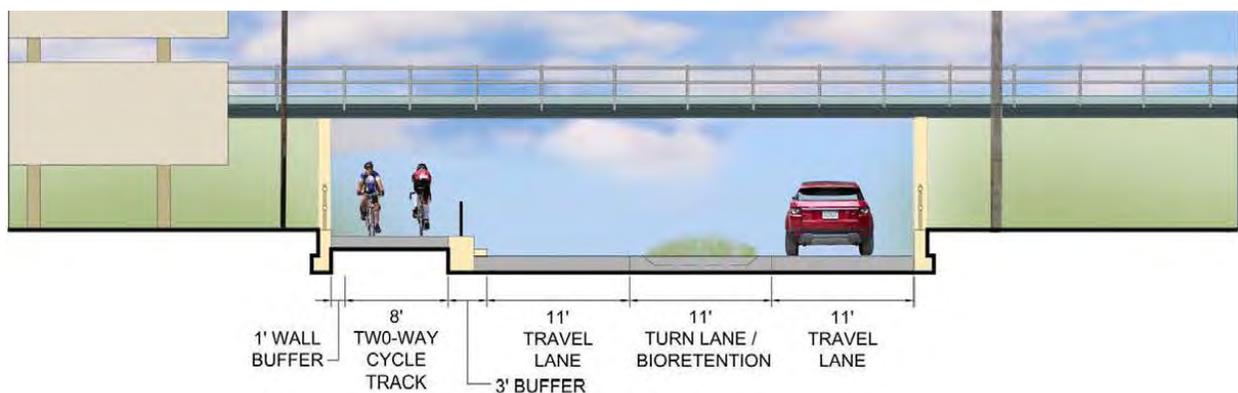
Impacts to Hal Greer Boulevard

Direct recommendations included:

- **Viaduct (8th Avenue to 7th Avenue) Recommendations (\$790,000)**
 - Road diet from 4 lanes to 2 lanes with a center turn lane
 - Bioretention island medians in the center lane
 - An elevated multiuse path on the northbound side with porous or pervious pavement
- **7th Avenue to 5th Avenue Recommendations (\$2.3 million)**
 - Road diet from 4 lanes to 2 lanes with a center turn lane
 - On-street parallel parking on the southbound side with porous pavement
 - Dedicated 2-way cycle track with porous pavements
 - Bioretention swales
- **Separating the combined sewage system to reduce localized flooding (\$191.8 million)**



Hal Greer Boulevard Section: 7th Ave to 5th Ave. (Source: KYOVA Huntington Street Flood Mitigation Plan)



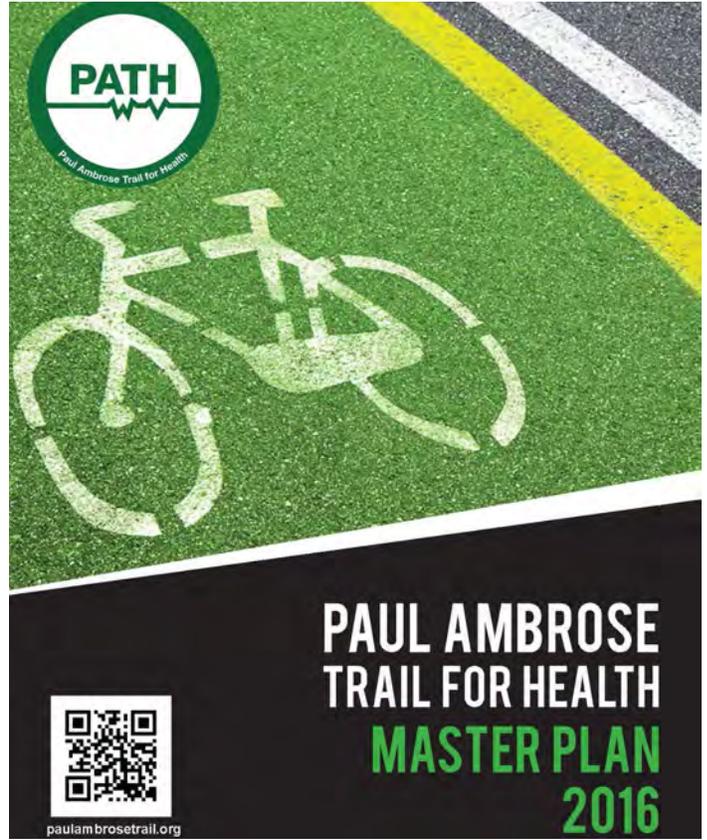
Hal Greer Boulevard Section: 8th Ave to 7th Ave. (Source: KYOVA Huntington Street Flood Mitigation Plan)

PAUL AMBROSE TRAIL FOR HEALTH MAST PLAN (2016)

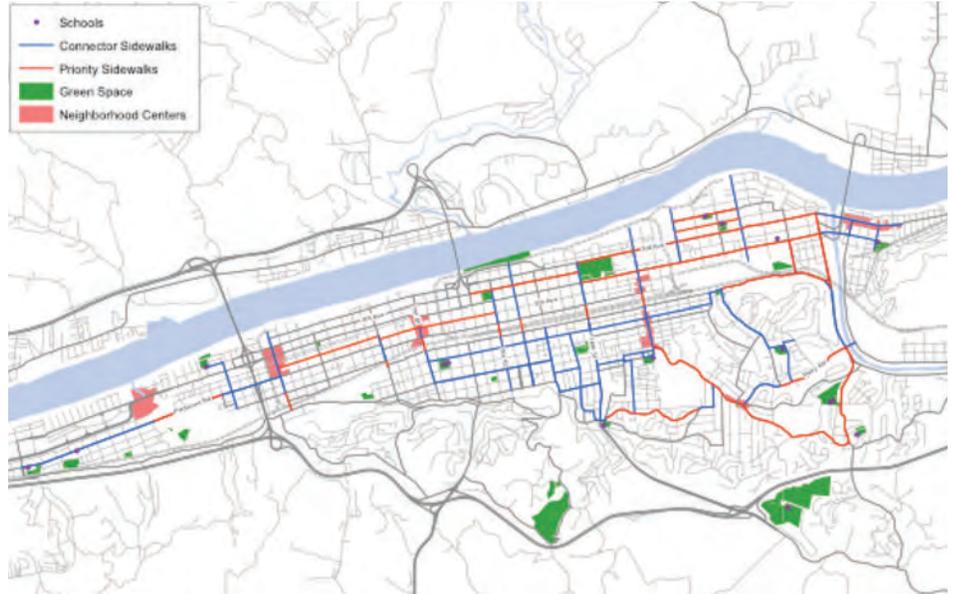
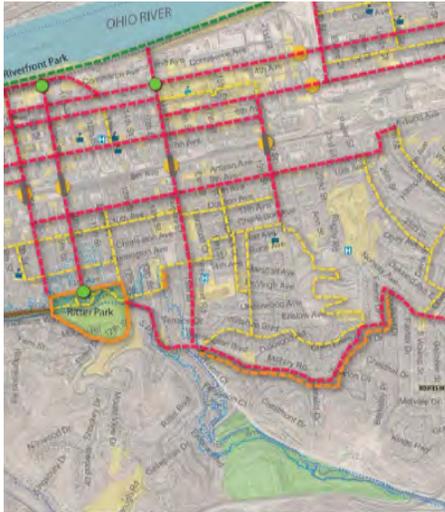
The PATH Trail is Huntington's growing bicycle and pedestrian trail system that functions as a part of the City's transportation system. The goal of PATH is to create a connected trail system with a continuous loop around the City that connects to other parks and trails in the community. At the time of this report, PATH included 18.6 miles of multi-use trail. In this report, Hal Greer Boulevard is noted as a very unsafe area for walkers and cyclists during the public workshop, more so than any other roadway on the map provided to respondents.

Impacts to Hal Greer Boulevard

Hal Greer Boulevard from Washington Boulevard to 3rd Avenue is noted as a key connector sidewalk location. The PATH Master Plan recommended connecting segments across Hal Greer at Washington to reach existing portions on Washington Boulevard, Forest Lawn Memorial Gardens, and North Boulevard.



PATH Master Plan Report Cover.



Priority Sidewalk Connections. (Source: City of Huntington, PATH Master Plan)

Preliminary PATH System. (Source: PATH 2011 Plan, KYOVA 2040 MTP)

HUNTINGTON INNOVATION PROJECT: REVITALIZATION PLAN (2015)

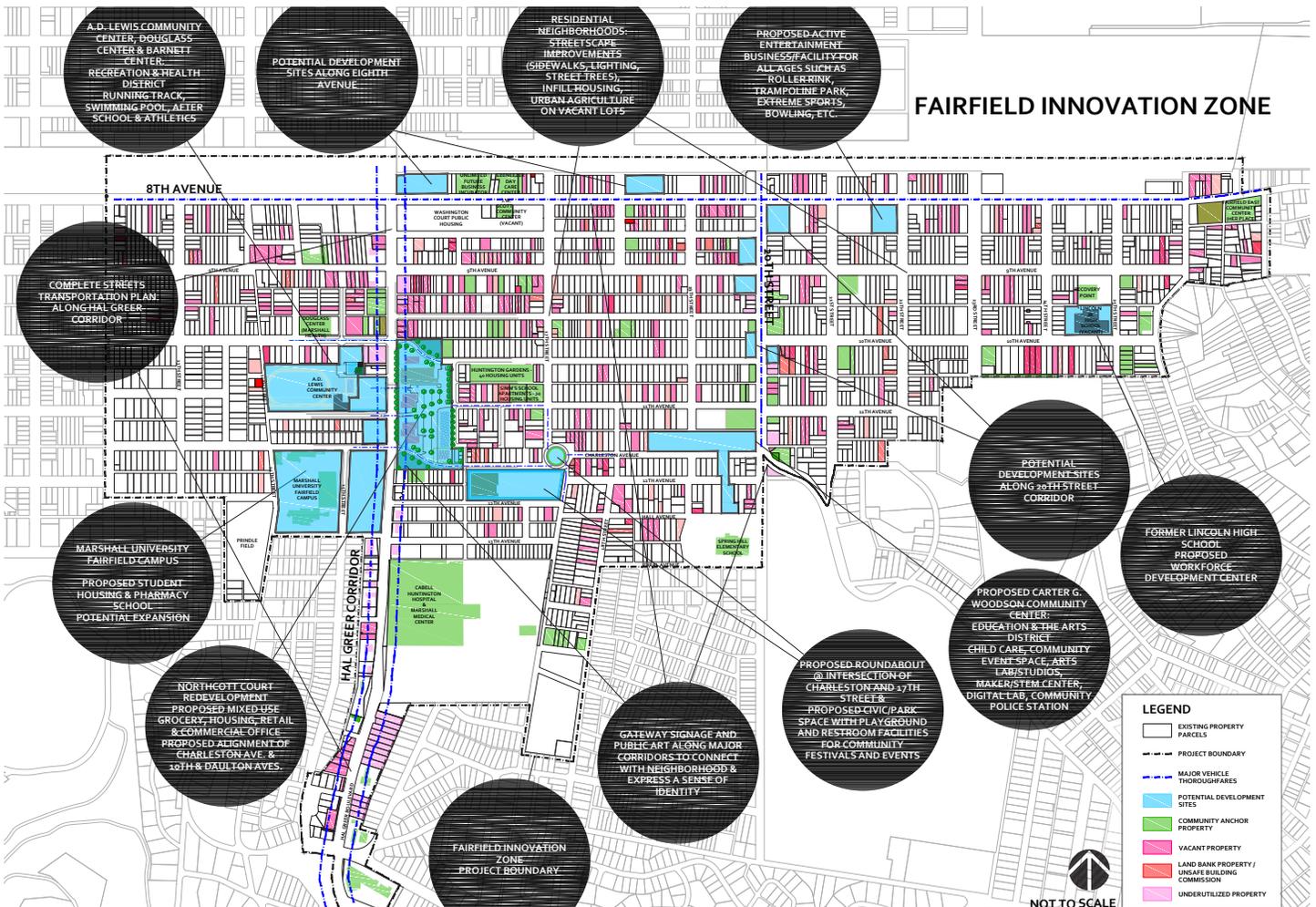
This plan was produced by the Foundation for the Tri-State Community, the City of Huntington, and a Robust Community Partnership. The plan focuses on how these organizations would like to develop complete streets, trail networks, the medical corridor, green spaces, and transform blighted areas of this community.

The health innovation corridor has been identified as a primary and renowned area that serves the Appalachian region. This corridor is formed by Hal Greer Boulevard, and the revitalization plan wants improvements to this road to reflect the community's commitment to a healthy and livable community. It is anchored on one end by Cabell-Huntington Hospital, the Center for Rural Health, and the Joan C. Edwards School of Medicine where the corridor begins, and by Marshall University's main campus on the other end. The corridor runs for one mile with medical offices, retail, and commercial storefronts that serve the neighborhood adjacent to the road.

Impacts to Hal Greer Boulevard

Huntington compares the excitement for the successful development of their riverfront to their vision of the resurgence of the Fairfield neighborhood along Hal Greer Boulevard. The corridor will be used to initiate the transformation of the neighborhood from a blighted area to a vibrant community. The proposed streetscape should maintain a safe road that pedestrians can cross, include landscaped medians, wider sidewalks, a dedicated bike lane, and accessible bus transit stops.

Two objectives for the Fairfield/Health Innovation Corridor listed were to design a walkable, complete street and redevelop the Northcott Public Housing site. The Fairfield Innovation Plan, which is currently underway as of winter 2018, and the Hal Greer Corridor Management Plan both came out of these recommendations. At the time of the report, \$1.03 million were leveraged for revitalization efforts.



Fairfield Innovation Zone Map. (HIP Revitalization Project Plan Report)

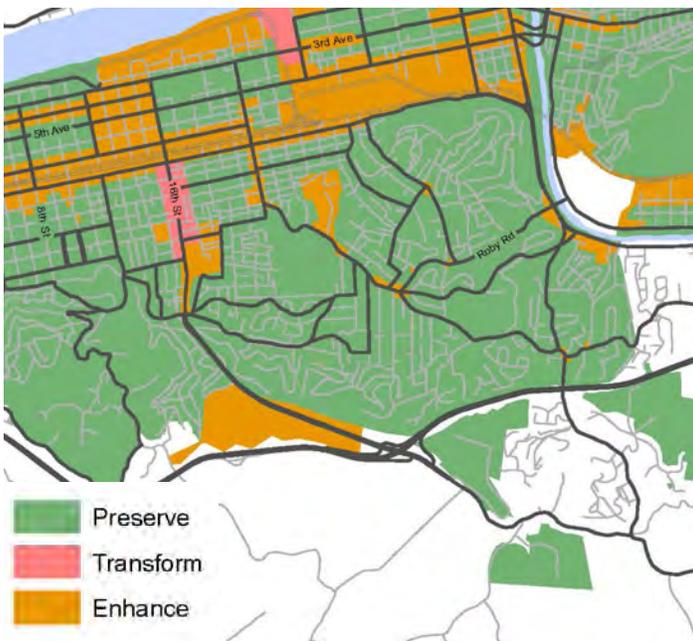
PLAN 2025: HUNTINGTON COMPREHENSIVE PLAN (2013)

Planned by the Mayor of Huntington, the city council, planning commission, PLAN2025 Steering Committee, and the Department of Development and Planning, this document shares the vision of the city of Huntington. The document is divided into sections by corresponding study areas. It specifically mentions how the city would like transportation to develop in each area, but a smart growth streetscape is generally preferred. The study areas along Hal Greer Boulevard include Fairfield, Downtown & Marshall, Southeast Hills, and Southside & Enslow Park.

Impacts to Hal Greer Boulevard

Hal Greer Boulevard should function both as a major gateway into the city and as a neighborhood street. The streetscape should be more accommodating of other modes of transportation. Safe pedestrian crosswalks should be placed along the boulevard, cycling and pedestrian should connect through the viaducts, and cycling and pedestrian connections should exist across Hal Greer. Lighting the streets and the viaducts at Hal Greer Boulevard and 20th Street stand out as needing improvement. More lighting is needed, and the plan recommends a decorative look that is consistent the lighting in other parts of the neighborhood.

The Hal Greer Boulevard Viaduct is traveled more than any other in Huntington, so beautification methods are desired to showcase the gateway into downtown Huntington. Improving safe access for pedestrians and cyclists is a priority, as is reducing stormwater flow to the viaducts by possibly disconnecting downspouts and routing water to rain gardens. Low impact development should also be a part of the commercial redevelopment of Hal Greer Boulevard to help mitigate flooding.

