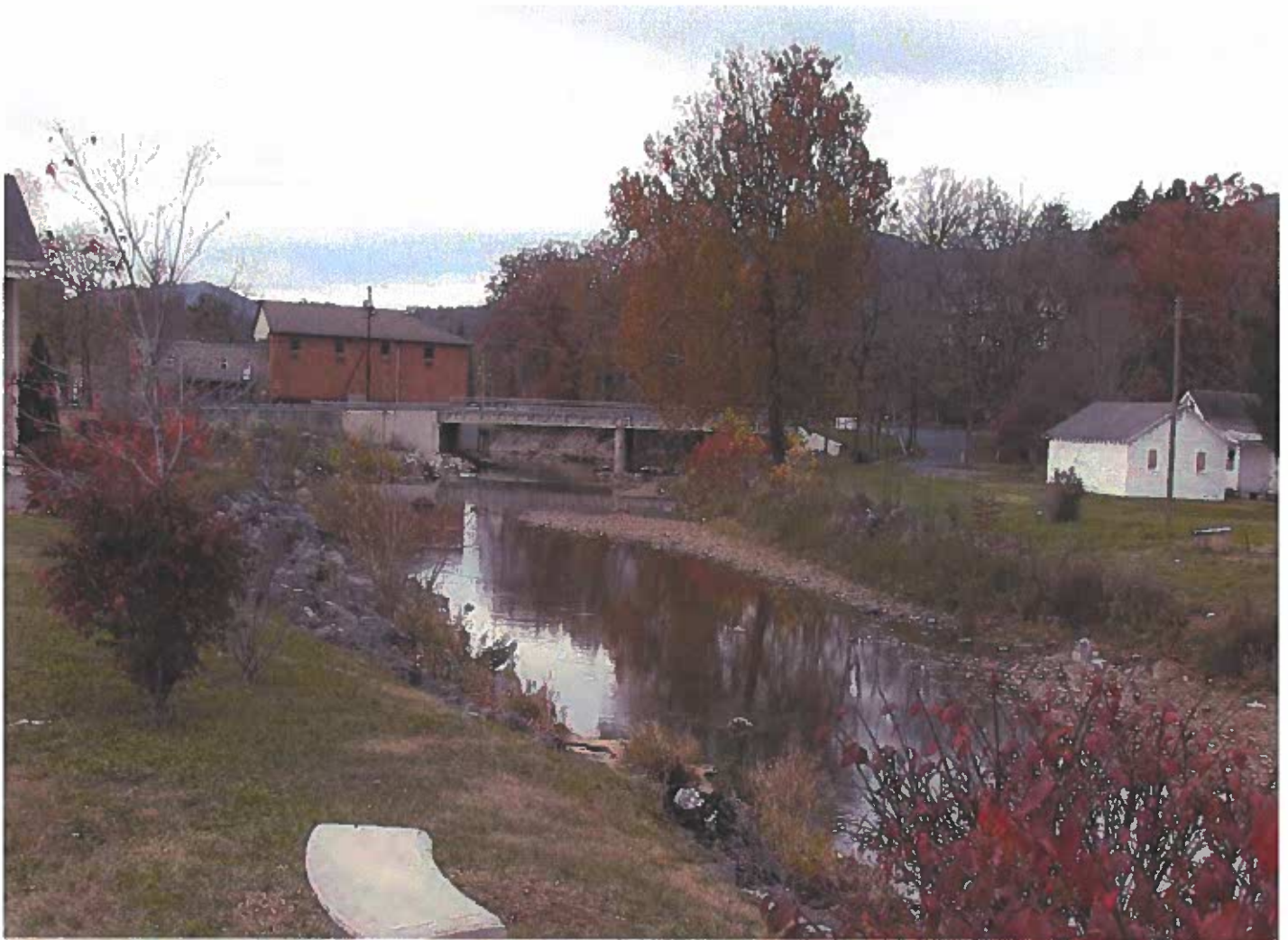


# City of White Sulphur Springs Comprehensive Plan

*Final Draft: January 2019*

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# Introduction



## Why Develop a Comprehensive Plan?

The City of White Sulphur Springs began development of a comprehensive plan in the Summer of 2016. City officials recognized the need for a plan that would assess the most pressing needs and determine the best course of action to achieve the city's long-term vision. The city is on the cusp of many exciting projects as it rebuilds itself from the 2016 devastating flood. Now is the time for the city to take advantage of their opportunities. The plan recommends specific projects to address issues and concerns that were voiced throughout the planning process. The comprehensive plan is a policy document that can help illuminate what investments should be prioritized. The plan will prioritize infrastructure, identify opportunities for new development and re-development, and provide land use guidance.

## How should the Plan be used?

The comprehensive plan should be used by city officials when applying for grants, reviewing development proposals, and budgeting for capital improvement projects. The plan should be reviewed annually by the planning commission to ensure that the vision and goals identified in the

plan are still pertinent. The plan must be updated every 10 years.

## Chapter 8A: Land Use Planning

The West Virginia Code, Chapter 8A: Land Use Planning, sets out the rules that local governments must follow when developing land use plans. The Planning Commission is tasked with preparing a Comprehensive Plan. The City of White Sulphur Springs appointed a planning commission to lead the development of the plan, with assistance by the West Virginia University College of Law Land Use and Sustainable Development Law Clinic. The Planning Commission consists of five (5) members that represent a wide range of interests within the city. The Planning Commission should review the plan during any re-zoning request to ensure that any proposed zoning change is consistent with the comprehensive plan.

Chapter 8A of the West Virginia Code: Land Use Planning requires several elements in a Comprehensive Plan. The following tables display the mandatory elements and where they can be found in the Comprehensive Plan.



<b>Required Objectives for a Comprehensive Plan</b>	
<i>W. VA. Code §8A-3-4</i>	
<b>Code Provision</b>	<b>Chapter</b>
Statement of goals and objectives	29, 41, 47, 60, 61, 63, 64, 72
Timeline on how to meet short and long-term goals and objectives	7, 8-14
Action plan with implementation strategies	7, 8-14
Recommendations of a financial program for necessary public funding	7, 8-14
Statement of recommendations concerning future land use and development policies	38-40
A program to encourage regional planning, coordination, and cooperation	7
Maps, plats, and/or charts that present basic information on the land, including present and future uses	33, 35, 40, 65, 70, 71