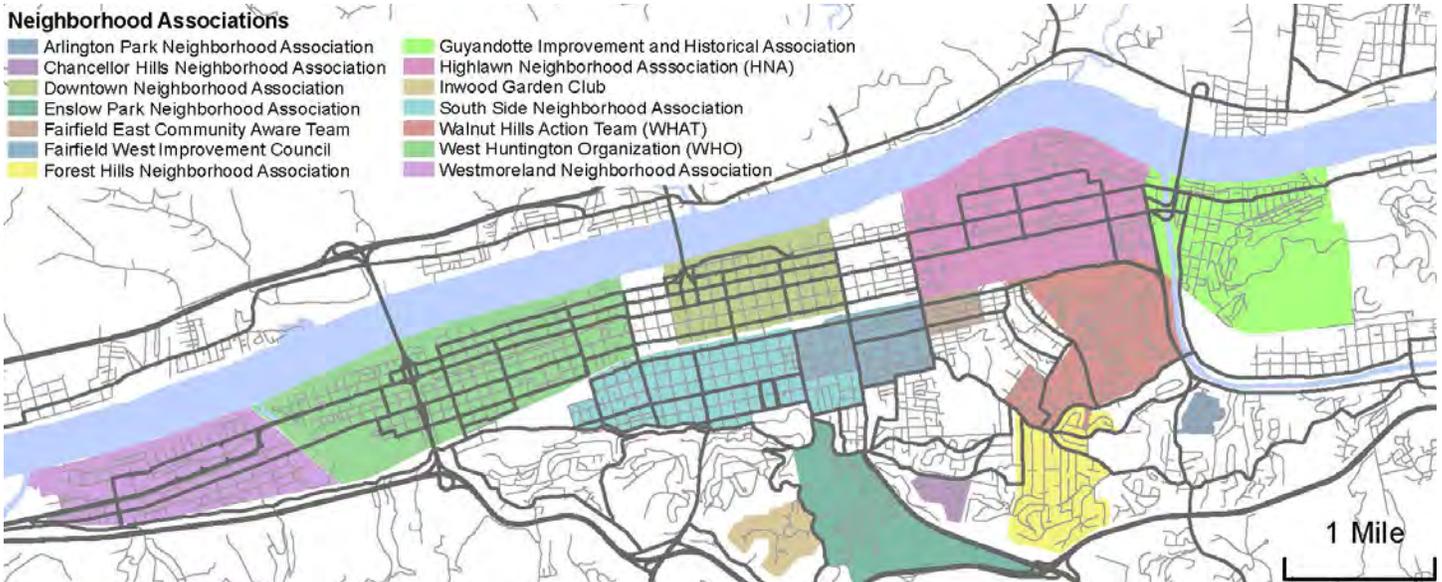


Preserve Transform Enhance Map. (Source: Plan 2025)



Neighborhood Associations

- Arlington Park Neighborhood Association
- Chancellor Hills Neighborhood Association
- Downtown Neighborhood Association
- Enslow Park Neighborhood Association
- Fairfield East Community Aware Team
- Fairfield West Improvement Council
- Forest Hills Neighborhood Association
- Guyandotte Improvement and Historical Association
- Highlawn Neighborhood Association (HNA)
- Inwood Garden Club
- South Side Neighborhood Association
- Walnut Hills Action Team (WHAT)
- West Huntington Organization (WHO)
- Westmoreland Neighborhood Association



Neighborhood Associations Map. (Source: Plan 2025)

MARSHALL UNIVERSITY CAMPUS MASTER PLAN (2013) GRADUATE HOUSING & SCHOOL OF PHARMACY PLANS (2018)

This document lists guiding principles for the university that include enriching interaction between the campus and communities through an investment in progressive transportation networks. They also wish to enhance campus gateways, byways, edges, and signage to improve the visitor experience. Campus Life Experience is another potentially relevant principle, as the document lists desired aesthetic improvements like pedestrian access. It is important to note that while the Graduate Housing building was included, the Pharmacy Building opening at Hal Greer Blvd and Charleston Ave was not an identified project in the 2013 Master Plan.

The new housing building will house 280 students in 4.5 stories, and the Pharmacy building includes a parking lot with 18 dedicated spaces, an active corner plaza with flexible seating, and a curtain wall encasing the first floor facing Hal Greer Boulevard.

Impacts to Hal Greer Boulevard

The plan identifies the 3rd, 5th, 13th, and Boulevard Avenue intersections with Hal Greer as sites of pedestrian-vehicle conflicts, and notes that conflicts are generated by signal timing, the width of the roadway, non-designated pedestrian crossings, and the speed of traffic. The University owns the vacant parcels on the northwest corners at the 4th and 5th Avenue intersections, the vacant parcel on 4th was identified in the master plan as mixed-use housing for graduate students in the next wave of expansion/construction.

Direct recommendations included:

- ❑ Streetscape improvements and bike path on Hal Greer Boulevard from 3rd Ave to 5th Ave Alley
- ❑ Gateway improvements on Hal Greer at 4th Ave and 5th Ave (high priority) and Charleston Ave, Columbia Ave, and the CHH entrance (low priority)
- ❑ Partner with PATH to improve the pedestrian connection to CHH
- ❑ Direct Bus Route Connection from 3rd Avenue to CHH
- ❑ Pedestrian crossings at Columbia/13th and Boulevard Ave
- ❑ Bike lane connections on Columbia and 13th Avenue



5th Ave Gateway. (Source: Campus Master Plan)



Pharmacy Building Rendering. (Source: Perkins+Will, Edward Tucker Architects, Inc.)



Circulation Plan. (Source: Campus Master Plan)



Medical and Forensics Campus Recommended Plan. (Source: MU Campus Master Plan)

KYOVA 2040 METROPOLITAN TRANSPORTATION PLAN (2013)

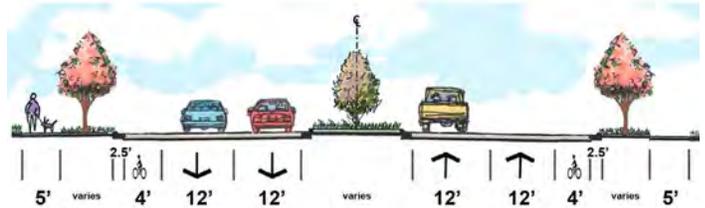
Developed by the KYOVA Interstate Planning Commission, this document analyzes the current conditions and project needs guided by requirements in the Moving Ahead for Progress in the 21st Century Act (MAP-21). It contains all information related to all aspects to transportation, the planning and design process, and funding. KYOVA is the designated Metropolitan Planning Organization (MPO) for transportation planning in Huntington, West Virginia, Ashland, Kentucky, and Ironton, Ohio Metropolitan Area.

This document contains the vision for transportation in this area, which is a sustainable system that enhances the quality of life by being attractive for all modes of transportation without compromising the environment. Guiding principles are the movement of goods, congestion mitigation, addressing barriers to mobility, having livability and complete streets, multimodal integration, and tourism and recreation. This plan also lists specific project plans and recommendations for sections along Hal Greer Boulevard.

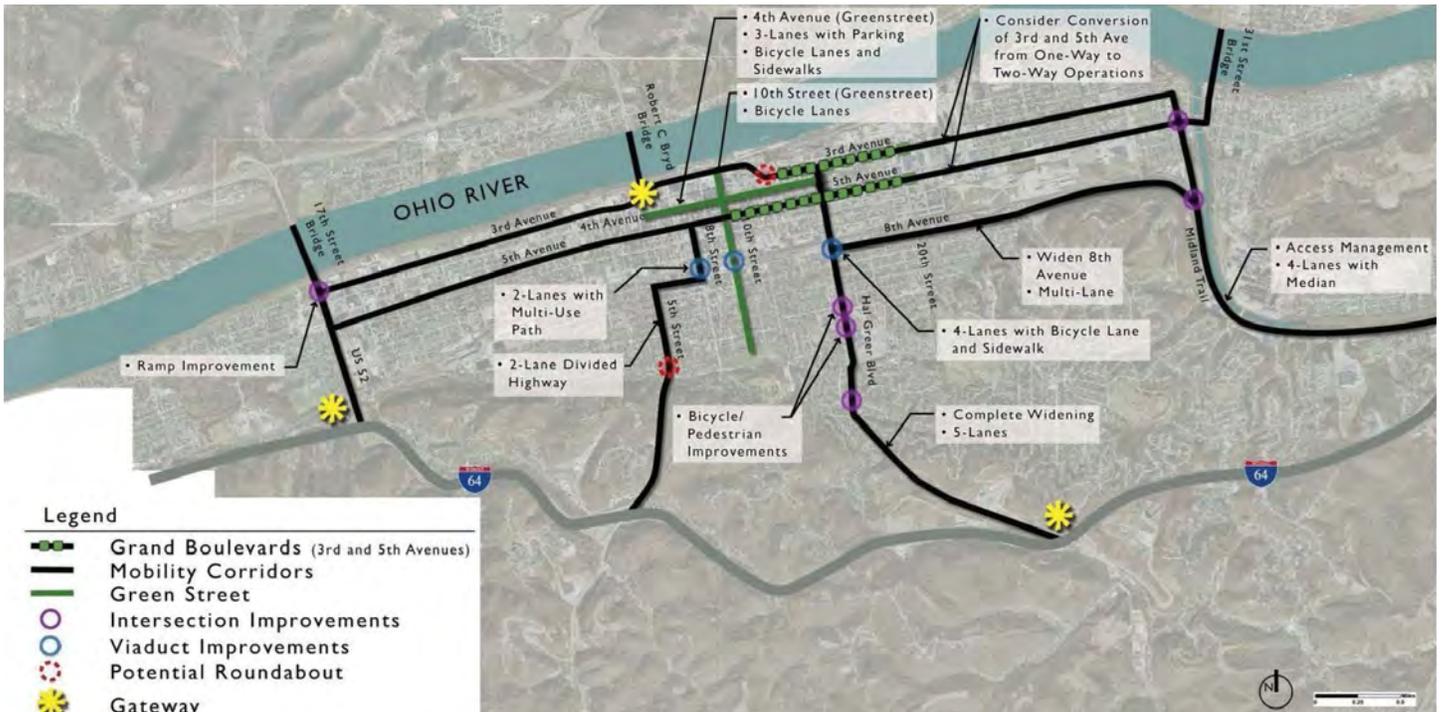
Impacts to Hal Greer Boulevard

Direct recommendations included:

- ❑ Improvements to the pedestrian network
- ❑ Planted medians
- ❑ Bike lanes from 8th Avenue to Washington Boulevard
- ❑ Intersection Improvements at 11th Avenue
- ❑ Intersection Improvements at 13th Avenue
- ❑ Intersection Improvements at Washington Boulevard
- ❑ Roadway Improvements (\$27.2 million)
- ❑ Pedestrian Bridge over Hal Greer Boulevard near the Hospital (\$2 to \$4 million)
- ❑ A new pump station and separate stormwater retention facility (\$4 million)
- ❑ Enhancements to viaduct, including bike lanes and replacing the existing viaduct (\$16.1 million)



Hal Greer Boulevard Proposed Section for the 2040 Horizon Year. (Source: KYOVA 2040 MTP)



Recommendations Plan. (Source: KYOVA 2040 MTP, Downtown Huntington Access Study)

DOWNTOWN HUNTINGTON ACCESS STUDY (2012)

This study was done by a collaboration of various consultants and was guided by representatives of the West Virginia Department of Highways, the KYOVA Interstate Planning Commission, Create Huntington, the Convention and Visitors Bureau, local realtors, the general public, and business owners.

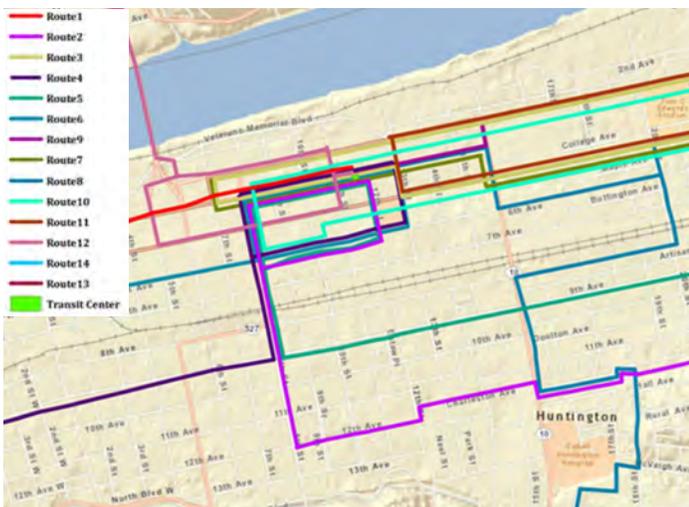
Relevant information, as it relates to the design of Hal Greer Boulevard, includes guiding principles, community values, downtown walking sheds, Huntington’s Freight Context, transportation mobility, sustainable transportation, and community vitality. Guiding Principles listed from this plan were transportation and safety, network organization, modal accommodations, community connection, and beautification and streetscape. The community values listed from this plan include human scale development, gateways, and “town and gown”, which is a stronger connection between Marshall University and Downtown Huntington.

Impacts to Hal Greer Boulevard

This plan also identifies Hal Greer Boulevard as a mobility corridor, which allows commuters to have an efficient way into and around the downtown. Design details that accommodate large vehicles and traffic capacity with sufficient operations are a priority. These operations require a coordination between traffic signals, access management, and roadway capacity – especially at critical intersections. The downtown context still requires the priority of pedestrian oriented development along with multimodal transportation. It further mentions the importance of sustainable and multimodal transportation and recommends incorporating design improvements along the corridor that promote alternative means of transportation. The plan mentions the specific bus route with details about ridership and frequency, while the map shows the points where the route moves along Hal Greer Boulevard, and recommends improvements to transit stops and increasing ride frequency.

Direct recommendations included:

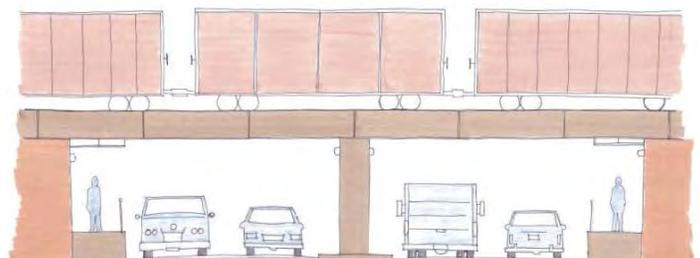
- ❑ Complete five-lane widening from Charleston Avenue to 10th Avenue, with sidewalk improvements on both sides
- ❑ Implement pedestrian improvements at Washington Boulevard, Charleston Avenue, and 13th Avenue (high visibility crosswalks, pedestrian countdowns, ADA compliant curb ramps, and pedestrian level lighting)
- ❑ Replace existing viaduct with a new bridge to accommodate height clearances, four travel lanes, dedicated bike lanes on both sides, separated walkways with pedestrian lighting (\$11 million)
- ❑ Construct pump station and separate stormwater retention (Hal Greer Boulevard Underpass Storm Water Reduction Conceptual Planning Study) (\$4 million)



Tri-State Transit Authority Route Map.
(Source: Downtown Huntington Access Study)



Downtown Huntington West Virginia Access Study Report Cover.



Hal Greer Blvd Viaduct Proposed Section.
(Source: Downtown Huntington Access Study)



CHAPTER 3: PUBLIC ENGAGEMENT SUMMARY

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45	ONLINE ENGAGEMENT
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58	KEY TAKEAWAYS
60	GUIDING PRINCIPLES



The Importance of Engagement

Public engagement plays an integral role in any design or study that impacts the daily lives of community members and local businesses. Planning for a community of any size is not as successful as planning with the community; the results are stronger, implementation is harder fought for, and the community is often bonded tighter due to involvement. Aside from this, engagement provides invaluable feedback to current conditions and problems that might not be fully understood by planners, engineers, and designers looking at data alone; the human element and anecdotal evidence helps to color the project teams' view of the issues and provide better suggestions for improvement.

In the Hal Greer Boulevard Plan process, public engagement is found in all three phases. It includes committees of citizens with business owners and elected officials, a project website, an online survey and interactive mapping exercise, a public symposium, a project charrette, and an open house to present the final recommendations. In providing points of engagement throughout the process, residents are encouraged to stay involved and keep up with the project, with the intent that they can see their feedback and conversations come to life in the Corridor Management Plan. Without their help, the vision is never defined and never realized.

This project has so much potential, and is absolutely necessary to improve for citizens, but especially our visitors and newcomers.

— Survey Response received on 11/08/2018

The communities surrounding Hal Greer Boulevard, particularly the Fairfield neighborhood, have had legitimate concerns regarding equity, action from the City, development pressure, and gentrification. These concerns have brewed for decades as conditions and access in the area have worsened over time. As noted in the plan review, this report is not the first to study Hal Greer Boulevard and few improvements aside from the widening of the roadway have been completed. With the additional state of the Northcott site as a fenced off lot functioning as a staging for the construction of a new Marshall University Pharmacy School building, local community members have expressed a desire for more transparency as decisions are made. With the Fairfield Innovation District Community Plan process underway, starting halfway through this Plan's development, there is no shortage of moving parts along this corridor. Quality, meaningful, and coordinated engagement is crucial, so that the community does not feel planning fatigue, mistrust in the local government, and begins to be more involved in the development of this area and design of this vital corridor. **The best made plans are made together, and Hal Greer Boulevard must function for everyone, the existing community included.**

Public participation opportunities included the following and engaged over 600 individuals:

- ❑ Seven (7) Advisory Committee Meetings
 - August 13, 2018
 - October 1, 2018
 - November 19, 2018
 - December 19, 2018
 - January 9, 2019
 - March 21, 2019
 - August 5, 2019
- ❑ Four (4) Public Meetings
 - One (1) Project Symposium (November 18, 2018)
 - One (1) Four (4) Day Public Design Workshop (January 7 – 10, 2019)
 - One (1) Public Open House (March 21, 2019)
 - One (1) Community Bike Rodeo (July 27, 2019)
- ❑ One (1) Project Website featuring
 - One (1) Online Survey
 - One (1) Interactive Map

*This is the most important corridor to the Jewel City. I look forward to plans and progress toward making it a pathway to development and innovation for our city. Please put primary thought and efforts into making it safer to walk and bike along this route. These items will be critical with the growth of our medical education community in the Hal Greer area. **It absolutely can be done** with a roadway of this size **with proper planning and community involvement. Let's think big!** And in an innovative manner! Thank you for the opportunity to contribute.*

— Survey Response received on 11/08/2018



Sandra Clements and Lacey Graham were both key in guiding the team's understanding of Fairfield.



The Kick Off was the first time project leadership met to discuss the corridor. (August 13, 2018)



Project leadership met with the Fairfield Alliance after the Symposium. (November 20, 2018)

ADVISORY COMMITTEE

At the beginning of this process, WVDOH and the City of Huntington worked with the project team to create an advisory committee that would lead the progress of the plan. This team was crucial in the development of recommendations and the success of engagement that drove the project. This group consisted of community advocates, representatives from major institutions, business owners, church leaders, local agencies including Huntington Housing Authority, and local and state level legislators, often including the Mayor of Huntington. The Project Manager Brian Chapman of WVDOH, Local Liaison and City Planners Bre Shell and Shae Strait, and Director Chris Chiles and Bethany Wilde of KYOVA worked closely with the Stantec Team to set the meeting and engagement schedule as well as deadlines during the process. The team met or held conference calls regularly during the project process to stay up-to-date and on schedule during all phases of the project.

The Advisory Committee served not only as a project oversight committee, but also as a decision-making entity throughout the life of the project. They helped to provide venues for sharing information, raised and discussed ideas, increased overall community participation, identified other stakeholders for focus groups, fostered communication between the community and the project team, focused and provided resources, helped to set a direction and priorities, and vetted the plan recommendations and action plan. They were present every step of the way to provide their local and specialized knowledge to the project team and were consistent in their advocacy for this boulevard.

Walking/ Trolley Tour

On the day of the Project Symposium, the Advisory Committee joined the project team on a trolley for a ride along the extents of the corridor. During the ride, the group discussed issues along the corridor, noting places of significance as they passed by. After a first ride down to the Huntington High entrance, the trolley stopped at key locations for further discussions. These stops included the Washington Boulevard intersection, the hospital entrance, the Charleston Avenue intersection, and the 3rd Avenue intersection. This conversation was followed up by a longer discussion about the corridor which took place the next day in the Cabell-Huntington Hospital boardroom with the project team, members of the advisory committee, members of the Fairfield Alliance, and representatives from Cabell County Schools, Huntington Housing Authority, Marshall University, the hospital, and local and state government officials.



Members of the committee stand across from the Huntington Mart. (November 19, 2018)



The committee rode the trolley along the corridor, stopping once at Washington Boulevard to discuss the intersection, including the gas station with six separate driveways. (November 19, 2018)



*Hal Greer is the main entrance to our town. It needs to be inviting and enticing. But, we must be aware of not displacing residents who call the neighborhood home. **Current residents need to be included in the planning.***

— Survey Response received on 11/08/2018

Note: Engagement Data Summaries were done February 12, 2019 and will need to be updated when online applications are closed.

Online Engagement

PROJECT WEBSITE

Early in the process, the Complete Hal Greer website (www.completehalgreer.com) was created so residents, property owners, business owners and other stakeholders could access information and provide input on the discussions surrounding the Hal Greer Corridor Plan. The website featured pages dedicated to explaining the purpose of the project, the dates and locations of upcoming meetings, meeting results, related documents and images produced, photo albums of events, and ways to get involved with the project. Visitors were invited to stay updated on the project events through subscribing their email address for updates. Ahead of major public events, email blasts were sent out to subscribers alerting them to updates to the website and new event postings. When combined with the publicizing efforts by the City of Huntington, KYOVA, WVDOH, as well as local news organizations, hundreds of people were able to hear about the Hal Greer Corridor plan while it was being developed.

Among the ways to get involved were a comment box, an online survey, and an interactive map tool. The comment box allowed for residents to leave general thoughts or ask questions which the project team could respond to directly. The survey and map were open for interaction for several months and closed when the design recommendations were completed. The results were left viewable on the website and are documented in the digital appendices of this report. Summaries of both are shown in the following figures.



Screen grabs of the project website.

Being mindful of gentrification along Hal Greer Blvd is important. While we want to increase economic vitality in the area, creating safe pedestrian and cyclist zones and housing for all socioeconomic levels is a priority.
 — Survey Response received on 11/08/2018

ONLINE SURVEY

The online survey was developed at the beginning of the planning process along with the map tool and the website. It featured a set of 18 questions related to traveling conditions, development, and safety along Hal Greer Boulevard. Respondents were given the opportunity to voice concerns and rank priorities for the corridor, both online and through the distribution of paper copies of the survey at public events. A vast majority of the completed surveys came from the website, but both the online and paper survey responses were collected and combined. Major take-aways are summarized here in the infographics in **Figure 3.1** and **Figure 3.2**. A detailed report of the survey responses is included in the digital appendices.

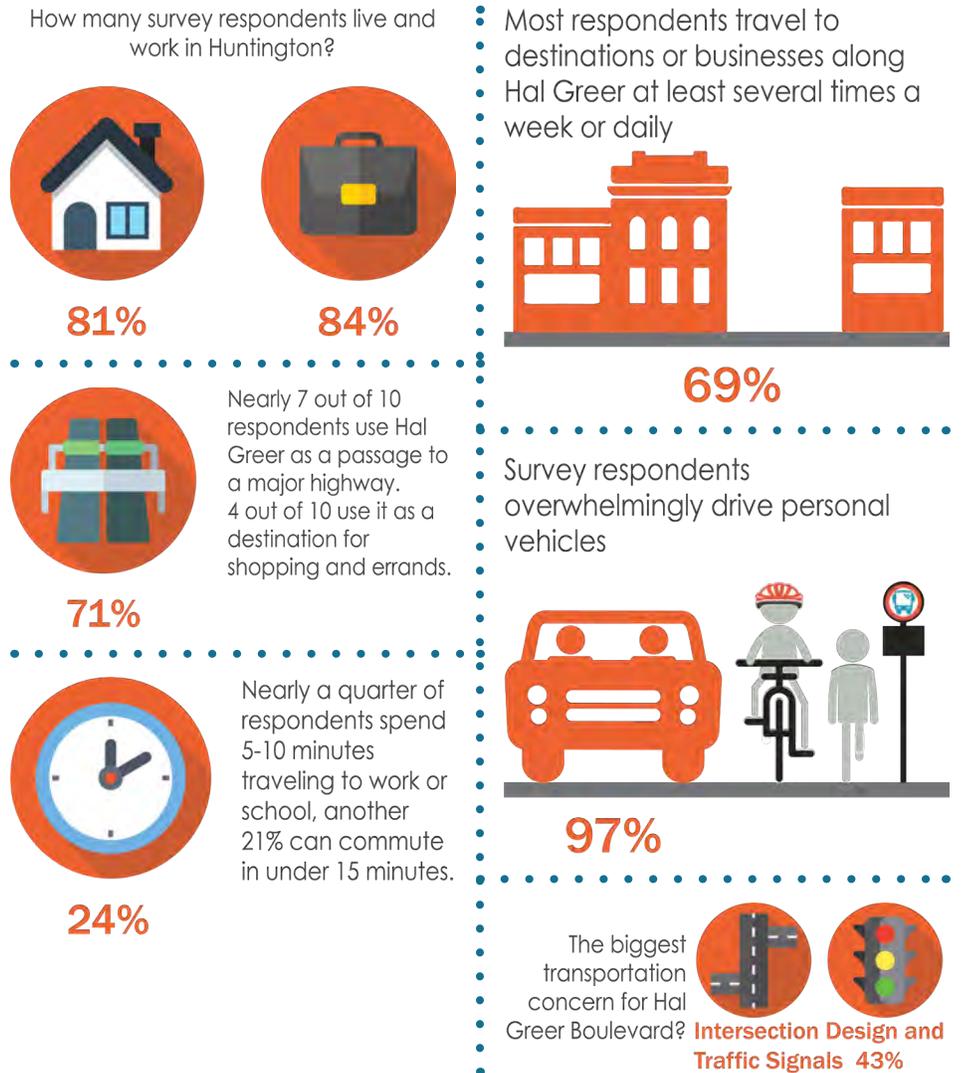
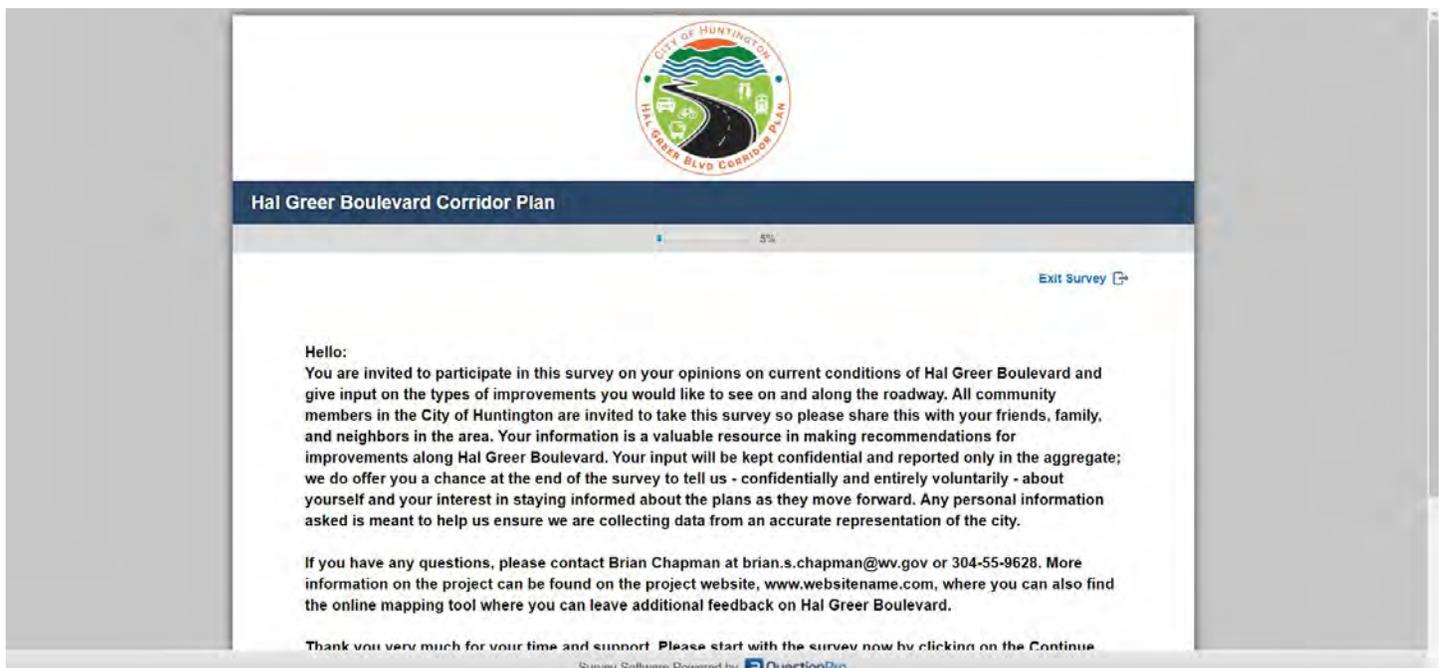
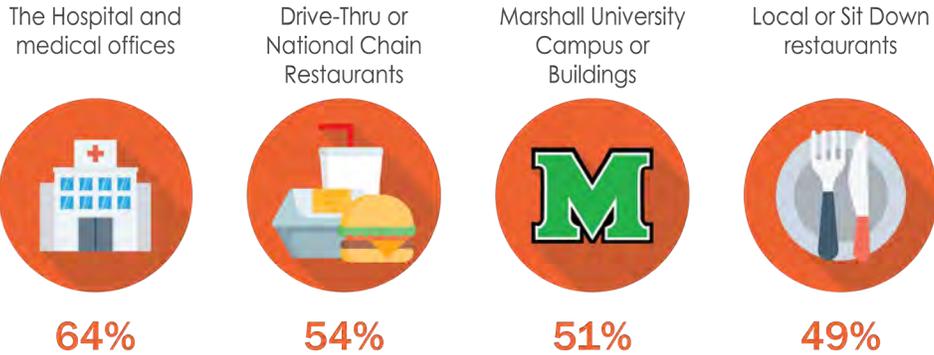


FIGURE 3.1: ONLINE SURVEY RESPONSES, PART 1

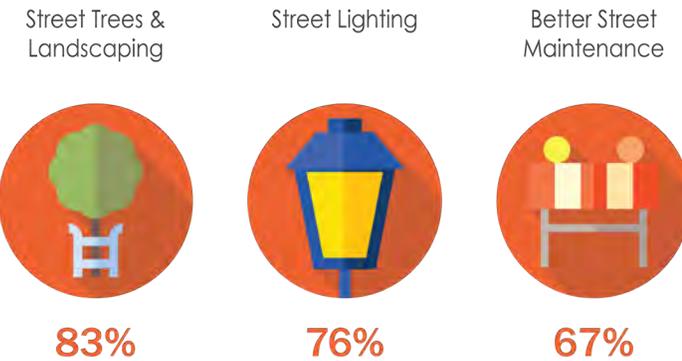


The online survey interface on QuestionPro.

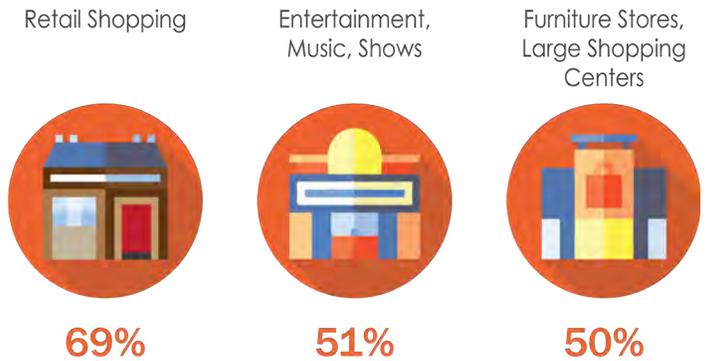
Respondents stated the top 4 destinations on Hal Greer they visited the most were:



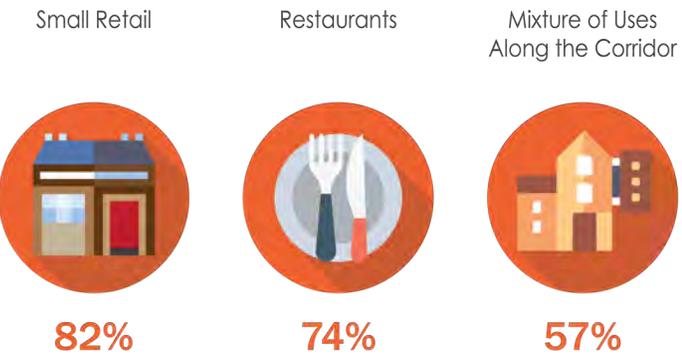
Respondents felt that to better improve the aesthetics, Hal Greer needs:



Respondents stated types of goods and services they travel out of town for were:



Respondents felt these types of development were the most appropriate along Hal Greer:



Ranked Satisfaction with Amenities and Safety

- **Walker Safety Crossing** 81% Dissatisfied
- **Shops/Restaurants/Entertainment** 75% Dissatisfied
- **Commercial Choices** 70% Dissatisfied
- **Walker Safety Along** 69% Dissatisfied
- **Bicyclist Safety** 67% Dissatisfied
- **Housing Choices** 63% Dissatisfied
- **Flow of Traffic** 59% Dissatisfied
- **Lighting Conditions** 59% Dissatisfied
- **Safety at Intersections** 57% Dissatisfied
- **Motorist Safety** 41% Dissatisfied
- **Transit Stops** 62% Neutral
- **Number of Lanes** 47% Satisfied

FIGURE 3.2: ONLINE SURVEY RESPONSES, PART 2

*I'd like to see **more local businesses** being introduced as travelers exist I-64. While Frostop, Honey Bones, and Hussons are good choices (I may be forgetting one or two other local places), it would be nice to offer people wider selection as they begin their journey into Huntington. Also perhaps more "welcome to our city" kinds of things. (Also: Something including a **"don't forget we have a museum over there"** would be nice immediately off the interstate since it's hidden.)*

— Survey Response received on 11/08/2018

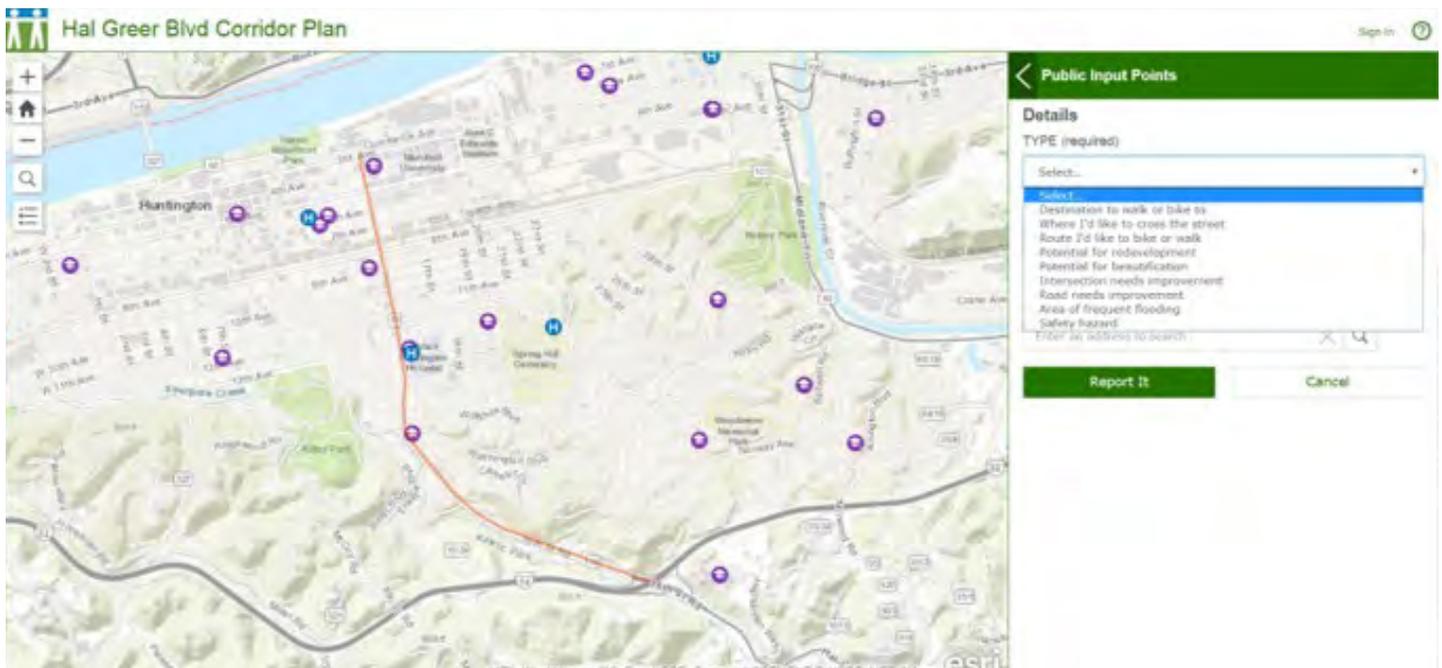
ONLINE MAP

To complement the electronic survey, a web-based crowd sourcing and mapping tool hosted by ESRI Online was tailored to Huntington to gather and calibrate public knowledge on improved and additional transportation infrastructure. Users accessed the tool through the project website and pinpointed where problem areas and/or improvement potential are located. After selecting from a short list of point types, users were able to leave a comment to explain their take on the issue or potential solutions. Other users were then able to up-vote this data point and they could leave additional comments. This tool is invaluable to the project team, as residents are able to ground their comments and ideas to georeferenced data, providing the project team with the exact location of where their concern was located and description of the problem. The data received aided the prioritization process and identified places where bicycle and pedestrian improvements were needed.