<b>Required Components for a Comprehensive Plan</b>	
<i>W. VA. Code §8A-3-4(c)</i>	
<b>Code Provision</b>	<b>Page #</b>
<b><i>Land Use</i></b>	
Different land uses (including, for example, residential, agricultural, historic, conservation)	32, 33, 38, 39, 40
Population density and building intensity standards	32
Growth or decline management	39
Projected population growth or decline	39
Constraints on development (including identifying flood-prone and subsidence areas)	34, 35
<b><i>Housing</i></b>	
Analyze projected housing needs and different types of housing needed (including affordable housing and accessible housing for persons with disabilities)	32
Identify the number of projected housing units and land needed	39
Address substandard housing	28-30
Rehabilitate and improve existing housing	28-30
Adaptive reuse of buildings into housing	32
<b><i>Transportation</i></b>	
Vehicular, transit, air, port, railroad, river, and any other mode	67, 68
Movement of traffic and parking	68, 69, 72
Pedestrian and bicycle systems	69, 72
Intermodal transportation	69
<b><i>Economic development</i></b>	
Analyze opportunities, strengths and weaknesses	44-46
Identify and designate economic development sites and/or sectors	45, 48
Identify types of economic development sought	45, 48
<b><i>Miscellaneous Components</i></b>	
Infrastructure	64
Public Services	56-60, 63, 64
Rural	38, 40
Recreation	50-55, 60-62, 65
Community Design	37, 41, 42
Preferred development areas	38, 40
Renewal and/or redevelopment	38, 40
Financing	7-14
Historic preservation	57, 58, 63

## Implementation Matrix

All of the action items detailed throughout the plan can be found in the Implementation Matrix. The matrix details priorities, timeframe, potential partners, estimated costs, and potential funding sources. Priorities were established as the city has limited funds and capacity to implement several projects at once. Action steps are identified as either high, medium, or low priority. Several steps were also listed as ongoing as the city has started to work on these steps and will continue to do so in the future. High priorities are those that were identified during the planning process as being the most important to implement. A timeframe for each action step was also identified. While some projects may be high priority, it may take longer to implement due to funding and resources.

Potential partners are important to implementation of the plan. The implementation matrix also details probable costs, as well as funding sources. Probable costs are only estimates and are not accurate reflections of the total cost of a project. As many of the projects will be too costly for the city to undertake, a list of funding sources the city should consider when budgeting can be found in Appendix 6. The city should also work with nearby communities and the county to implement the plan and realize cost-savings. Additionally, the city should collaborate with Region IV Planning and Development Council to implement and fund projects detailed in the comprehensive plan.

## Top 5 Priority Projects

There are a total of 52 action items detailed in the comprehensive plan. As funding is limited, as well as staff capacity and resources, the planning commission decided to choose five (5) action items that the city should focus efforts on now in order to jump start the implementation of the comprehensive plan. All of the action items are important but the top five chosen should be high priorities for the city.

**Priority #1– Create a disaster plan**

**Priority #2– Enforce building codes**

**Priority #3– Develop a marketing and branding campaign**

**Priority #4– Explore annexation to help grow the tax base**

**Priority #5– Continue to extend trails throughout the city**

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 1: Improve the appearance of the City</b>							
Consider a public shaming program to address properties that are in violation of city ordinances	High	Short-term	29	City of White Sulphur Springs	N/A	Staff time	General Fund
Inventory abandoned and dilapidated housing	High	Mid-term	29	City of White Sulphur Springs	City of White Sulphur Springs Planning Commission	Staff time	General Fund
Enforce the West Virginia State Building Code	High	Short-term	29	City of White Sulphur Springs	N/A	Staff time	General Fund
Apply for home rule status	Low	Upon availability	29	City of White Sulphur Springs	N/A	Staff time	General Fund
Enact a vacant property registry	High	Short-term	29	City of White Sulphur Springs	N/A	Staff time	General Fund
Develop a system to track complaints	High	Mid-term	30	City of White Sulphur Springs	N/A	Dependent on type of system	General Fund
Develop a guide for property owners on how to remedy code violations	Medium	Long-term	30	City of White Sulphur Springs	N/A	Staff time	General Fund
Sponsor a monthly home and yard contest	High	Short-term	30	City of White Sulphur Springs	Neighborhood Watch and Beautification Committee	Staff time; local businesses	General Fund

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 2: Encourage new development and revitalization that enhances the character of the city</b>							
Update the zoning ordinance to be consistent with the comprehensive plan	High	Mid-term	41	City of White Sulphur Springs	WVU Land Use and Sustainable Development Law Clinic	New ordinance-\$20,000-\$30,000	N/A
Market new areas for housing	Low	Long-term	41	Local realtors	N/A	N/A	N/A
Redevelop the old high school into a mixed use development	Medium	Long-term	41	City of White Sulphur Springs	N/A	Dependent on scope of project	Grants
Expand the streetscape down Main Street and to Food Lion	Low	Long-term	42	City of White Sulphur Springs	Main Street	Dependent on scope of project	Grants
Determine the feasibility of moving utility lines in the downtown business district	Low	Long-term	42	City of White Sulphur Springs	WV Division of Highways/local electric company	Dependent on scope of project	Grants
Coordinate with the Greenbrier on planning issues	Low	Long-term	42	City of White Sulphur Springs	The Greenbrier	Staff time	General Fund
Participate in the Community Rating System through FEMA	Low	Long-term	42	City of White Sulphur Springs	N/A	Staff time	General Fund
Educate residents on floodplain mitigation	High	Ongoing	42	City of White Sulphur Springs	FEMA	Staff time	General Fund

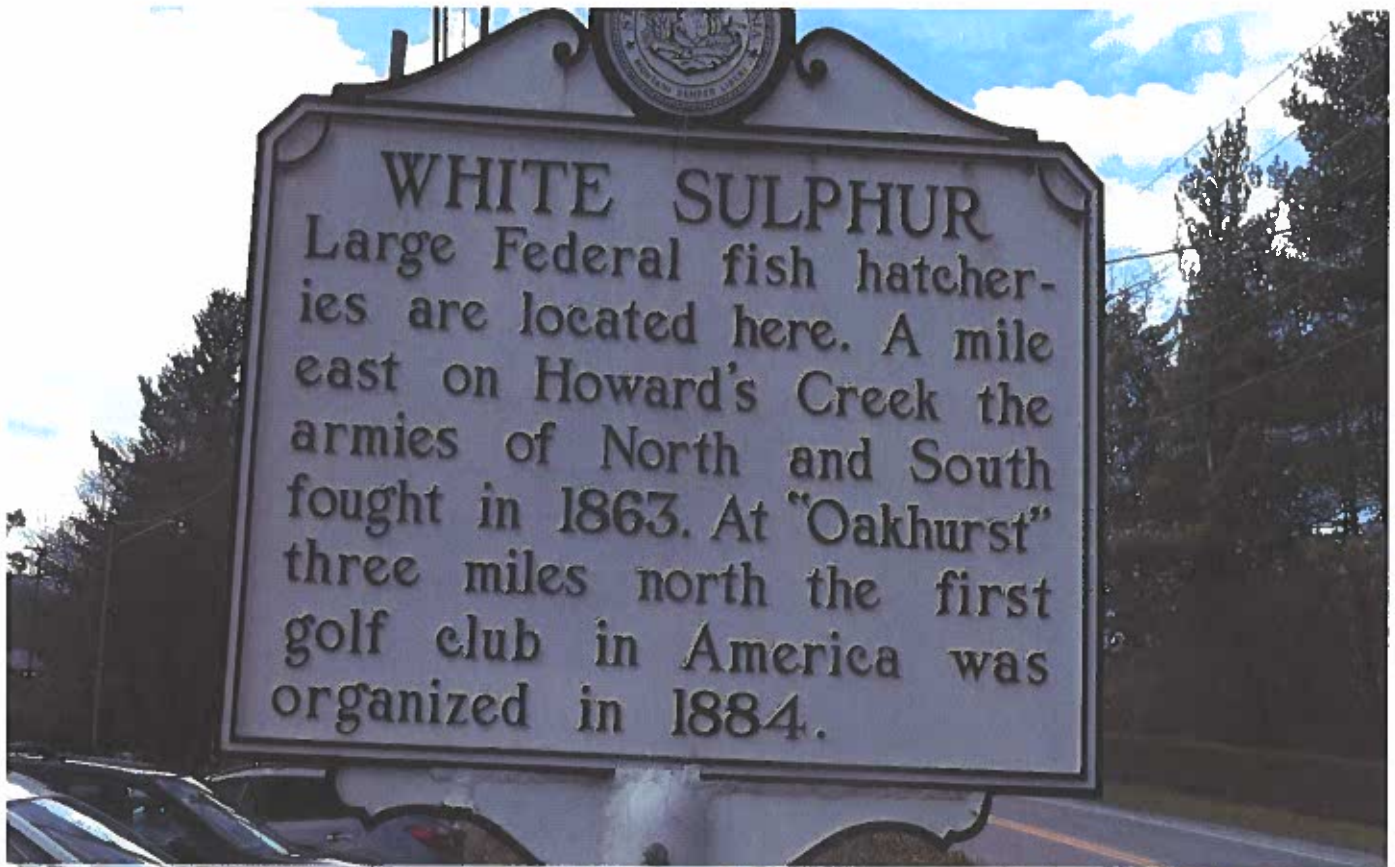
Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 3: Retain and support businesses by analyzing and improving the city's economic climate</b>							
Develop a marketing and branding campaign to establish an identity for the city	High	47	Ongoing	City of White Sulphur Springs	Greenbrier County CVB	Dependent on scope of project	General Fund
Form a downtown business association	Ongoing	47-48	Ongoing	Local businesses	Greenbrier County Chamber	Staff time	N/A
Develop a brochure of attractions, recreational opportunities, and dining and lodging options	High	48	Ongoing	White Sulphur Springs Visitors Center	Greenbrier Valley Economic Development Corporation	Staff time	N/A
Develop a business directory	Medium	48	Mid-term	Main Street	N/A	Staff time	N/A
Create an inventory of existing retail space for new business	Low	48	Long-term	Main Street	N/A	Staff time	N/A
Work with the Greenbrier County Convention and Visitors Bureau to attract visitors into White Sulphur Springs	High	48	Ongoing	White Sulphur Springs Visitors Center	Greenbrier Valley Economic Development Corporation	N/A	N/A
Market Preferred Development Areas near the interstate	High	48	Ongoing	Greenbrier Valley Economic Development Corporation	N/A	N/A	N/A
Hold events in the winter to attract visitors in the slow season	Medium	48	Mid-term	Main Street	Local restaurants/businesses/Greenbrier	N/A	N/A
Explore annexation to help grow the tax base	High	48	Ongoing	City of White Sulphur Springs	Greenbrier Valley Economic Development Corporation	Staff time	General Fund

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 4: Enhance the quality of life by improving public amenities, promoting recreation, and maintaining infrastructure</b>							
Expand non-sports related youth activities and programs, like theatre	Medium	Mid-term	60	Wish Center	City of White Sulphur Springs and Greenbrier County Board of Education	Dependent on scope of project	General Fund; Grants
Establish senior activities and programs that promote wellness, connection, crafting,	High	Ongoing	60	Wish Center	City of White Sulphur Springs and Greenbrier County Board of	Dependent on scope of project	General Fund; Grants
Support the Wish Center's efforts to provide intergenerational initiatives	Ongoing	Ongoing	60	Wish Center	City of White Sulphur Springs and Main Street	Dependent on scope of project	General Fund; Grants
Continue to utilize the civic center gym as a community center	Ongoing	Ongoing	60	City of White Sulphur Springs	N/A	N/A	N/A
Continue to support and plan for events like the Dandelion Festival, the Wild Game Cook-off, and the Fall Fling	High	Ongoing	60	Main Street	Greenbrier Sporting Club	Dependent on scope of project	N/A
Form a recreation and events committee	High	Ongoing	60	Main Street	White Sulphur Springs Visitors Center/ Neighborhood Watch Program	Staff time	General Fund; Grants
Collaborate on events, like the Home Garden Tour, with nearby communities and local organizations	High	Ongoing	60	Local civic groups	N/A	N/A	N/A
Establish annual events, like the Community Barbecue, to gather residents for community-oriented socials in White Sulphur Springs	Medium	Mid-term	60	Neighborhood Watch and Main Street	City of White Sulphur Springs and volunteers	Staff time	General Fund; Grants

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 4: Enhance the quality of life by improving public amenities, promoting recreation, and</b>							
Reconstruct the pool and concession area and provide an indoor fitness facility for city residents at Dick Gunnoe Memorial Park	High	Current	61	City of White Sulphur Springs	Greenbrier; Homes for White Sulphur Springs	Dependent on scope of project	General Fund; Grants; Donations
Install a splash pad at the pool area	Medium	Long-term	61	City of White Sulphur Springs	N/A	Dependent on scope of project	General Fund; Grants; Donations
Develop an online booking system to reserve city parks and pavilions	Low	Long-term	61	City of White Sulphur Springs	N/A	Staff time	General Fund
Form a parks and recreation committee	Medium	Ongoing	61	City of White Sulphur Springs	N/A	Staff time	N/A
Provide new lighting for the baseball fields at Hope Village	High	Current	61	City of White Sulphur Springs	N/A	Dependent on scope of project	General Fund; Grants
Assess city playgrounds for updates and equipment needs	Medium	Mid-term	62	City of White Sulphur Springs	N/A	Staff time	N/A
Assess feasibility of a park and lake near Hope Village	Low	Long-term	61	City of White Sulphur Springs	N/A	Dependent on scope of project	General Fund; Grants