The images here show the web interface and the resulting map, **Figure 3.3**. The comments shown on this map do not include all of the comments provided. The full list of comments can be found in the digital appendices. The comments with the most votes, 20 and 16, call attention to the offset streets with uncoordinated signals at 10th Avenue and Doulton Avenue, and Charleston Avenue.

*The cars leaving Meadows Elementary and feeding onto Hal Greer Blvd. creates a lot of **congestion** and cars get backed up going into Huntington in the mornings. The cars get backed up and **getting through the light** in a timely fashion **is very difficult**.*

— Survey Response received on 11/08/2018



The online map interface on ArcGIS Online.

Online Map Comments (February 12, 2019)

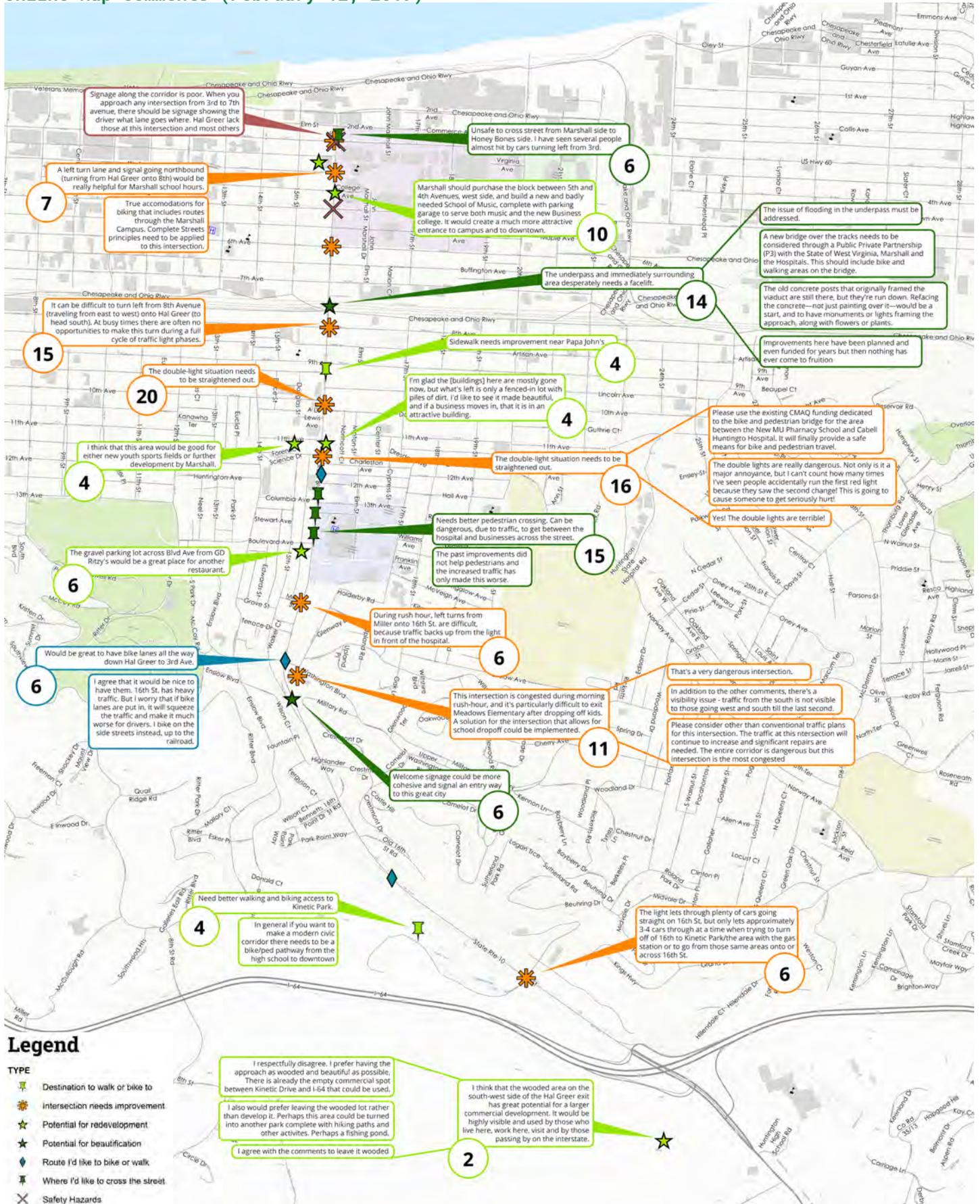


FIGURE 3.3: ONLINE MAP RESULTS & COMMENTS The initial comment is shown with the comment type, total number of votes, and replies.

Public Meetings

Four opportunities were provided for the public to engage directly with the project team during the planning process. These events provide invaluable interactions and allow for the design team to link ideas and solutions directly to the public for immediate feedback and allows for solutions to be proposed and explored together in real time. These meetings were held at key phases of the process: at the end of the first phase, when the team presented the early findings and various possibilities; in the middle of the second phase, so the team can present ideas and create designs and receive immediate feedback on the proposed solutions; and in the third phase while finalizing reporting to present the final recommendations and discuss the process as a whole.

You're invited to the Multiday Workshop for the Hal Greer Boulevard Corridor Study

The second public event for the Hal Greer Boulevard Corridor Plan will take place

**Monday - Thursday,
January 7-10, 2019**

In continuation with the November meeting, the design team will be hosting a 4 day workshop to discuss, propose, and design solutions to issues on Hal Greer. For all four days, the public is welcome to come in to provide feedback, offer solutions, and meet with planners, engineers, and designers. Monday night will end with a kick off meeting at St. Peter Claver Church to discuss the purpose and process of the Workshop. Tuesday and Wednesday night will end with a pin up session of all the work produced each day. Thursday night will conclude with the Community Opportunities Meeting at AD Lewis Center to present everything produced during the multiday workshop and discuss the Fairfield Innovation Plan.



Fliers for the Multiday Workshop.



**Public Workshop will
be held at St. Peter
Claver Church
(828 15th St, Huntington, WV)**

**Kick Off Meeting will
be Monday evening
5:30 pm - 7 pm**

**Wrap Up Meeting will
be held at AD Lewis
Thursday evening
6 pm - 8 pm
Snacks will be provided.**

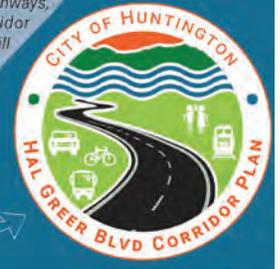
www.completehalgreer.com



Your Input Wanted

on the *Hal Greer Boulevard Corridor Plan*

The City of Huntington, West Virginia Department of Highways, and KYOVA are working together to prepare a Corridor Management Plan for Hal Greer Boulevard. This plan will examine Hal Greer/16th Street from Huntington High School all the way to 3rd Avenue. During this process, the project team will ask for input from residents, commuters, students, community groups, agencies, and businesses along this vital entry way into Huntington. We want YOU to be involved with this exciting effort!



look for our project logo
& visit www.completehalgreer.com

Join Us:
Tuesday, October 30th
@ A D Lewis Center
(1450 A D Lewis Ave, Huntington)
From 5:30 pm - 7 pm
Snacks will be provided.

For the Project Symposium, the first public meeting where we will discuss issues and opportunities along Hal Greer Boulevard! For more information, please visit www.completehalgreer.com



Flier for the Project Symposium.





Meeting participants share their opinions with the visual preference survey developed for this corridor.



Emiko Atherton, Director of the National Complete Streets Coalition, served as a Keynote Speaker for the Symposium.



Media outlets sent staff to document the events for the local audience.



Groups start to form around project maps for the mobility mapping exercise.



Open dialogue with the community is vital to every meeting.

Hal Greer is a unique street in that it is a main thoroughfare and should be treated as such, but also is a destination for medical and community services which means that it should support multi-modes of transportation as well. **We need a design that lessens congestion, speeds up traffic flows and creates safer pedestrian and active transportation access points.** The more you implement traffic calming devices such as raised and signed pedestrian walkways, striping and other barriers, the more congestion will arise and the more broadly you create the corridor to relieve traffic congestion, the more dangerous it is for pedestrian and bike traffic.

This is a tough area to plan for.

Good luck.

— Survey Response received on 11/08/2018

PUBLIC SYMPOSIUM

The Public Symposium was the first large scale public meeting for the Hal Greer Corridor Management Plan. Approximately 70 members of the community were in attendance, along with several news organizations reporting on the event. During this meeting, the project was introduced, with conditions inferred from data analysis and discussions with the Advisory Committee, and preliminary analysis done by the project team was presented. A survey was given to the audience, and due to the use of instant push button technology, the results were shown in real time, giving everyone the opportunity to see what they said as a community. During this portion of the presentation, members of the community were asked to qualify their answers with their reasoning, allowing everyone to see the perspectives of others in the room. Following this exercise, the audience was split into groups, given project maps, and tasked to identify problems, barriers, and potential solutions. These discussions were facilitated by a member of the project team or Advisory Committee. Groups were able to discuss the corridor how they wanted to, focusing in on areas they cared about the most, or detailing issues that they felt were most pressing, and coming up with solutions that could be implemented to improve their neighborhood. This provided the team with a large amount of public input and comments directly related to the corridor and the areas surrounding it.

The complete collection of the Symposium results can be found in the digital appendix.

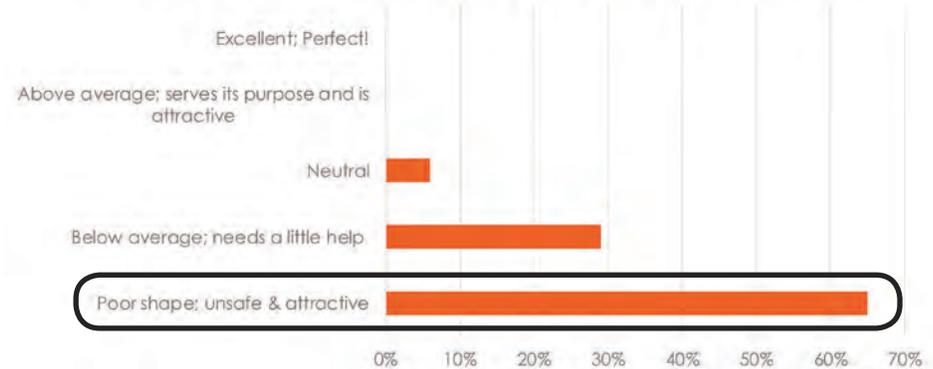


Symposium attendees show a keen interest in the corridor.



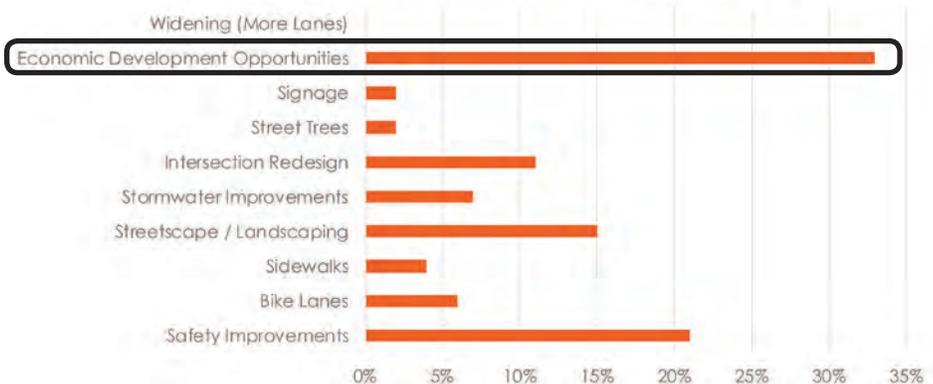
Project leadership conducting the live polling through the use of clickers passed out to the audience.

2. How do you rate the overall quality of Hal Greer Blvd? (pick one)



The survey responses were displayed on the screen during the presentation and stored

5. What is the highest priority need along Hal Greer Blvd? (pick two)



The results were shared with Advisory Committee and the public through the project website.



The breakout session included small group discussions.



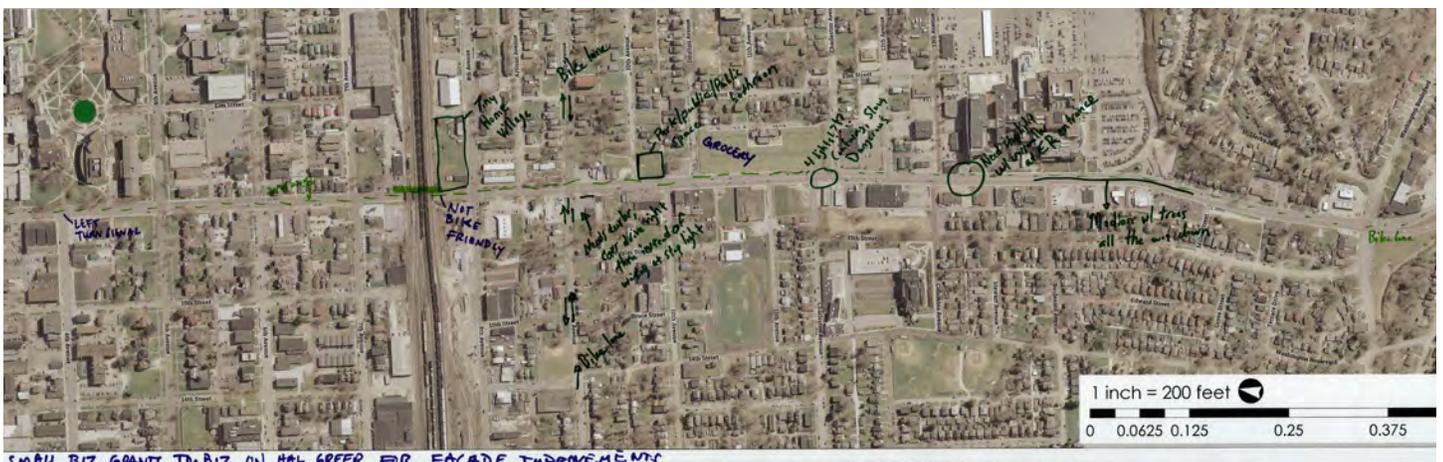
Groups were asked to present their feedback to those in attendance.



Everyone was encouraged to leave detailed notes to make their ideas clear.



The visual preference survey was useful in getting direct feedback on specific treatment types.



The feedback from these maps was later summarized by the project team and compared to comments from the Advisory Committee.

MULTIDAY PUBLIC WORKSHOP

The Workshop was the biggest and most coordinated push on the project. It included two formal public meetings, effort from every member of the Advisory Committee and the entire project team was involved and on location for a 4-day intense design and engagement effort. This was held from January 7th to January 10th, 2019, at the St. Peter Claver Catholic Church community room, where the project team, consisting of planners, urban designers, landscape architects, and engineers worked together in close quarters producing much of the design and graphic work for the recommendations of the project. The final public meeting of the week was held at A. D. Lewis Community Center, a little over a block away.

While this work was taking place, in the same room **Focus Groups** met several times a day brought together and organized by the Steering Committee to discuss the project as it relates to certain aspects of the City. During and after these meetings, attendees were able to look over the shoulders of the design professionals and discuss the recommendations in detail, influencing the process and ultimately affecting the final outcome and recommendations.

Two public meetings were held: the first on Monday night to kick off the week, the second as a final wrap-up on Thursday night. The first meeting included a presentation with push button polling, a visual

preference survey, and a funding preference exercise. Some of the results of the visual preference survey are viewed here, and directly influenced the recommendations detailed in Chapter 6. The second meeting was held on the last night to present everything that was discovered and drafted during the week, but primarily served to function as the kick-off meeting for the Fairfield Innovation District Plan. During the final meeting, the public was able to view the resulting work produced and see how their feedback was incorporated in the conceptual designs and renderings. Following this meeting, everything produced during the week was viewable on the project website.



The first public meeting of the Workshop.



The design team worked diligently over the week.



St. Peter Claver Catholic Church.



A focus group meeting during the workshop.



A meeting between the Mayor and project leadership for both the Fairfield Plan and this Corridor Plan.

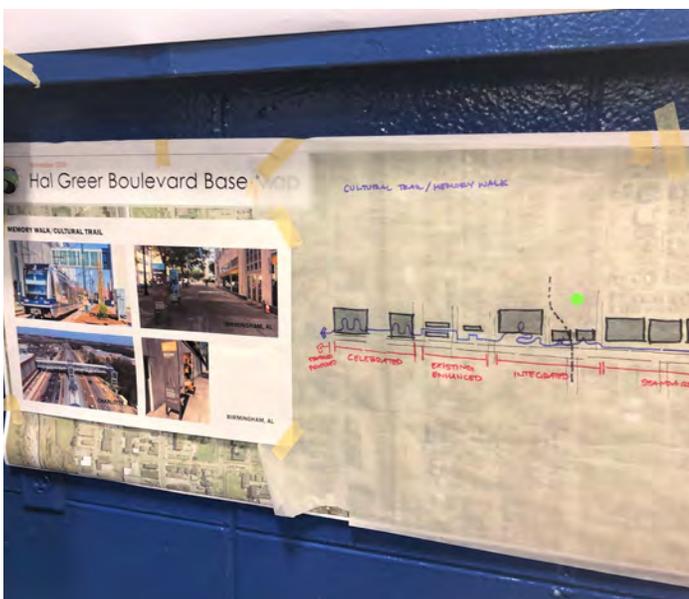


A sketch of a redesign of the hospital entrance.

The purpose of the workshop is to provide face-to-face opportunities for discussions on the corridor and allowing the ideas discussed to be examined, tested, and vetted in that moment. By having all hands on deck for nearly a week, months of work, communication, and drafting can be accomplished in a matter of days.