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 4: Enhance the quality of life by improving public amenities, promoting recreation, and maintaining infrastructure</b>							
Continue to extend the Howards Creek walking trail through the City and connect to the Hatchery Trails	High	Current	62	City of White Sulphur Springs	Hatchery; Homes for White Sulphur Springs	Dependent on scope of project	General Fund; Grants
Identify local historically significant buildings and lands for preservation	High	Ongoing	63	City of White Sulphur Springs	White Sulphur Springs Visitors Center	Staff time	General Fund
Educate residents and visitors on the rich history of the city	Low	Ongoing	63	City of White Sulphur Springs	N/A	Staff time	General Fund
Support the Volunteer Fire Department's efforts to obtain new equipment and hire additional assistance	Low	Long-term	64	City of White Sulphur Springs	White Sulphur Springs VFD	Dependent on scope of project	General Fund; Grants
Create a disaster plan	High	Ongoing	64	City of White Sulphur Springs	Greenbrier County Homeland Security	Dependent on scope of project	General Fund; Grants
Continue to work with the state, FEMA, and Greater Greenbrier Long-Term Recovery Committee to provide long-term disaster recovery	High	Ongoing	64	City of White Sulphur Springs	West Virginia; FEMA; Greater Greenbrier Long-Term Recovery Committee	Dependent on scope of project	General Fund; Grants
Continue maintenance and frequent assessments of infrastructure	Ongoing	Ongoing	64	City of White Sulphur Springs	N/A	Dependent on scope of project	General Fund; Grants

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Potential Partners	Estimated Costs	Funding Sources
<b>Goal 5: Provide an efficient and reliable transportation network</b>							
Expand and update sidewalks by developing a sidewalk plan	High	Ongoing	72	City of White Sulphur Springs	N/A	Dependent on scope of project	General Fund; Grants
Promote road-sharing with bicyclists	High	Ongoing	72	City of White Sulphur Springs	WV DOT	Dependent on scope of project	General Fund; Grants
Create a bicycle path that connects White Sulphur Springs to the Greenbrier State Forest	High	Ongoing	72	City of White Sulphur Springs	WV DOT; Greenbrier State Forest; Greenbrier Valley Economic Development	Dependent on scope of project	Grants
Consider mapping all trails, sidewalks, and bicycle paths that residents and visitors can pick up at City Hall	High	Ongoing	72	City of White Sulphur Springs Visitors Center	N/A	Dependent on scope of project	General Fund
Identify viable locations for more off-street city parking	High	Short-Term	72	City of White Sulphur Springs	N/A	Staff Time	General Fund



## History and Trends



## History of White Sulphur Springs

White Sulphur Springs is named after its natural springs that bubble with sulfuric gas. The springs were thought to have healing and restorative properties; when the water in the springs dries, it leaves behind a white residue. It is one of many "sulfur springs" in Southern West Virginia that were historically significant. People began to travel to the area in the late 1700s to use the water to restore their health.

### WHITE SULPHUR SPRINGS, Greenbrier County, W. Va.

The undersigned beg leave to announce that these Springs, so long celebrated for their valuable *ALTERNATIVE WATERS*, their charming summer climate, and the large and fashionable crowds that annually resort to them, will be open for the Season of 1878 on the

#### 15th DAY OF MAY.

Their capacity for accommodation is from 1500 to 2000 persons.

✓ Prof. Rosenberger's celebrated Bath will be in attendance to cultivate the *Leaves* and *Roll-Down*.

✓ *Masquerades* and *Penny Bells* as usual through the Season.

✓ An extensive *LEVEE* for the use of Visitors.

#### HOT AND WARM SULPHUR BATHS,

so efficacious in many cases, always at the command of the Visitors.

✓ The *Chenango* and *Ohio Railroad* is now in excellent running order to the Springs both from the *East* and *West*.

✓ A *Telegraph Line* is in operation to the Springs.

#### CHARGES FOR THE SEASON.

Board per day	\$1.00
" " month of 30 days	\$30.00

Children and *Orphaned Servants*, half price.

White Servants, according to accommodations furnished.

✓ We have the pleasure to announce to those who design to visit the Springs, that Prof. J. J. Noonan, M.D., well known as the author of several valuable books on *MINERAL WATERS*, and for 25 years the Physician to the *White Sulphur*, will be at the Springs this summer in that capacity.

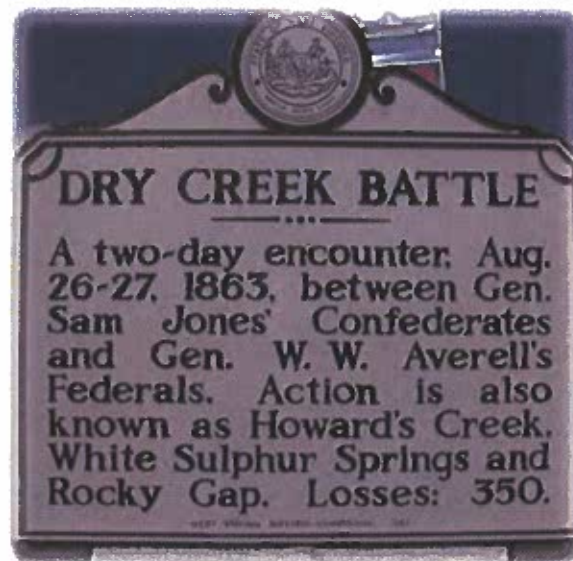
**GEO. L. PEYTON & CO.**

White Sulphur Springs, W. Va., March, 1878.

(21)

One of those springs were located on the property owned by the current Greenbrier Resort. The property was developed throughout the 19th century with homes and a large hotel. It attracted many southerners who wished to escape the heat

and disease in the summer. The opening of the Kanawha Turnpike in 1824 greatly increased access to the area spurring major growth to White Sulphur Springs' popularity—the Greenbrier Resort became a beacon for upper-class clientele—even attracting several U.S. presidents. Martin Van Buren, John Tyler, and Millard Fillmore used the Resort as a summer White House. White Sulphur Springs gained and maintained a reputation as a gathering place for aristocratic Southern families in the pre-Civil War period. During the Civil War, the Resort was occupied, at different times, by both Union and Confederate forces. At one point, the entire Resort was nearly completely burned. The Battle of White Sulphur Springs occurred in 1863 at the current intersection of US Route 60 and Route 92. Confederate and Union troops fought a brief battle but many were wounded and eventually Union troops retreated.



After the war, the Resort was enjoyed by more Northern guests—in part because it was now in West Virginia, split from Confederate Virginia.

In 1909 the small community outside of the Resort—

formerly known as “the village of Dry Creek”—incorporated and named itself White Sulphur Springs. The Resort then adopted the name of the county—Greenbrier—to avoid confusion.