Everything produced during the workshop was shared at the final meeting in A.D. Lewis.



A idea of a cultural trail/history walk came out of workshop discussions.



Individuals gather to see and discuss the end result of the workshop.

OPEN HOUSE

The third public meeting was the Open House, held March 21st, 2019 at the A. D. Lewis Center. This meeting served to present the final conceptual design of the plan to public. That same day, the project team met with the advisory committee to review the design and discuss next steps. The Open House was the opportunity for the public to see how the work on Hal Greer was continued after the multiday workshop two months prior. In that time period, analysis and design were refined continuously with feedback from WVDOH, the City of Huntington, and KYOVA. After the Open House, the full concept design plan and presentation were shared on the project website and the online survey and mapping tools were closed for final calculation.

BIKE RODEO

The City of Huntington partnered with the A. D. Lewis Center to host a bike safety rodeo Saturday, July 27th. This was a beginner's cycling skills clinic, hosted in part by Stantec and J. S. Lane Company, that teaches children basic bike handling and cycling safety. Scott Lane, a licensed bike safety instructor, began each lesson by performing a bike maintenance check with the kids, checking that brakes and tires are performing correctly. The participants were then led through a course to practice starting, stopping, obstacle avoidance, scanning, signaling, turning, and yielding. Such activities can be held at community centers, schools, churches, and festivals, and are a great way to educate the community and its children proper bike safety practices while also encouraging the use of active transportation.



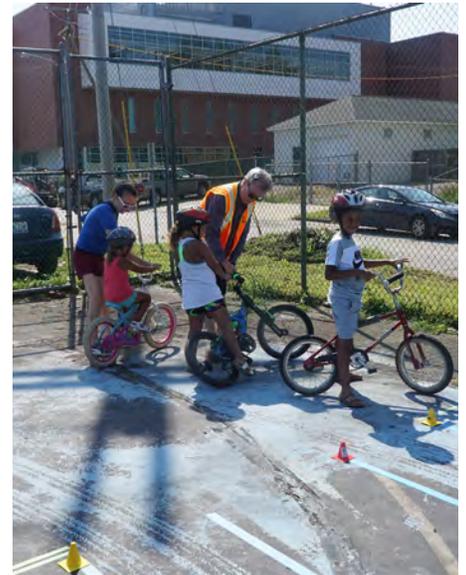
A few kids brought their own bikes and were shown how to safety check their new bikes.



Scott shows two participants how coaster brakes differ from hand brakes.



All smiles as two riders finish the course with City Planner Bre Shell and Scott Lane of JSLane Company.



Getting ready to start the course with some help.



Encouraging kids to use hand signals in practice prepares them for cycling in mixed traffic.



Older and younger kids can learn about yielding.



A participant properly signals a right turn.



A few of the stronger young cyclists were challenged with a Snail Race; the last person over the finish line without falling or placing a foot on the ground, which gives them a chance to practice balancing.

Key Takeaways

The planning process for the Hal Greer Boulevard Corridor Management Plan utilized public engagement continuously. Through group conversations, one-on-one interactions, visual surveys, and surveys and mapping exercises, both online and in person, the project team worked to reach members of every community that interacts with this key corridor. From this communication, a select number of important issues repeatedly floated to the top of nearly each conversation. These issues are best summarized as six key takeaways.

Safety

People do not feel safe walking or biking along and across this corridor, and they worry about both the very young and the very old trying get around along Hal Greer Boulevard as well. Similarly, there is a perception that areas along the corridor have a lack of security in part due to a lack of lighting and activity at night.

Functionality

People are frustrated with the signal timing and intersection designs, particularly at the offset double lights at 10th Avenue and Charleston Avenue. Stacking is a consistent issue, as is the lack of connectivity for pedestrians and cyclists.

Aesthetics

People find this area unsightly and in need of maintenance. Nothing about the corridor is inviting and much of the building stock along or near the roadway is either vacant, in disrepair, or of low-quality design.

Community

People are greatly concerned about who this project aims to benefit. The Fairfield community feels left out of the conversation and there are fears that medical and university developments will crowd long-term residents out of their homes and that they won't have access to the new improvements or amenities.

Gateway

People see this corridor as a terrible first impression of their community. Life-long Huntington residents have pride in their city but nothing along this roadway really celebrates the City, the neighborhood, or the university. At no point is there a true sense of place or arrival.

Commitment

People want to see actual change. The roadway and this area has been studied multiple times in the last 20 years but little has been done. The community needs to be able to cross the street safely, a grocery store, more housing, and most importantly, the community needs to see the City and WDOH make a commitment and follow through on their promise.

Guiding Principles

The premier challenge of this project is balancing the mobility needs of the community in a confined physical space.

Though the project carries constraints, it is important to recognize that all streets serve a combination of functions, all of which are intimately tied to the travel way, pedestrian, and building zones. The basic context zones of streets help define the role of the street and its design throughout its life cycle. Based on the direction provided by the community, its leadership, development community and residents, the following Guiding Principles were developed to guide the design team along the planning process. It is here that the core values were applied to decisions related to Complete Streets, stormwater, multi-modal elements, safety and development along the Hal Greer Blvd corridor. The following are the five guiding principles that led this project.

- ❑ Principle #1: Pedestrian and Bicyclist Considerations Should Be a Priority
- ❑ Principle #2: The Safety of All Users is Critical
- ❑ Principle #3: Stormwater Issues Must Be Considered
- ❑ Principle #4: Supporting Quality Development/Redevelopment
- ❑ Principle #5: A Boulevard for Everyone

Principle #1

Pedestrian and Bicyclist Considerations Should Be a Priority

The vulnerability of these users is high compared to automobile drivers and passengers. Furthermore, substantial increases in carrying capacity of the roadway for automobiles will be costly, potentially damaging to existing developments, and create an unfavorable aesthetic along the corridor. It is better to create an environment where walking and biking are not only encouraged but make the most sense for traveling. By improving the walking and biking conditions along the roadway, the mobility of the elderly residents running errands and children visiting the AD Lewis Center after school or on weekends can be protected.

Principle #2

The Safety of All Users is Critical

Hand-in-hand with creating pedestrian- and bicycle-friendly environments is the concept that the corridor should be safe for everyone to move across and through. Lighting along the corridor needs improvement and better maintenance. Pedestrians and cyclists alike want to feel secure when they traverse the corridor. Upgraded security measures can be made to improve the safety along the corridor. Many of the comments received from the public invoked safety- and security -related language, whether it be for a lack of lighting, unsafe design, or poor accommodations for pedestrians and bicyclists. That is, 81% of the online survey respondents were dissatisfied with the safety of walkers crossing the roadway, and 70% were dissatisfied by walker safety in general. As traffic pressures mount from redevelopment and intensification of uses inside and outside of the corridor, these safety concerns are likely to increase.

Principle #3

Stormwater Issues Must Be Considered

Due to the disrepair of hardscape and lack of maintenance in some areas, Hal Greer Boulevard is a prime candidate for the implementation of stormwater best management practices (BMP). Neglected for decades, the stormwater issues along some segments of Hal Greer Boulevard has become problematic and a safety issue for the traveling public. During heavy rains, the viaduct under the C&O rail line tends to flood, blocking access along Hal Greer Boulevard between 7th and 8th Avenues. Community members also report that parking lots along the corridor often experience ponding and drains are often clogged with debris, contributing to the stormwater issues. Addressing the stormwater problems will help to alleviate other issues along the corridor, including improving aesthetics.

Principle #4

Support Quality Development/Redevelopment

The space limitations and future development trends of the corridor itself are pushing towards better urban design. Huntington has charted a course towards investment in quality development, community design and public space, and responses from the public indicate that there is a need for more and better housing and commercial choices. This study will need to provide quality design principles and development design standards to create a long-term sustainable corridor. With a distinct highway feel for one half and a mix of low-end retail, rundown buildings, and institutions on the second half, there needs to be a focus on aesthetics and general beautification along the corridor that works to unify the appearance and welcome the user into Huntington. There is a real opportunity to enhance the overall look and feel of the corridor, from streetscape improvements to placemaking opportunities, to make it more inviting to travel through and as a destination.

Principle #5

A Boulevard for Everyone

A theme that rose up in nearly every conversation with community advocates was to ensure that Hal Greer continues to serve the Fairfield community. As the university and hospital grow up and out, the low-income and life-long residents of the majority African-American neighborhood want to stay rooted in their community and enjoy the improvements and amenities to come. By keeping this in mind, the study takes an equitable approach to identifying and developing solutions that are proactive and include and support this community. Lower income and minority communities are more likely to walk, bike, or take public transit in urban areas in the United States, and in acknowledging this, it is imperative that this project works to build upon the relationship between the City and the surrounding community.



CHAPTER 4: BUILDING URBAN PLACES

65

GROWING SMARTER

74

SMARTER STREETS



Growing Smarter

Health, schools, taxes, traffic, the environment, economic growth, fairness, opportunity—many of the things we care about—are all affected by development decisions. What, where, and how we build have major impacts on our personal lives, our communities, and our nation.

Growth presents a tremendous opportunity for progress. Communities around the country are looking for ways to get the most out of new development and to maximize their investments. Huntington is no exception and has been making efforts to outline how the city and its neighborhoods want to grow and develop.

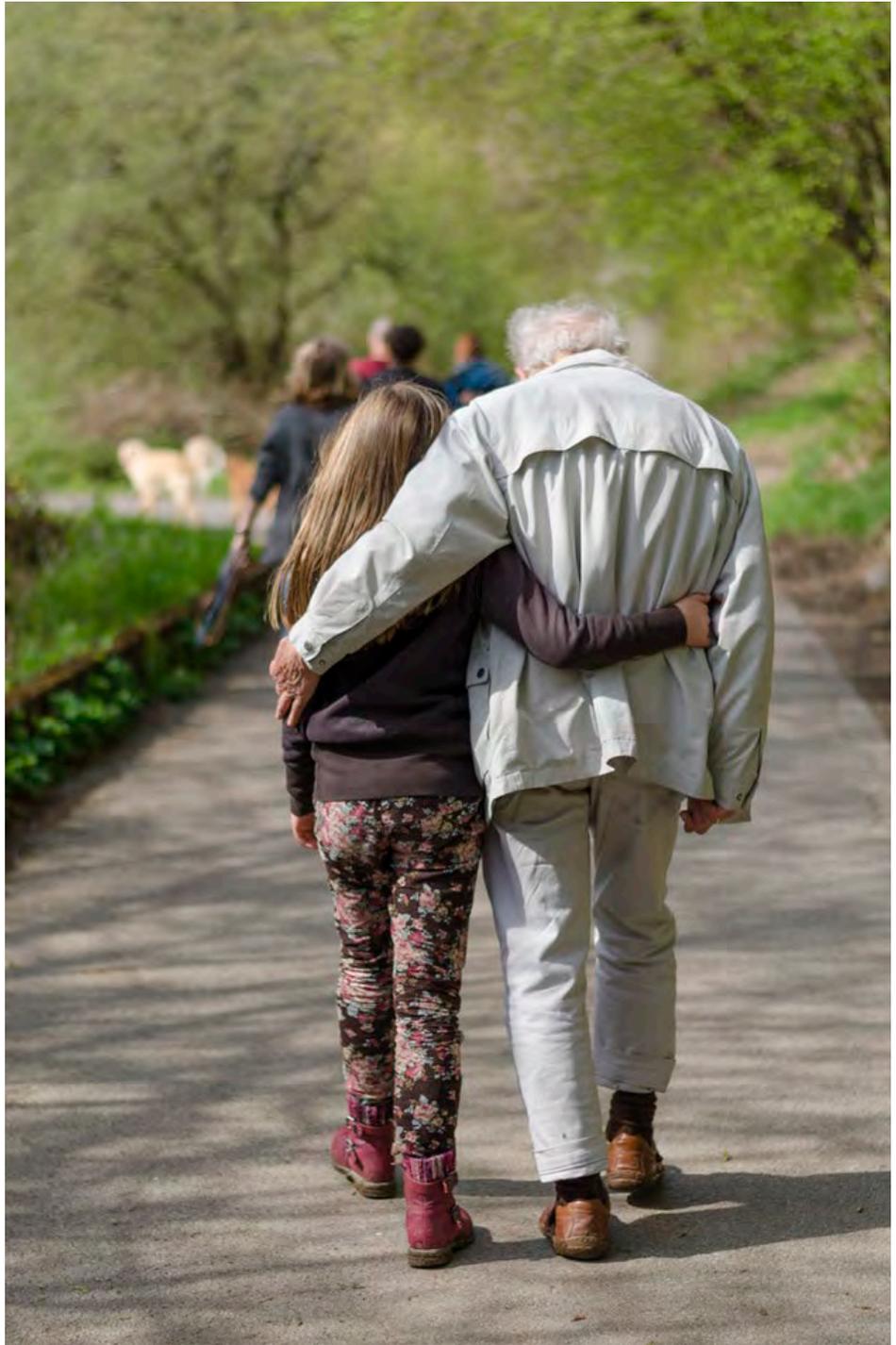
Frustrated by development that requires residents to drive long distances between jobs and homes, many communities are challenging rules and policies that make it impossible to put workplaces, homes, and services closer together. Many communities are questioning the fiscal wisdom of neglecting existing infrastructure while expanding new sewers, roads, and services into the fringe. And in many communities where development has improved daily life, the economy, and the environment, smart growth principles have been key to that success.

When communities choose smart growth strategies, they can create new neighborhoods and maintain existing ones that are attractive, convenient, safe, and healthy. They can foster design that encourages social, civic, and physical activity. They can protect the environment while stimulating economic growth.

Most of all, they can create more choices for residents, workers, visitors, children, families, single people, and older adults—choices in where to live, how to get around, and how to interact with the people around them. When communities do this kind of planning, they preserve the best of their past while creating a bright future for generations to come.

Growth is smart when it gives us great communities, with more choices and personal freedom, good return on public investment, greater opportunity across the community, a thriving natural environment, and a legacy we can be proud to leave our children and grandchildren.

Huntington, West Virginia, has been making an effort to grow smarter in recent years. With the City's focus turned to Hal Greer Boulevard, the recommendations that come forth from this planning effort will help to steer development along and around this key corridor. The Principles of Smart Growth listed here should be the foundation on which new policies for Huntington build upon.



Society grows great when old men plant trees whose shade they know they shall never sit in. (Anonymous Greek Proverb)

Things move slowly. You will be creating stuff for future generations. Pay closer attention to the younger residents, not us old ones.

— Survey Response received on 11/14/2018

PRINCIPLES OF SMART GROWTH

(as applicable to Hal Greer Boulevard)

Mix Land Uses

Mixing land uses—commercial, residential, recreational, educational, and others—in neighborhoods or places that are accessible by bike and foot can create vibrant and diverse communities. In large part, a mix of uses attracts people to shop, meet friends, and live in urban neighborhoods like Georgetown in Washington, D.C., or small towns like Wiscasset, Maine. Mixed land uses are critical to achieving the great places to live, work, and play that smart growth encourages.

By encouraging mixed use development along Hal Greer Boulevard, more of the amenities that were closed 20 to 30 years ago can be replaced with new options, while adding more housing options.



In this mixed use development, retail can provide all day foot traffic and keep people moving through into the night, maintaining a sense of safety in this area.



By shrinking the lot sizes, the density can be increased in a neighborhood without sacrificing quality of life and neighborhood feel.

Take Advantage of Compact Building Design

An important part of achieving smart growth, compact building helps create the convenient neighborhood centers that people want. Compact building design also presents opportunities to absorb growth and development in a way that uses land more efficiently. By using smaller building footprints for new construction, compact design leaves undeveloped land open to absorb and filter rainwater, which in turn reduces flooding and stormwater drainage needs and lowers the amount of runoff pollution.

Other benefits accrue as well. Compact communities help achieve the density of population needed to support viable transportation alternatives. It is estimated that people will willingly walk to destinations—services as well as transit stops—located within a quarter to one-half of a mile radius. Thus, a minimum density of six to eight households per acre around bus stops would support bus service.

Furthermore, compact neighborhoods require fewer linear feet of utility lines—like water, sewer, electricity, phone service, and others—than dispersed communities do. As a result, local governments find that it is cheaper to provide and maintain many services to compact communities.

Create a Range of Housing Opportunities and Choices

By using smart growth approaches to create a wider range of housing choices, communities can begin to use their infrastructure resources more efficiently, better accommodate the housing needs of all residents, and help aging citizens remain in their homes. Housing is a critical part of the way communities grow, as it constitutes a significant share of new construction and development. More importantly, however, housing provides people with shelter and is a key factor in determining a household's access to transportation, commuting patterns, access to services and education, and consumption of energy and other natural resources.

Providing quality housing for people of all income levels is an integral component in any smart growth strategy. In addition to improving a household's quality of life, housing can ensure a better jobs-housing balance and generate a strong foundation of support for neighborhood transit stops, commercial centers, and other services, thereby mitigating the environmental costs of auto-dependent development.

Currently the housing stock along the corridor includes a number of buildings in disrepair and little variety in architectural style and affordability. As the existing community ages and the city tries to attract and retain young adults, housing options need to cater to those aging in place and just starting out. Smaller unit sizes, community living options, and nearby amenities will prove beneficial to both age groups.



While these appear to be single family housing, these buildings actually contain 8 separate units.



Townhomes are a great housing typology that blends between lower density single family homes and higher density apartment buildings.

A nice apartment complex for health care workers and professionals with parklike grounds would help create a nice neighborhood and be able to support small local businesses

— Survey Response received on 11/08/2018

Create Walkable Communities

Before the mid-1900s, urban communities and neighborhoods focused on the pedestrian. They were designed to move people to their destinations. However, in the past fifty years, dispersed development patterns and the separation of uses have led to an increased reliance on personal automobiles and to an elimination of many characteristics that support walkable communities. Today, engineers' and developers' arguments that sidewalks will not be used leave many new streets without sidewalks or with sidewalks on only one side. The engineers and developers are right in one sense: sidewalks by themselves will not induce walking. Other pedestrian-friendly features must be present, such as an appropriate mix of densities and uses, compact street intersections, and neighborhoods that are scaled to people.