In the twentieth century, the Greenbrier Resort continued to attract many notable guests and expanded its accommodations. In 1922, due to fire regulations, the main hotel had to be demolished. To make up for the loss, over 600 rooms were added to the Resort’s guest capacity. During World War II, the Resort was purchased by the government and used for an internment camp for German and Japanese diplomats. The Resort buildings were also converted into the 2200-bed Ashford General Hospital. After WWII the Chesapeake and Ohio railroad company purchased the Resort and after major renovations, reopened it in 1948. In the 1950s a secret bunker was built underground at the Greenbrier Resort for the US government in case of an emergency. The existence of the bunker was revealed in the 1990s in a newspaper article and was then closed by the government. The bunker is now a popular attraction at the resort and can be toured

by visitors. In 2009, the Greenbrier Resort filed for bankruptcy and was then purchased by the Justice family. A casino was added to the resort in 2010 and the PGA announced the Greenbrier Classic to be held at the Greenbrier Resort. NFL teams are attracted to the resort to hold their annual training camps. The first team was the New Orleans Saints and now the Houston Texans.



## Demographic Trends

The City of White Sulphur Springs was sparsely populated in the early 1890s. However, with the arrival of the railroad, expansion of the Greenbrier Resort and completion of key roadways, the city's population climbed steadily and peaked in 1980 as shown in *Chart 1: City of White Sulphur Springs Population Trends*. Like many West Virginia communities, the city has lost population over the last several years, with a decrease of approximately 900 residents from 1980 to 2010. However, a slight population increase occurred between 2000 and 2010 of 129 people.



**2010 Population: 2,444**



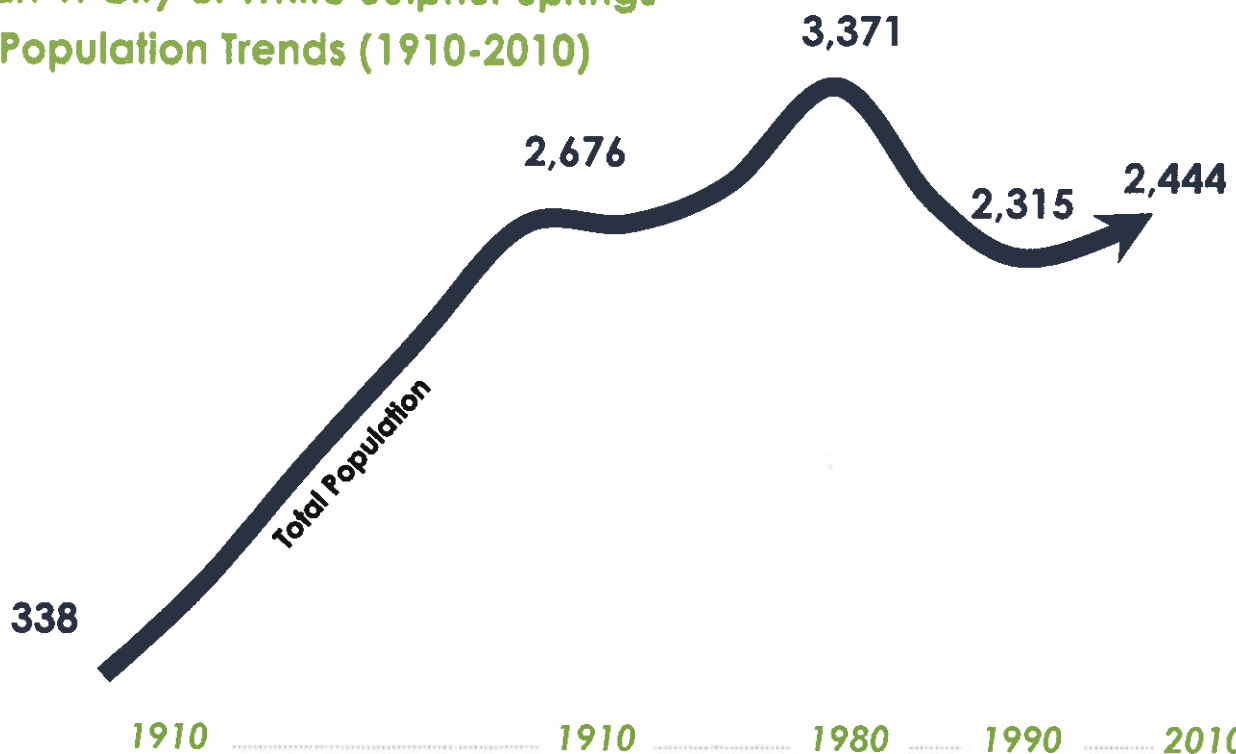
**Population Density: 1,2000 people/square mile**



**Households: 1,131**

The median age of White Sulphur Springs has increased from 2000 to 2010. In 2000 the median age was 43.7 and in 2010 45.8. As it seems the population aged in the past 10 years, age cohorts were examined to determine specifically what age groups are on the rise in the city.

**Chart 1: City of White Sulphur Springs  
Population Trends (1910-2010)**



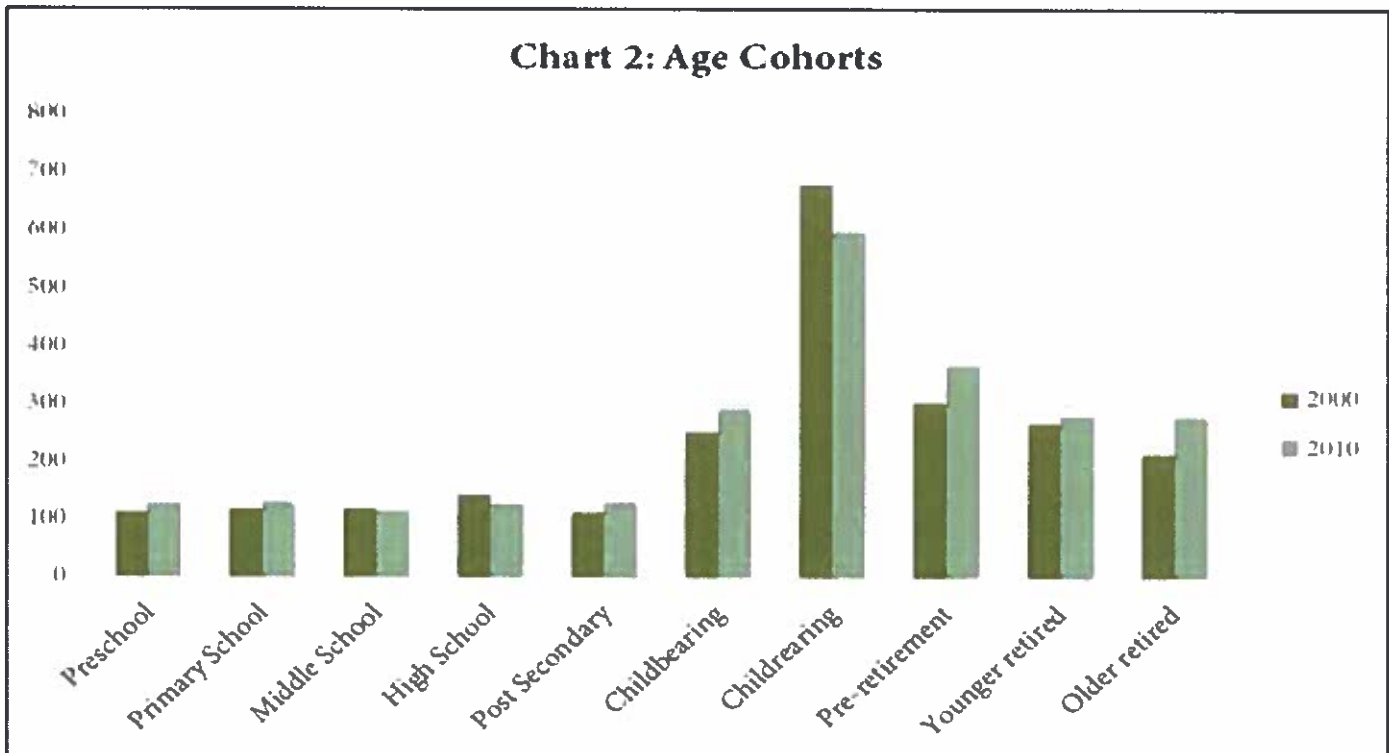
**Chart 2: Age Cohorts** compares age cohorts from 2000 to 2010. As shown on the chart, the over the age of 55 age cohorts (pre-retirement, younger retired, and older retired) increased from 2000 to 2010. As the population is aging, the city needs to prepare for services that an older population may need. Access to health care facilities, public transportation, and low maintenance housing will be needed for an aging population.