With several major destinations right on the corridor, Hal Greer Boulevard should perform for college students walking to classes, older folks catching the bus to services, and medical staff who live nearby.

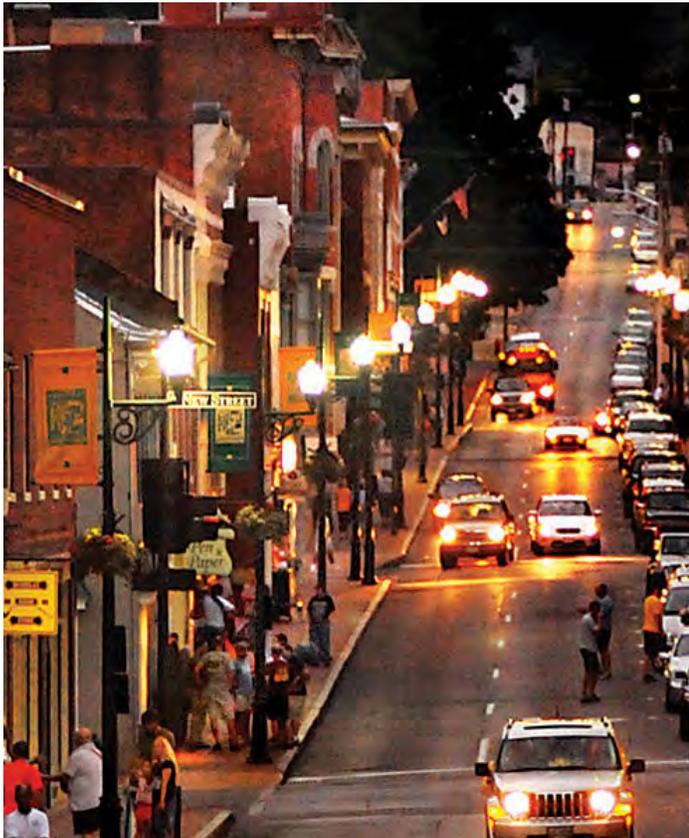


Walkable communities have many measurable benefits, from economics to public health.

Foster Attractive Communities with a Strong Sense of Place

By using smart growth approaches to create a wider range of housing choices, communities can begin to use their infrastructure resources more efficiently, better accommodate the housing needs of all residents, and help aging citizens remain in their homes. Housing is a critical part of the way communities grow, as it constitutes a significant share of new construction and development. More importantly, however, housing provides people with shelter and is a key factor in determining a household's access to transportation, commuting patterns, access to services and education, and consumption of energy and other natural resources.

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The most successful communities have their own particular sense of place; visitors know when they have found something that is unique.



Fourpole Creek is a beautiful natural feature that may present an opportunity for a trail connection.



Creating quality green space along this corridor can greatly improve the aesthetics.

Preserve Open Space, Natural Beauty, and Critical Environments

Open space supports smart growth goals by bolstering local economies, preserving critical environmental areas, providing recreational opportunities, and guiding new growth into existing communities. Preservation of open space can have a profound impact on a community's quality of life, and therefore a region's economic prosperity. An economic analysis performed for the East Bay Regional Park District in California concluded that "the provision of open space and associated recreational and educational opportunities, environmental and cultural preservation, alternative transit modes, and sprawl-limiting characteristics, all contribute positively to the quality of life in the East Bay region." A 1997 study reported that owners of small companies ranked recreation, parks, and open space as the highest priorities in choosing a new location for their business.

Networks of preserved open space and waterways can shape and direct urban form and at the same time prevent haphazard conservation (which is conservation that is reactive and small scale). These networks, known as "green infrastructure," help frame new growth by locating new development in the most cost-efficient places. Green infrastructure also ensures that the preserved areas are connected to create wildlife corridors, preserve water quality, and maintain economically viable working lands.

Strengthen and Direct Development Toward Existing Communities

Smart growth directs development towards communities already served by infrastructure, seeking to utilize the resources that existing neighborhoods offer and to maintain the value of public and private investment. By encouraging development in existing areas, communities benefit from a stronger tax base, closer proximity of jobs and services, increased efficiency of already developed land and infrastructure, reduced development pressure in fringe areas, and preservation of farmland and open space. In addition, the process of increasing development in existing communities can maximize the use of existing impervious surfaces, thereby improving local and regional water quality, and can create opportunities for more transportation options, which lower vehicle miles traveled and ultimately improve regional air quality. Often existing neighborhoods can accommodate much of the growth that communities require through infill development, brownfields redevelopment, and the rehabilitation of existing buildings. For example, a 1996 study found that brownfields in Detroit, Chicago, Milwaukee, and Cleveland could absorb one to five years of residential development, 10 to 20 years of industrial development, or 200 to 400 years of office space.



The A.D. Lewis Community Center, a landmark in the community, hardly registers along the street.

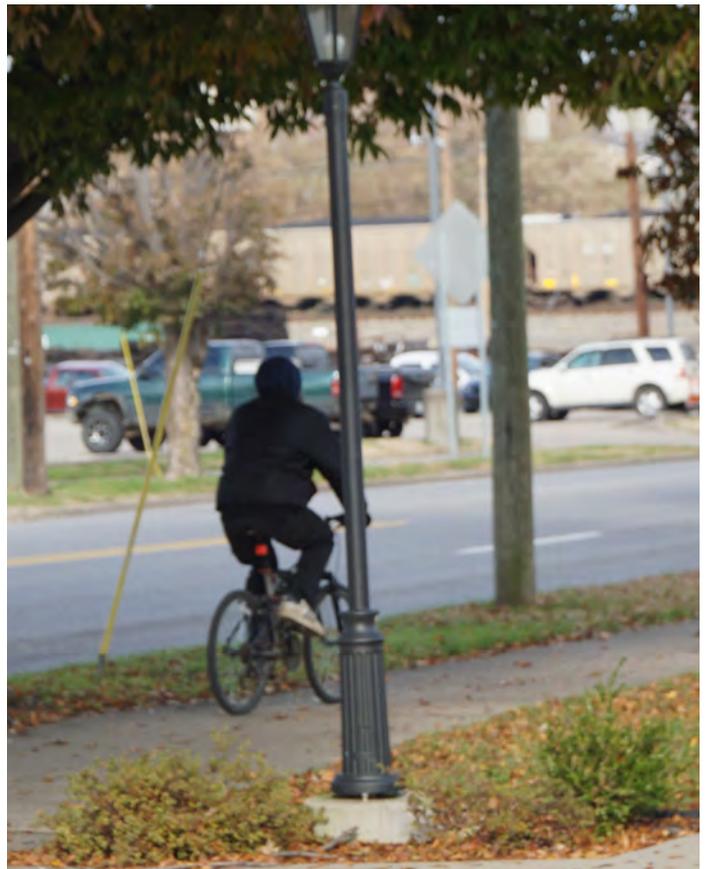


A number of buildings, including Poppy's Restaurant, could lend themselves to redevelopment.

Provide a Variety of Transportation Options

The science of traffic management and prediction has begun to catch up with what citizens have observed for years: new road capacity fills up almost as fast as it is constructed. Known in transportation circles as “induced demand,” studies now show that as large new roads are built, some people increase their driving to take advantage of the new infrastructure. Some studies suggest that between 60 and 90 percent of new road capacity is consumed by new driving within five years of the opening of a major road. In the short term, people may switch from using transit and carpools to traveling on the new road, and in the long term, with the increased accessibility of the surrounding land, development patterns shift to create more growth and new traffic in the area. In regions around the country, travel forecasters show that the continuation of current policies and practices is unlikely to alleviate congestion.

In response, communities are beginning to implement new approaches to transportation planning, such as better coordinating land use and transportation; increasing the availability of high-quality transit service; testing of new technology like connected vehicles, creating resiliency and connectivity within their transportation networks; and ensuring connectivity between pedestrian, bike, transit, and road facilities. In short, they are coupling a multi-modal approach to transportation with supportive land-use patterns that create a wider range of transportation options.



A man bikes along Hal Greer in the sidewalk.

Make Development Decisions Fair, Predictable, and Cost Effective

For a community to be successful in implementing smart growth, its vision, objectives, and actions must be embraced by the private sector. The private sector is crucial to supplying the large amounts of money and construction expertise needed to meet the growing demand for smart growth developments. If investors, bankers, developers, builders, and others do not earn a profit, few smart growth projects will be built. Fortunately, government can help reduce barriers to profitable smart growth development practices. Since the development industry is highly regulated, the value of property and the desirability of a place are determined in large part by government investment in infrastructure and by government regulation.



A community member contributes her opinion on development in this survey.

Encourage Community and Stakeholder Collaboration In Decision Making

A key component of smart growth is to ensure early and frequent involvement of all stakeholders to identify and address specific needs and concerns. The range of these stakeholders is broad and includes developers, urban planners, transportation engineers, conservation and environmental groups, community development advocates, historic preservationists, commuters, students, environmental justice advocates, senior citizen organizations, children's advocacy groups, churches, parent-teacher associations, civic associations, and many others. Each can contribute a unique and valuable perspective to both broad community plans and specific project designs.

These perspectives are particularly critical for the construction of the mixed use, compact, walkable, and transit-rich communities that smart growth supports because these varied perspectives may represent a departure from what is conventional and familiar. The means of engaging the community and stakeholders are myriad and range from early stakeholder input in community plans to ongoing feedback and evaluation of the plan's implementation as projects are constructed. Ensuring a high level of public awareness is one of the most fundamental strategies to guarantee that community needs, and possible solutions are fully considered. This strategy can help local leaders better identify and support development that meets those needs.



By using the local news outlets, the community was able to stay engaged.

Smarter Streets

COMPLETE STREETS

Complete Streets are streets designed for everyone. According to the National Complete Streets Coalition: "They are designed and operated to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities." A Complete Streets version of Hal Greer Boulevard would make it easier to cross the corridor, walk to businesses, and bike to and from locations along the corridor without feeling unsafe. These improvements would be beneficial to everyone from children going to the community center, students walking to and from the university, and elderly community members wanting to retain their independence.

The idea of Complete Streets conveys a different image to each individual and depending on their perspective, this can be fairly good or pretty bad. Drivers who are accustomed to automobile dominated development tend to see complete streets as an idea guaranteed to take away valuable travel lanes for what is perceived to be seldom used bike lanes and bothersome parallel parking. In truth, a complete street policy is not a one size fits all approach; a complete street redesign of

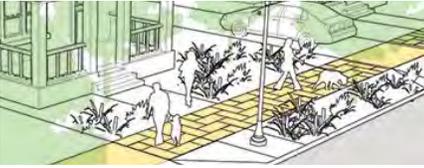
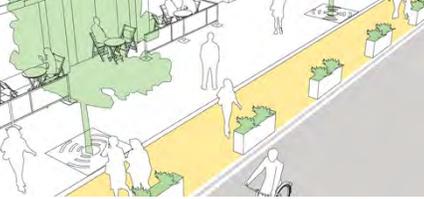
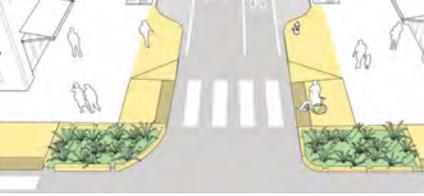
an existing roadway must be tailored to existing and future travel demands, surrounding development and land use, and to that specific town or community. What an enacted complete streets policy might look like in a small beach town is going to be different from that of a dense, urban center, and it should be. The same can be said for complete streets in the same town or city. For example, what might work on the north end of Hal Greer Boulevard near the university might not be feasible on the south end near the interstate.

Complete Streets considers every aspect of the roadway, from the perspective of both policy and the physical construction. It is not just about what occurs between curb to curb; it matters what happens between and behind the walls of the buildings facing the street. The National Complete Streets Coalition lists the proven benefits that have been documented in communities across the country and many of them can be achieved with what comes down to common sense design practices. A street that becomes safer to walk along and cross is a street where kids can walk to school safely, older adults can retain independence if their driving ability is impaired, and more people can comfortably walk along. This can be accomplished by improving the conditions on the roadway with facilities like widened sidewalks, protected crosswalks, street trees, and pedestrian lighting.



A visual example of a street with curb and gutter, parallel parking, sidewalks, and streetscaping elements.

TABLE 4.1: TYPICAL BIKE & PEDESTRIAN TREATMENTS

Name & Details	Example
<p>RESIDENTIAL SIDEWALK</p> <ul style="list-style-type: none"> — Design for a buffer of equal width to the sidewalk — Standard is five feet in width — Use colors or textures to demarcate conflict points, intersections — Permeable pavements and plantings help mitigate stormwater runoff 	
<p>WIDEN CURB / PAINTED SIDEWALK (TEMPORARY)</p> <ul style="list-style-type: none"> — NACTO describes an extruded curb to buffer pedestrians — Painted curb lines are often used on neighborhood streets, but should be considered temporary and signed or plant gateway curb extensions at each intersection to caution and protect pedestrians and motorists — Construct a permanent sidewalk as funds allow 	
<p>CURB EXTENSIONS / EXTRUSIONS / BULB-OUTS</p> <ul style="list-style-type: none"> — On-Street parking should extend 1' to 2' beyond edge of curb line — Useful as gateways to caution motorists of changing conditions, speeds, or levels of pedestrian activity — Combine curb extensions with stormwater mitigation measures such as bioswales, rain gardens 	
<p>BUFFERED BIKE LANES</p> <ul style="list-style-type: none"> — More appropriate for high crash rates — Helps to mitigate sideswipe crashes - including with other cyclists — Nearly 9 in 10 cyclists prefer buffered lanes, and these appeal to wider range of cyclists with varying skill levels — Needs adequate right of way to avoid door opening-related conflicts with on-street, parked vehicles 	
<p>INTERSECTIONS CROSSINGS</p> <ul style="list-style-type: none"> — On-Street bicycle facilities need specialized intersection treatments — “Elephant’s Feet” markings (shown here) or green paint highlighting conflict points with through and turning vehicles reinforce space sharing — Increases visibility of cyclists and provides additional assurance to cyclists in the delineated space for their travel 	
<p>PAINTED BIKE LANES</p> <ul style="list-style-type: none"> — Useful for conflict points such as on-street parking door swing areas, intersection approaches, turning areas, and busy driveways — Highlights use of space, slows some traffic, discourages illegal parking — Budget for additional, minor maintenance costs 	

Common practices that can be applied to Hal Greer Boulevard. (Source: NACTO)

GREEN STREETS

Midway through 2018, the City of Huntington and the Environmental Protection Agency produced two documents, the Huntington Green Street Charrette Guide and Storm Smart Cities, which detail local efforts in implementing smarter green infrastructure choices to mitigate flooding in Huntington. The Charrette Guide centers on proposed improvements in West Huntington, while Storm Smart Cities details stormwater infrastructure that's been applied around the city. The ideas presented in both documents can be applied to Hal Greer Boulevard.

The EPA defines a Green Street as “stormwater management approach that incorporates vegetation (perennials, shrubs, trees), soil, and engineered systems (e.g., permeable pavements) to slow, filter, and cleanse stormwater runoff from impervious surfaces (e.g., streets, sidewalks)”. This approach allows for the rainwater to be captured and held where it falls, letting it be used by vegetation, filtered, or slowly released, instead of directing water immediately into storm sewer systems. In a community that experiences flooding and ponding in the same locations several times a year, this can make a difference in the effect storm water has on the city's ability to function.



A variety, typically those native to the area, can be used to better collect rainwater.



Rain gardens should also be drought tolerant to withstand long periods between heavy rain events.

Green Streets are highly compatible with Complete Streets. Both are policies that influence the design and construction of a roadway, and both encourage walkability, multimodal transportation, and more aesthetically attractive street design. Where Complete Streets focus on improving the functionality of the roadway for all modes and uses, Green Streets focus on the functionality of the roadway for the environment and stormwater. The following table shows different Green Streets best practices that can be found in action around Huntington. Starred (**) items are applicable along Hal Greer Boulevard.

TABLE 4.2: TYPICAL GREEN INFRASTRUCTURE PRACTICES

Name & Details	Example
<p>RAINWATER HARVESTING **</p> <p>Rainwater harvesting systems collect and store rainfall for later use. When designed appropriately, they slow and reduce runoff and provide a source of water. This practice is particularly valuable in arid regions, where it could reduce demands on increasingly limited water supplies.</p>	
<p>RAIN GARDENS **</p> <p>Rain gardens are versatile features that can be installed in almost any unpaved space. Also, known as bioretention, or micro-bioretention cells, these shallow, vegetated basins collect and absorb runoff from rooftops, sidewalks, and streets. This practice mimics natural hydrology by infiltrating, evaporating, and transpiring stormwater runoff.</p>	
<p>PLANTER BOXES **</p> <p>Planter boxes are urban rain gardens with vertical walls and either open or closed bottoms. They collect and absorb runoff from roofs, sidewalks, parking lots, and streets and are ideal for space-limited school sites in dense urban areas.</p>	
<p>BIOSWALES</p> <p>Bioswales are vegetated, mulched, or xeriscaped channels that provide stormwater treatment and retention as it moves from one place to another. Vegetated swales slow, infiltrate, and filter stormwater flows. As linear features, they are particularly well suited to being placed along streets and parking lots.</p>	
<p>PERMEABLE PAVEMENTS</p> <p>Permeable pavements infiltrate, treat, and/or store rainwater where it falls. They can be made of pervious concrete, porous asphalt, or permeable interlocking pavers. This practice could be particularly cost effective where land values are high and flooding or icing is a problem.</p>	
<p>URBAN TREE CANOPY **</p> <p>Trees reduce and slow stormwater by intercepting precipitation in their leaves and branches. Many cities have set tree canopy goals to restore some of the benefits of trees that were lost when the areas were developed. Homeowners, businesses and community groups can participate in planting and maintaining trees throughout the urban environment.</p>	

Common green infrastructure practices. (Source: EPA, Storm Smart Cities Report)



CHAPTER 5: MARKET ANALYSIS

81	OVERVIEW
81	DEMOGRAPHICS & ECONOMIC ASSESSMENT
88	CORRIDOR DEVELOPMENT STRATEGIES
90	RIPE AND FIRM ANALYSIS



CONGRATULATIONS FAIRFIELD,

FOR BEING AWARDED A \$350,000 PLANNING GRANT

FROM HUD CHOICE NEIGHBORHOODS!