**Children (ages 18 and under) comprise 20% of the population in White Sulphur Springs**

There was a small increase in the childbearing age cohort, which explains why the preschool and primary school age cohort increased slightly. If this trend continues the city may need to have a plan for school facilities, recreation facilities, and youth activities. Younger people with families may also want larger single family homes.

**38% of the population in White Sulphur Springs is over the age of 55.**

The childrearing age group dropped dramatically since 2000, which is a concern for the economic vitality of the city. This age cohort typically comprises the workforce of a community and therefore tend to spend more money than those in the older age cohorts.



## Housing Trends

The majority of housing in White Sulphur Springs is single-family homes. Approximately 12 percent of homes in the city are classified as multi-family.

According to the United States Census, in 2010, there were 1,414 housing units in White Sulphur Springs, with 80% of the housing units being occupied and 20% vacant. In comparison, in 2010, the vacancy rates for Greenbrier County and West Virginia, were 18.6% and 13.4% respectively. Thus, the housing vacancy rate in White Sulphur Springs is higher than both the county and state levels. The vacancy rate has also increased since 2000, when it was 16.8 percent. Approximately 46 percent of the vacant homes are classified by the Census as "all other vacants" which means the units are being held vacant for personal reasons by the owner. Common reasons include:

- ♦ No one lives in the unit and the owner is making repairs
- ♦ Owner does not want to rent or sell
- ♦ Owner using the home for storage
- ♦ Owner is elderly and living in a nursing home or elsewhere



**1,414 housing units**



**20% of homes are vacant**



**36.3% of homes are renter-occupied**

The high housing vacancy rate is cause for concern in White Sulphur Springs as the data illustrates that there are homes that are sitting empty. Some of the vacant homes may be abandoned and eventually become dilapidated, which is a major concern in neighborhoods throughout the city.

Of the occupied housing units available in town, 64 percent are owner occupied and 36 percent are renter-occupied. This data illustrates that a good portion of the housing stock is being rented, which can create conflicts in traditional single-family owner-occupied neighborhoods. Home-owners tend to take better care of their home whereas some



renters may not stay in the community as long, or have a stake in the appearance and quality of the home.

Over 84 percent of the homes in the city were built before 1980 as shown on *Chart 3: Housing Built*. A quarter of the homes were built before 1939. The age of housing is a significant factor in the occupancy rate of a community. If housing is too old, owners will have to maintain and renovate, which poses additional expenses. This is a concern, especially for those that live on a fixed budget, and could lead to homes becoming abandoned and dilapidated. On the other hand, older homes appeal to some homeowners and offer opportunities for historic preservation of quality, historic homes. Housing values were examined to better understand the housing market and vacancy rates in White Sulphur Springs. The average housing value in White Sulphur Springs is \$93,000, which is lower than the median value of housing in Greenbrier County of \$110,000. The age and condition of homes could explain the lower home value in the city. The median monthly housing cost for residents with a mortgage

is \$774. Approximately 41 percent of residents are paying more than 30 percent of their income on housing. The median rent cost in the city is \$674. Approximately 57 percent of renters in the city are paying more than 30 percent of their income on housing costs.

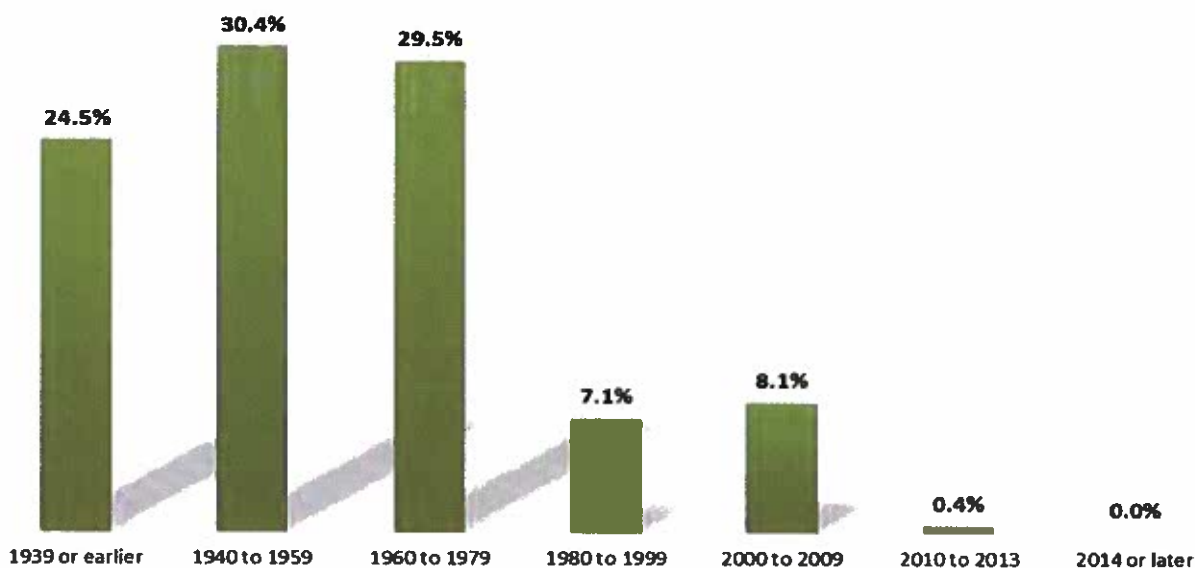


**Monthly median owner cost with mortgage is \$774**



**Monthly median rent cost is \$674**

**Chart 3: Year Housing Built**



## Economic Trends

The top employer in Greenbrier County in March of 2017 was the Greenbrier Hotel Corporation, which is located within walking distance to White Sulphur Springs. The other top employers in the county are within a reasonable driving distance to the city, as shown on [Table 1: Greenbrier County Top Employers](#).

**Table 1: Greenbrier County Top Employers (March 2017)**

Greenbrier Hotel Corporation
Greenbrier County Board of Education
Wal-Mart Associates, Inc.
West Virginia School of Osteopathic Medicine
West Virginia Department of Highways
Kroger
Seneca Health Services, Inc.
Greenbrier Minerals, LLC
ABB, Inc.

Approximately half of the residents in the city are not in the labor force. In 2016, the unemployment rate in the city was 8.8 percent. The rate is slightly higher than the county rate of 7.9 percent. The median household income in the city was \$31,568, which is significantly lower than the county average of \$40,026. The lower income numbers could be correlated to the fact that a number of residents who do not receive an income from a job.

[Table 2: Earnings](#) show that more residents receive social security, retirement income, and food stamps/SNAP benefits compared to the county and West Virginia.

**Table 2: Earnings**

	White Sulphur Springs	Greenbrier County	West Virginia
Earnings	63.0%	67.7%	67.9%
Social Security	45.7%	44.7%	39.8%
Retirement Income	28.9%	27.1%	24.2%
Supplemental Security Income	5.0%	7.6%	7.9%
Cash Public Assistance	0.6	2.1%	2.3%
Food Stamp/SNAP benefits	26.5%	17.2%	16.4%



**34.3% employed in arts, entertainment, recreation, accommodation, and food service**



**21% employed in educational services, health care, and social assistance**



**9.4% employed in retail trade**

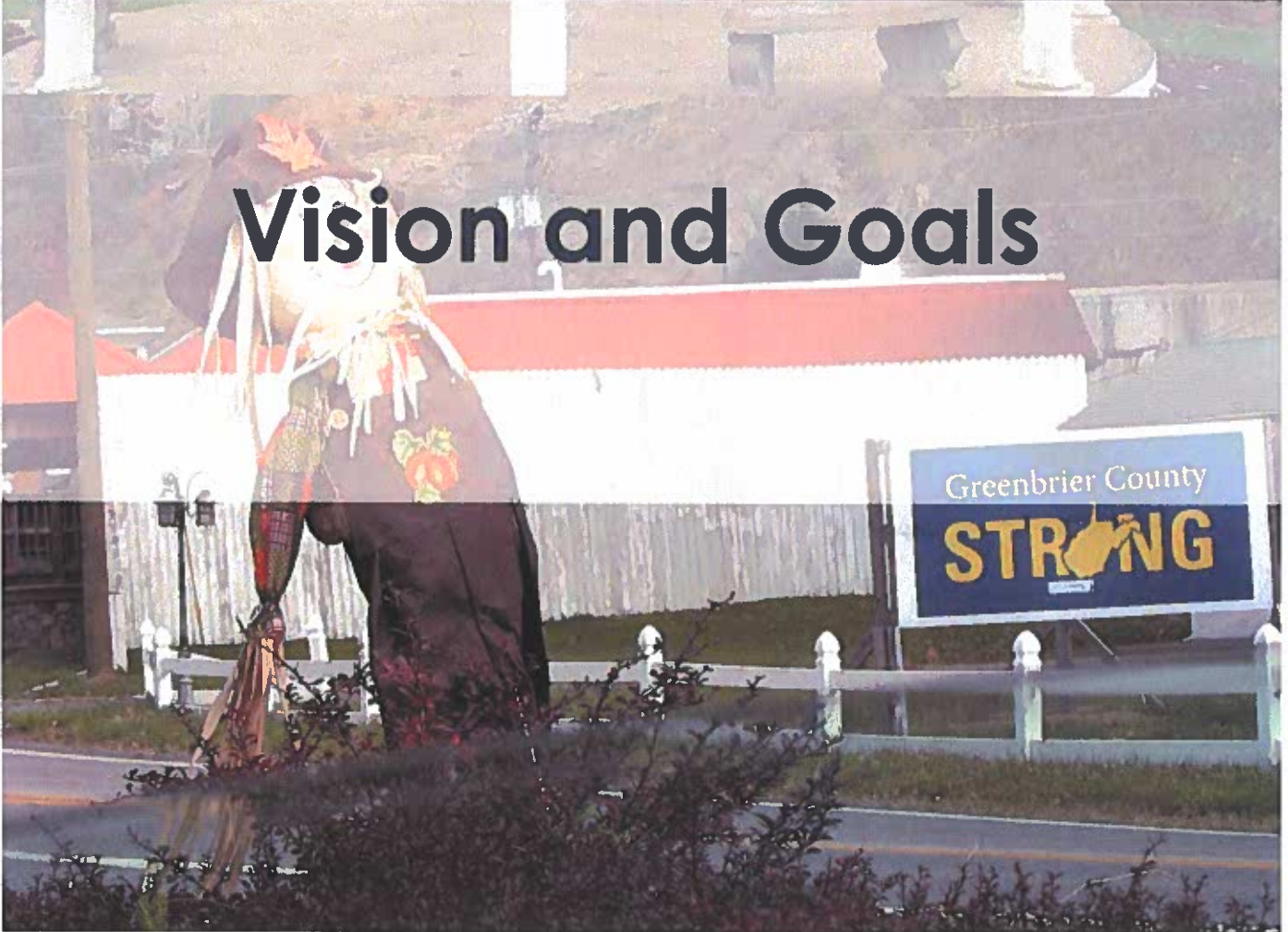
Approximately 24 percent of residents in the city are below the poverty level, which could explain the higher percentages of residents receiving government assistance.

Educational levels are a good indicator of how well a community can meet the demands of employers who need skilled labor or an educated workforce.

Approximately 85 percent of residents in the city have a high school degree and approximately 19 percent have a bachelor's degree or higher.



# Vision and Goals



## Public Participation

Public input procedures were created to help the planning commission determine issues and concerns in the community, create a vision statement, and develop goals and objectives. The public input procedures can be found in Appendix 1.

The public input procedures were crafted to encourage and promote public participation throughout the planning process. The planning commission used several methods to reach out to residents and business owners. Those methods included stakeholder interviews, an open house, interactive exercises at city hall and an online survey.

The planning commission conducted stakeholder interviews with key members of the community. Stakeholders provide valuable insight on specific needs within a community. A complete stakeholder list can be found in Appendix 2.