THE GRANT WILL BE USED TO ENGAGE THE FAIRFIELD COMMUNITY IN THE DEVELOPMENT OF A TRANSFORMATION PLAN FOR THE SITE OF THE FORMER NORTHCOIT COURTHOUSE, AS WELL AS THE COMMUNITY OF FAIRFIELD, IN PARTNERSHIP WITH THE CITY OF HUNTINGTON AND THE HUNTINGTON HOUSING AUTHORITY.



BOSLEY
CONSTRUCTION



Overview

The following enumeration of the potential for residential and commercial development in Huntington generally and the Hal Greer corridor specifically derives from current and forecasted demands for multi-family and single-family housing and the potential for new commercial opportunities in the corridor based on zoning and latent demand. The historically declining population is counterbalanced by (a) an assumed leveling off and eventual increases in population by 2030, and (b) reductions in current housing that will age out of use. Refer to the “ripe-and-firm” assessment for likely locations of both residential and commercial development. Key drivers include Marshall University, waterfront redevelopment, Cabell-Huntington Hospital, and the John C. Edwards School of Medicine.

Demographics & Economic Assessment

DEMOGRAPHICS

The rate of population change in Huntington and many parts of West Virginia is in a negative decline (although the population of the state as a whole is slightly up from 2000 to 2017). The forecasts that are based off these trends likewise show a continuing declination of population; however, the rates of change are generally very small and economic conditions are likely to change over a 20-year period.

Geography	1990	2000	2010	2017	2020	2030	2040	Change 2000 to 2017 (%)
HUNTINGTON	54,775	51,636	49,138	47,079	46,228	43,416	40,604	-9%
Charleston	57,614	53,672	51,400	47,929	47,270	43,851	40,433	-11%
Parkersburg	34,736	33,671	31,492	30,096	29,729	27,971	26,212	-11%
Morgantown	28,280	26,763	29,660	30,547	30,448	31,487	32,526	14%
Wheeling	35,378	31,382	28,486	27,066	25,717	22,631	19,544	-14%
Fairmont	21,642	19,287	18,704	18,467	17,735	16,598	15,462	-4%
West Virginia	1,793,000	1,807,000	1,853,000	1,815,857	10,619,432	11,759,744	12,298,502	0%
Cabell County	96,754	96,709	96,319	94,958	186,093	217,854	216,228	-2%

Comparison of population counts over time and future projections of Huntington and other municipalities. (US Census 1990-2015)

Left: The Northcott Property acts as construction staging for near-by development and is currently a catalyst for the Fairfield Innovation District plan.

Huntington's population declined from 51,636 in 2000 to 47,079 in 2017, a decrease of 9%. Cabell County's population decreased by two percent (2%) during this same time period.



FIGURE 5.2: POPULATION DECLINE OVER TIME (US Census Data)

Generally speaking, the more diverse the population from a racial and ethnic standpoint the higher the income in this sample: Charleston and Morgantown (buoyed by university students and faculty) have the highest diversity of populations and the highest household incomes when accounting for university students. Huntington's average household size is, not surprisingly, higher than these other cities (when not accounting for university students). The "university effect" is seen again in both the numbers of adults and children as well as those persons holding a college degree (29% in Huntington as opposed to 49% in Morgantown).

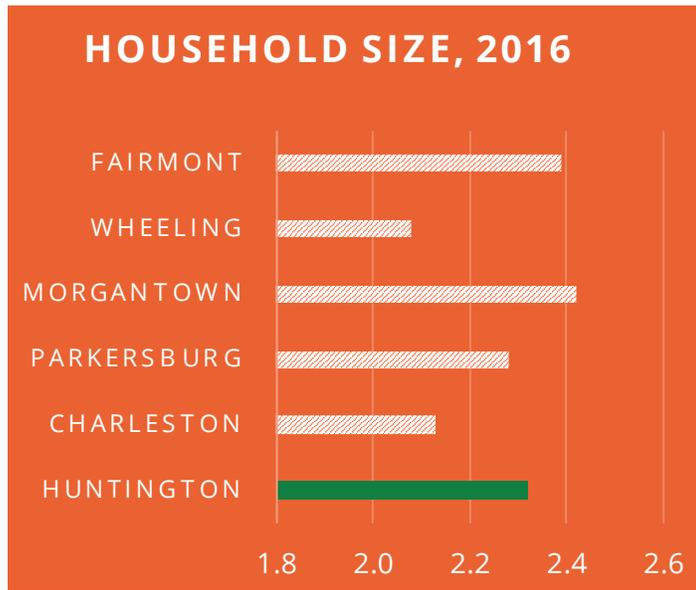


FIGURE 5.1: HOUSEHOLD SIZE (US Census Data)

Geography	Median HH Income (\$2016)	Avg. HH Size	White Alone	Diversity Index*	Youth (0-17)	Adults (18 to 64)	Seniors (65+)	College Degree (%)
HUNTINGTON	\$37,760	2.32	91.2%	1.03	19.9%	61.8%	18.3%	29%
Charleston	\$46,720	2.13	80.2%	1.17	19.8%	62.8%	17.4%	39%
Parkersburg	\$34,296	2.28	94.5%	0.99	21.0%	60.8%	18.2%	16%
Morgantown	\$35,502	2.42	86.6%	1.08	9.5%	81.5%	9.0%	49%
Wheeling	\$38,082	2.08	90.8%	1.03	19.0%	59.3%	21.7%	30%
Fairmont	\$38,566	2.39	88.9%	1.05	21.0%	61.6%	17.4%	25%
West Virginia	\$42,644	2.43	93.6%	1.00	20.4%	60.2%	19.4%	20%
Cabell County	\$37,760	2.32	91.2%	1.03	19.9%	61.8%	18.3%	26%

**Note: WV = 1.00; a value greater than 1.0 means place is more diverse than West Virginia as a whole. Comparison of population characteristics of Huntington and other municipalities. (US Census 2016)

Tapestry Segments

ESRI uses available Census data to create its tapestry segmentation feature, which functions to provide a detail description of American communities based on socioeconomic data and demographic attributes. This system takes in a number of data points and has divided the population into 67 distinctive segments, which is readily available online and updated annually. It is important to note that this data is not indicative of every household in the area, it's merely turning the data into a profile of what the typical household might look like – and how the households might look from a marketing standpoint.

Using this data, the top three tapestry segments for the City of Huntington can be defined as Small Town Simplicity at 24.9% of households, Set to Impress at 9.3%, and College Towns at 9.2%. When looking at just the households within a quarter mile of the corridor, the segments are redefined with College Towns taking 30.7% of household, Modest Income Homes at 16.5%, and Emerald City at 12.4%.

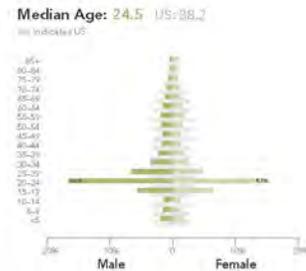


LifeMode Group: Scholars and Patriots
College Towns 14B

Households: 1,176,200
 Average Household Size: 2.14
 Median Age: 24.5
 Median Household Income: \$32,200

WHO ARE WE?

About half the residents of *College Towns* are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. *College Towns* are all about new experiences, and residents seek out variety and adventure in their lives.



Esri's summary of the College Town Tapestry Segment. (Esri Demographics, 2018)

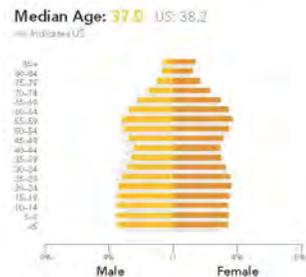


LifeMode Group: Hometown
Modest Income Homes 12D

Households: 1,627,600
 Average Household Size: 2.56
 Median Age: 37.0
 Median Household Income: \$23,900

WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.



Esri's summary of the Modest Income Homes Tapestry Segment. (Esri Demographics, 2018)

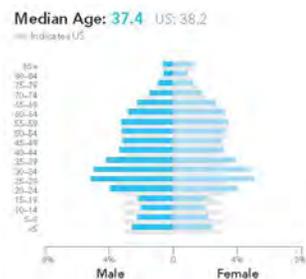


LifeMode Group: Middle Ground
Emerald City 8B

Households: 1,748,600
 Average Household Size: 2.06
 Median Age: 37.4
 Median Household Income: \$59,200

WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.



Esri's summary of the Emerald City Tapestry Segment. (Esri Demographics, 2018)

ECONOMICS

A way of understanding how the Huntington economy compares against its peers, as well as each employment sector’s importance, is through an examination of location quotients. A location quotient (LQ) simply describes the relative proportion of the number of employees in one major sector of the economy to that proportion in another, larger area (in this case, Cabell County). A LQ greater than 1.0 means that the study area (Huntington) is “oversupplied” with jobs in that sector relative the comparison area (Cabell County). A LQ of less than 1.0 implies that there may expansion opportunities in that sector, all else being equal.

NAICS Industry Sector	Employees in Huntington 2015	LQ (compared to Cabell Co.)	Average Annual Wages	Jobs Added by 2030
A Agriculture & Fishing	8	0.9	\$15,000	4
B Mining	23	0.8	\$25,000	3
C Utilities	263	1.0	\$98,000	313
D Construction	1285	0.8	\$45,000	931
E Manufacturing	3130	1.0	\$58,000	2335
F Wholesale Trade	1181	1.0	\$53,000	807
G Retail Trade	2879	0.6	\$26,000	2470
H Transportation and Warehousing	214	0.5	\$48,000	117
I Information	690	1.4	\$57,000	582
J Finance and Insurance	823	1.0	\$63,000	378
K Real Estate and Rental and Leasing	393	0.9	\$56,000	283
L Professional, Scientific, and Technical Services	1723	1.3	\$42,000	1630
M Management of Companies	240	0.9	\$64,000	418
N Administrative, Support, Waste Management, Remediation Services	2270	0.9	\$27,000	1835
O Educational Services	3881	1.2	\$27,000	4268
P Health Care and Social Assistance	10918	1.2	\$54,000	12738
Q Arts, Entertainment, and Recreation	368	0.9	\$14,000	571
R Accommodation and Food Services	3278	0.9	\$16,000	3084
S Other Services (except Public Administration)	1150	1.1	\$26,000	957
T Public Administration (incl. military, civilian, state)	1195	1.2	n/a	1477

(Bureau of Labor Statistics; US Business Census; LED On the Map)

The dominance of those working in and receiving assistance from the Health Care / Social Assistance sector of the economy stands out in this assessment. The rate of those employed is 1.2 times that of Cabell County. Notably, there is substantial room to grow in the Retail Trade (LQ=0.6) and Transportation & Warehousing sectors. Other sectors with some room to expand are Accommodation & Food Services, Real Estate, Management, and Administrative/Support.

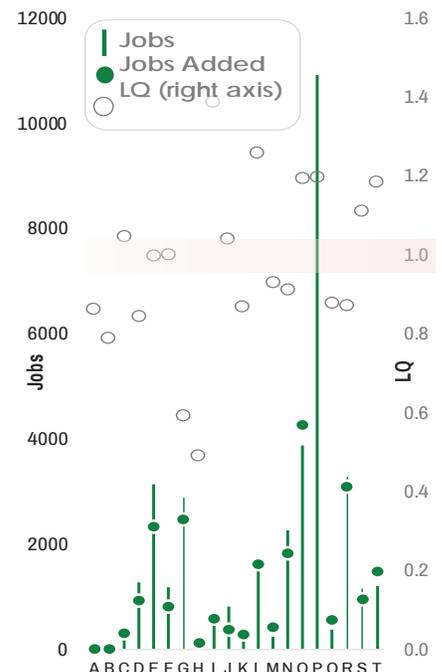


FIGURE 5.3: JOBS ADDED BY INDUSTRY
(Bureau of Labor Statistics; US Business Census)

Huntington workers tend to earn towards the top end of the range of the peer group (again, with some degree of skew imposed by college students in other cities) with nearly 40% earning at least \$3,333 per month, slightly above both the state average (although it is below the Cabell County average). Hal Greer Boulevard is a crucial corridor that supports a high percentage of jobs in Huntington.

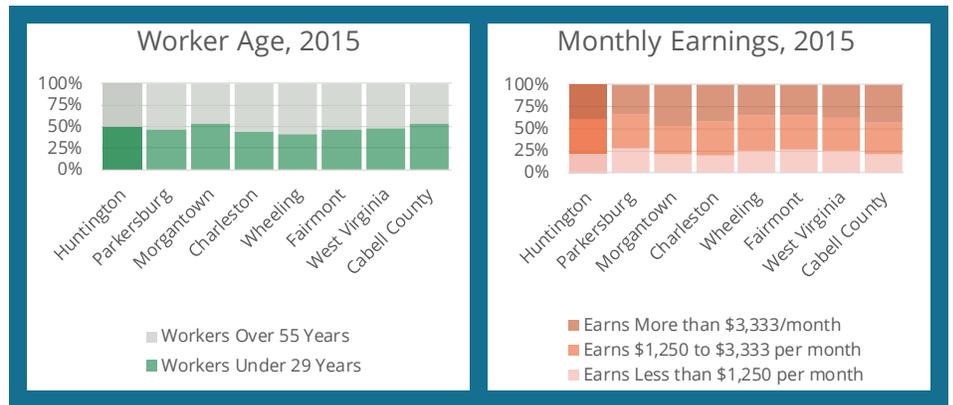


FIGURE 5.5: WORKER AGE AND EARNINGS BY MUNICIPALITY
Comparison of worker age and monthly earnings across the municipalities. (2015)

TABLE 5.4: WORKER AGE & EARNINGS COMPARISON

Geography	Workers Under 29 Years	Workers Over 55 Years	Earns Less than \$1,250 per month	Earns \$1,250 to \$3,333 per month	Earns More than \$3,333/month
HUNTINGTON	22.0%	22.2%	23.1%	37.5%	39.4%
Charleston	20.6%	23.9%	27.7%	38.4%	34.0%
Parkersburg	25.3%	22.3%	20.9%	32.7%	46.4%
Morgantown	18.9%	24.8%	20.1%	39.0%	40.8%
Wheeling	19.5%	28.5%	25.0%	40.3%	34.7%
Fairmont	21.9%	24.7%	27.1%	37.6%	35.3%
West Virginia	21.7%	23.5%	24.8%	38.0%	37.2%
Cabell County	24.7%	21.1%	21.6%	36.1%	42.2%

Table comparison of worker age and monthly earnings across the municipalities. (2015)

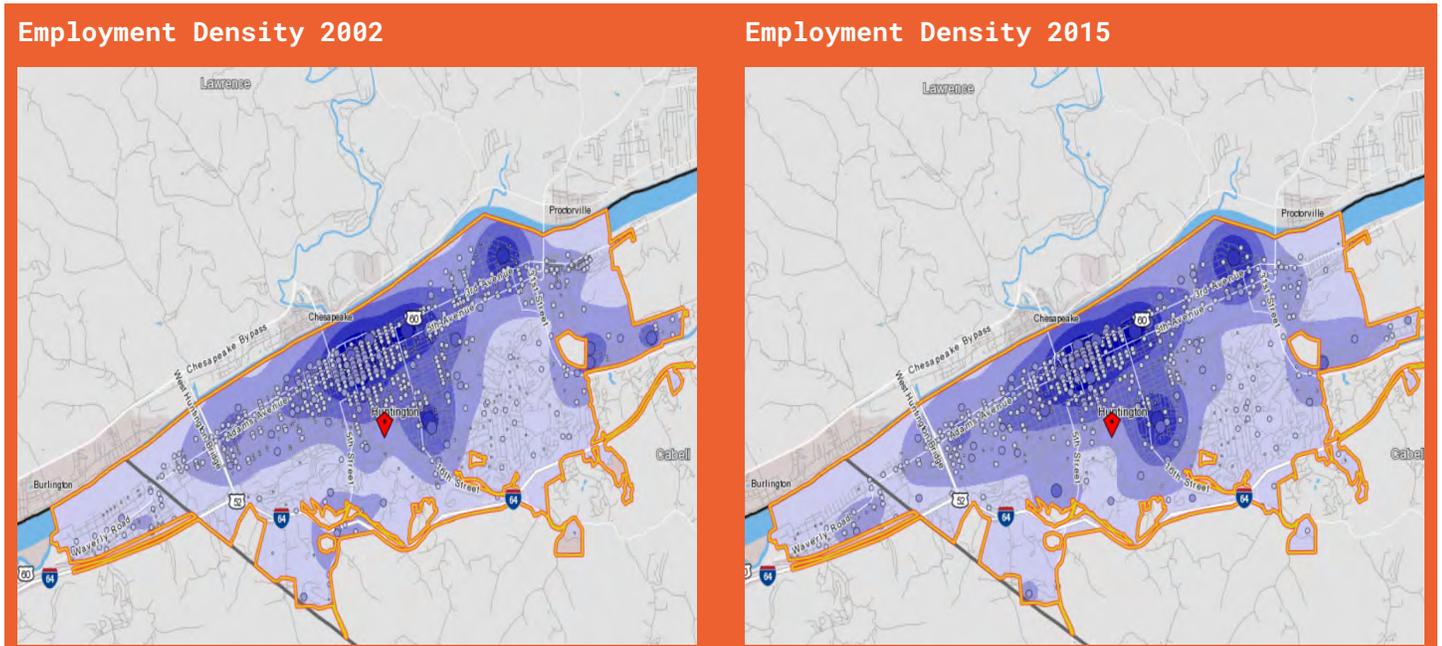


FIGURE 5.4: EMPLOYMENT DENSITY
Employment densities have stayed relatively consistent over time. (On the Map, 2002 - 2015)

HOUSING

TABLE 5.5: HOUSING CHARACTERISTICS

Geography	At Least One Vehicle in HH (2016)	Median Year House Built	Median Rent (2016)	Median Home Value (2016)	Percent Owner-Occupied (2000)	Percent Renter-Occupied (2000)	Percent Owner-Occupied (2016)	Percent Renter-Occupied (2016)	Added Owner-Occupied Housing Units (2016 to 2030)	Added Renter-Occupied Housing Units (2016 to 2030)
HUNTINGTON	100%	1975	\$745	\$158,500	79%	21%	74%	26%	-1,166	-413
Charleston	90%	1965	\$554	\$102,100	79%	21%	66%	34%	-1,260	-655
Parkersburg	96%	1980	\$475	\$74,400	88%	12%	70%	30%	-651	-281
Morgantown	96%	1998	\$974	\$194,500	66%	34%	63%	37%	245	144
Wheeling	98%	1972	\$826	\$183,800	75%	25%	69%	31%	-1,462	-670
Fairmont	90%	1971	\$699	\$135,300	55%	45%	49%	51%	-382	-400
West Virginia	94%	1986	\$816	\$157,100	69%	31%	65%	35%	2,651,005	1,441,130
Cabell County	96%	1991	\$819	\$169,300	75%	25%	72%	28%	38,052	14,920

Housing Characteristics compared across municipalities, added forecasts based on demographic forecasts and current household size and own/rent propensity. (US Census Bureau 2010-2016 estimates)

Homeownership rates have generally declined in many parts of the U.S. since the 2007-2009 recession and recovery period. Huntington's levels of homeownership have declined only slightly since 2000 (to 2016) with three-out-of-four residents still owning the home they live in. Other cities like Charleston and Parkersburg have seen homeownership rates of greater decreases. There is a great disparity of rental and home values between cities in West Virginia, from an extreme high in Morgantown (nearly \$974/month rental and \$194,500 home value) and lows in Parkersburg and Charleston. Huntington falls in-between with rental rates of \$745/month and home values at \$158,500.

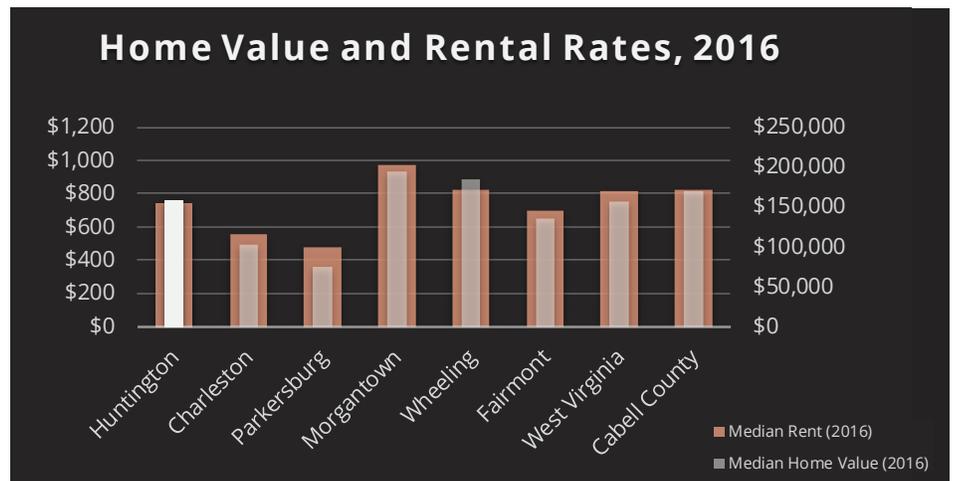


FIGURE 5.6: HOME VALUE COMPARISON DATA (2016)

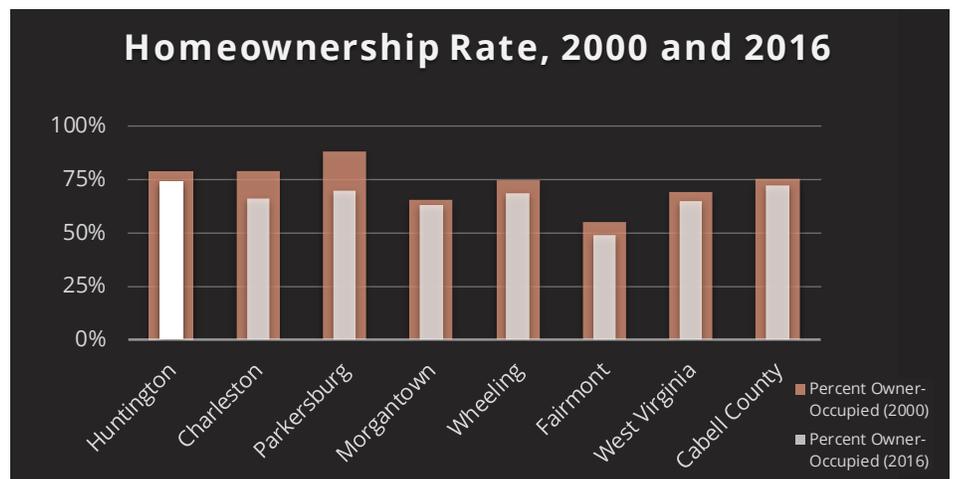
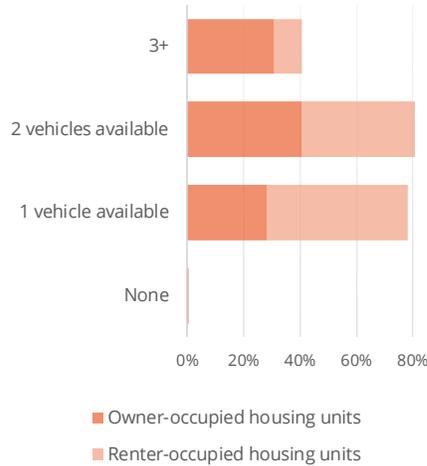


FIGURE 5.7: HOME OWNERSHIP COMPARED OVER TIME

HOUSEHOLD CAR OWNERSHIP, 2016



Nearly all (99.5%) of households have at least one vehicle at their disposal, the highest of any place in the peer assessment.

The age of the housing stock is reflective of building cycles that favored the 1980's and 2010's.

Within a half-mile of the Hal Greer corridor, rental rates are considerably higher (65%) than they are for the city as a whole. Rental households without a car are nearly 20% of the total in that same area.

FIGURE 5.8: HOUSEHOLD CAR OWNERSHIP BY UNIT OCCUPATION
(US Census Bureau, 2016)

AGE DISTRIBUTION OF HOUSING (Huntington)

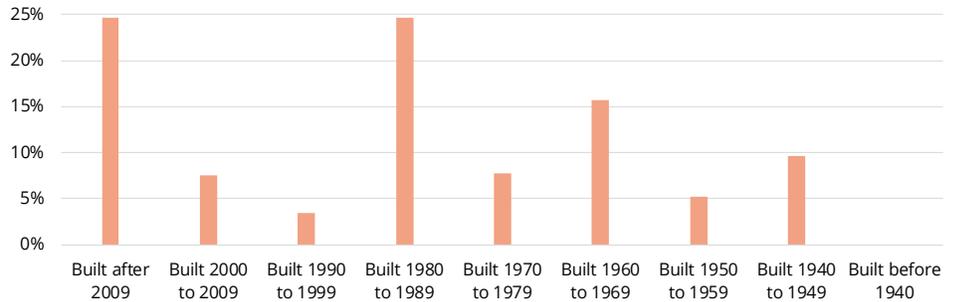


FIGURE 5.9: AGE DISTRIBUTION OF HOUSING IN HUNTINGTON

Corridor Development Strategies

COMMERCIAL DEVELOPMENT POTENTIAL

Atypically for many communities, retail establishments are lacking in Huntington compared to the surrounding county of Cabell. Where there are retail establishments, they tend to occur along the Ohio River waterfront and within the Hal Greer corridor. Within the corridor, there are three typical development patterns. North of the railroad (and particularly north of 10th Avenue with the exception of one block at the waterfront that could be prime redevelopment of former industrial uses), well-maintained buildings have short setbacks from the street and street trees with parking to the rear of buildings. From 10th Avenue to Washington Boulevard, Hal Greer converts to a five-lane section, with adjacent uses tending towards chain retailers with parking buffering walk-up customers from front doors. South and east of Washington Boulevard and Meadows Elementary School (which would benefit from better walk/bike accessibility measures), Hal Greer Boulevard becomes 16th Street and limited access.

The nearest grocery store (Kroger) is over two miles from the Fairfield neighborhood, creating a “food desert”. Local need is counterbalanced by trends away from traditional, core-area grocers. More shoppers are using on-line services: 31% of the U.S. population is estimated to have shopped for groceries on-line at least once in 2017, up from 19% in 2016 (Larry Myler for Forbes Magazine, 2017). Over 55% of residents in the Hal Greer corridor have made an on-line purchase in the past 30 days. A smaller grocery store is increasingly the norm, coming on the heels of an era where bigger was always better and stores were 45,000 square feet or more. “Express” versions of groceries and markets are now on the order of 15,000 to 20,000 square feet of retail space. Ideally, a grocery site would have some additional loading areas to accommodate on-line shoppers and on-line deliveries. Other non-residential uses that are supported by expenditure patterns in the corridor include fresh fruit/vegetables vendor, bookstore/coffee shop, neighborhood theater, health/fitness center, and clothing retailer.

TABLE 5.6: COMMERCIAL DEVELOPMENT DEMAND

	Primary Use	Building Size (sf) / Lot Size (ac)	Design Ideas
A.	Coffee / Bookstore	2,000 / 0.2+	On- and off-street parking; entertainment space
B.	Grocery Store	20,000-45,000 / 1.0-4.5	Larger, traditional retailer likely towards south end
C.	Small Retailer (e.g., clothing)	2,000 / 0.2+	On-Street parking, bundled with other retailers
D.	Fitness / Gym	3,000 / 0.5	CrossFit, Yoga; off-street parking; other retail on-site
Examples			
	A. 2759 Main Street, Hurricane	C. 917 3rd Avenue	D. 2516 Fifth Avenue

Potential commercial development types identified through this market analysis as needs along the Hal Greer Boulevard Corridor. (Google Street View)

RESIDENTIAL DEVELOPMENT POTENTIAL

The number of residents within a half-mile of the Hal Greer corridor numbers over 12,000 people, about 40% of whom live in rental units with an average payout of \$504 per month. About half of the housing units are single-family, detached homes; about 30% are in developments with five or more units. Two-thirds of the housing stock was constructed before 1970. Almost 20% of the residents in the Hal Greer corridor do not own a car, likely due to the substantial numbers of students in the area.

Various takes on garden apartments of one- and two-story construction are scattered throughout the corridor, mostly catering to students. Approximately 1,220 units will be viable for replacement in the corridor by 2030, with 60% (730) being rental properties with 15% being in traditional apartments of 20 or more units

each. Damping this forecast is (a) vacancy rates are running at over 17% currently, suggesting that there is existing capacity in the housing market; and (b) the housing stock is often well-built and therefore as likely to renovate as tear-down and rebuild. A sub-market for housing for aging-in-place/physically disabled persons also exists, based on available demographic data and trends. The income profile and general trends suggest that some rental market potential could be absorbed through renting of rooms or auxiliary structures in or adjacent to single-family, detached homes like those prevalent south of 10th Avenue. Units for rent advertised now are predominantly single-family, detached homes. Notably, the WK Elliot Apartments (510 Bridge Street) example shown below integrates a children’s daycare into the 5.5-acre site.

The following is an estimate of residential property types and quantities that are likely to appear inside the study area in the next 12 - 20 years.

	Residential Type	Units*/Lot Size (ac)	Design Ideas
A.	Single-Family Detached (replacement+infill)*	480 / 0.05 - 0.2	Replacement, infill, and major renovations
B.	2-4 Plexes / Condominium (Attached)	400-500 / 0.25 or 5-6	Units viable particularly for rent/investment income
C.	Garden Apartment	225 / 4.0-5.5	May include several smaller (20 unit) developments
Examples			
	A. 1400 Block, Charleston Ave.	C. 510 Bridge Street	C. 601 Sixth Street

*Potential for the number of units inside study area boundary (otherwise, shown for typical development).

Ripe and Firm Analysis

A study of the individual parcels within the Hal Greer Corridor (half-mile around the centerline of the roadway) was conducted to objectively quantify properties that may be subject to redevelopment interests in the next ten-year period (through 2030).

This Effort Is Not Predictive Or Indicative Of Any Attempt To Alter Property Uses, Values, Or Ownership. All information is subject to change based on input from property owners, the public, real estate professionals, and public sector employees knowledgeable of future land use plans and policies. On the Development Stability Map (**Map 5.1**), lighter colors generally represent “ripe” properties more likely to be developed or redeveloped over the next 10-12 years; darker-hued colors indicate properties that have a higher potential to remain in their current state of development and use. Recreation (e.g., parks) and civic/institutional (e.g., schools, churches) are very unlikely to develop (“firm”) and are resources to the community. They are therefore shown separately as green- and blue-shaded parcels.

Development Stability Map



MAP 5.1: DEVELOPMENT STABILITY MAP (2018)

Ripe and Firm:

Parcels determined to be “Firm” are properties that are in a final stage of development and highly unlikely to change their basic use, although improvements might further enhance their appeal.

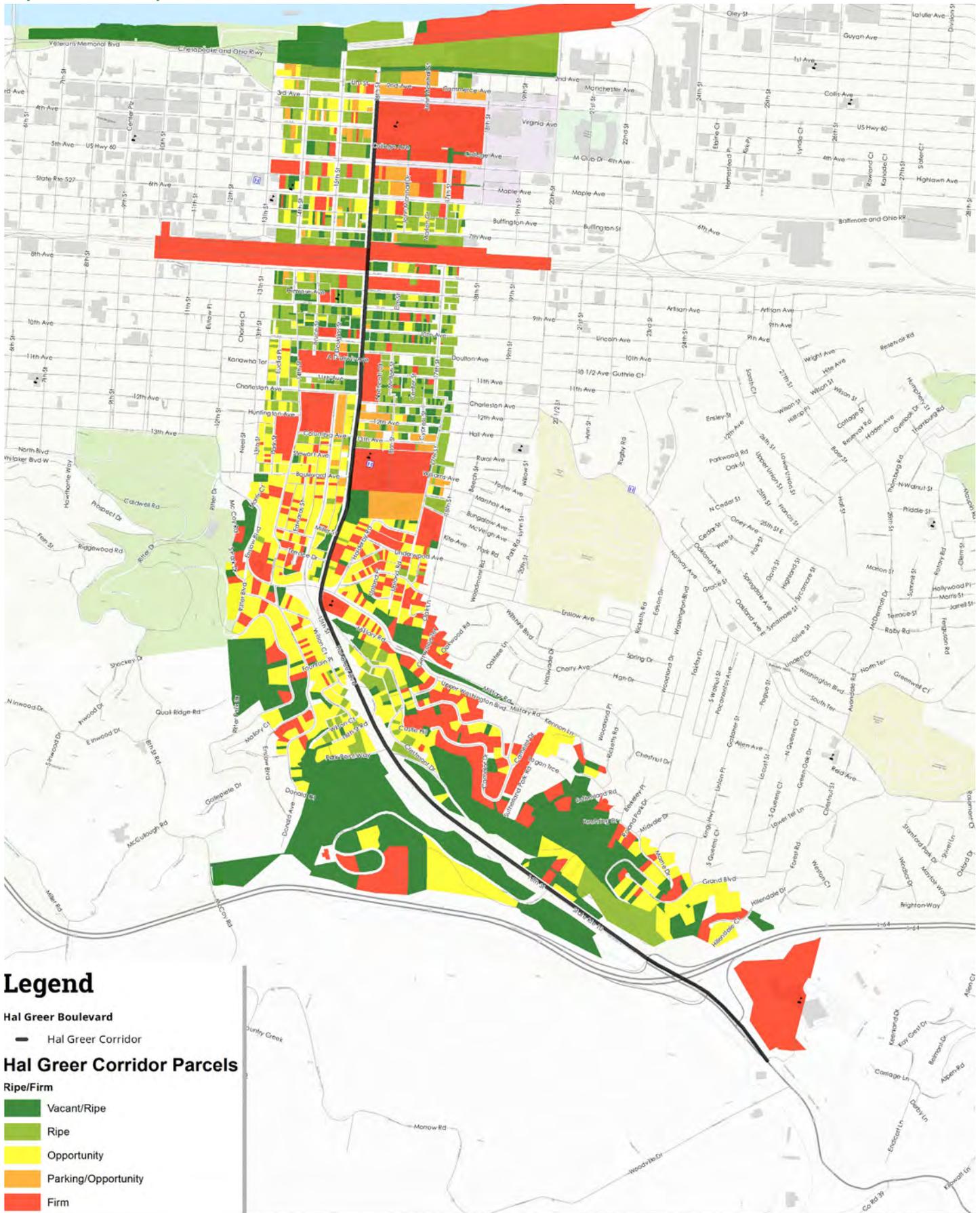
“Ripe” properties are either undeveloped, underdeveloped, or under-performing, offering opportunities for repurchase, major renovation, and new construction.

- Residential properties (light yellow-ripe to dark yellow-firm) become the dominant land use south of 10th Avenue; between 8th and 13th avenues there is a concentration of residential properties that are potentially likely to redevelop.

Non-residential properties that are either vacant or not-vacant are shown in reddish tints. The north end/waterfront area has a diversity of uses and has potential to create more mixed-use development types than is currently shown. The large, contiguous, gray (vacant) area at the south end is owned largely by the Huntington Municipal Development Authority and is potentially developable as a large commercial project.

The Ripe & Firm Map (**Map 5.2**) summarizes this in five colors. Green parcels are more likely to develop due to cost and property conditions (darker green indicates vacant parcels). Yellow parcels are less likely to redevelop and red parcels are the least likely to redevelop; this includes public and private institutions.

Ripe & Firm Map



Legend

Hal Greer Boulevard
 — Hal Greer Corridor

Hal Greer Corridor Parcels

- Ripe/Firm**
- Vacant/Ripe
 - Ripe
 - Opportunity
 - Parking/Opportunity
 - Firm

MAP 5.2: RIPE & FIRM MAP (2018)