An open house was held on November 1, 2018 to invite the public to voice their concerns and better determine what projects the public will support.

One of the stations at the open house asked the question “Where would you spend your White Sulphur Springs Bucks”? Each person was given five (5) White Sulphur Springs Bucks. They placed each buck next to the category that they felt should be prioritized. More than one dollar could be used in each category. City officials kept this exercise and left it in city hall after the open house to gather additional feedback from residents who visited city hall during normal business hours. A summary of the results of the open house can be found in Appendix 3.



**21 Stakeholder Interviews**



**1 Open House**



**Online survey– 72 responses**



An online survey was also created to gather more information from residents, especially those that did not attend the open houses. The survey asked residents questions regarding quality of life and what was most important for White Sulphur Springs to improve. Participants in the survey were also asked to rate their level of satisfaction for specific items. Results from the online survey are described in more detail throughout the comprehensive plan. The results of the survey can also be found in Appendix 4.



## Vision Statement

The City of White Sulphur Springs Planning Commission was tasked with creating a vision statement for the planning process. The vision statement captures the values of the community and the hopes and dreams for the future. The statement should be a guide on how the community should develop in the next ten years.



**"White Sulphur Springs is a scenic resort community that both residents and visitors enjoy. Located in southeastern West Virginia, at the beginning of the Midland Trail, the city is a center for business opportunities and outdoor recreation. White Sulphur Springs is building for a strong future. The city prides itself on its rich history, sense of community, and reliable public services"**

## Focus Areas

The planning commission realizes that there is great deal of work that needs to be done to achieve this vision. Therefore, key focus areas were identified. The key focus areas are those that were repeatedly mentioned during the planning process and need to be examined in detail to determine the best way to move forward in the future.

A through analysis was completed for each focus area. The issues and concerns for each focus area are discussed in the plan. Goals and objectives were then developed to help create a plan of action.

**Focus Area 1: Abandoned and Dilapidated Buildings**

**Focus Area 2: Land Use**

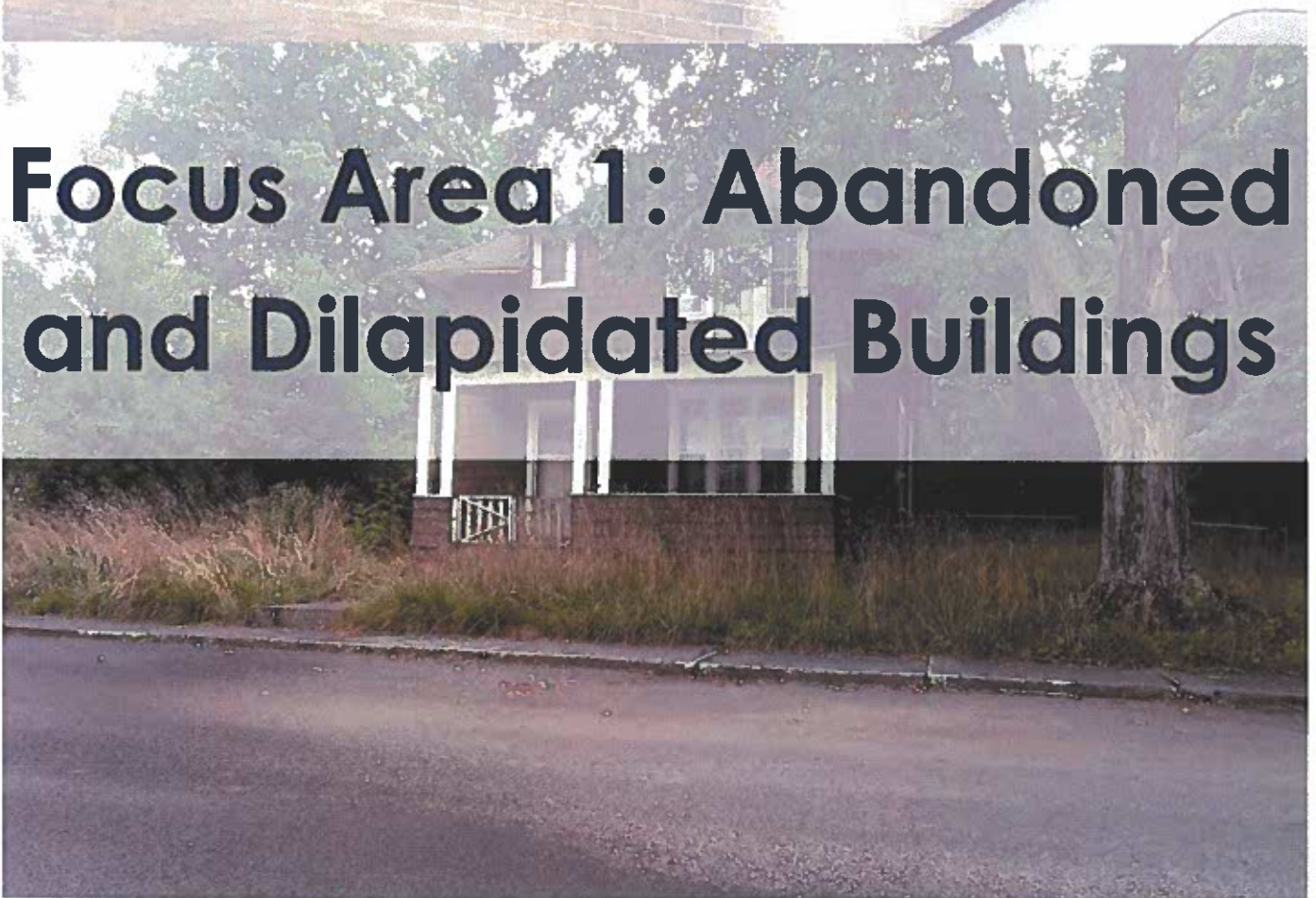
**Focus Area 3: Economic Climate**

**Focus Area 4: Quality of Life**

**Focus Area 5: Transportation Network**



# **Focus Area 1: Abandoned and Dilapidated Buildings**



Housing quality is one of the most important aspects of a vibrant community. Good housing is essential to meet the needs of residents. The physical condition of housing, age of housing, affordability and diversity of the types of housing are all important characteristics of a housing market in a community. If residents housing needs are not being met, they are more likely to move. Good quality housing is also important in order to attract new residents to a community.

The City of White Sulphur Springs lacks housing diversity, has a high rate of vacant homes, and an older housing stock. However, housing is not the only concern in the community. One of the recurring issues heard throughout the planning process is the concern regarding vacant and dilapidated buildings and the lack of ordinances and visual appearance of the city, as shown on [Table 3: Online Survey Results](#). Currently there are no programs to help residents rehabilitate and improve existing housing or other buildings.

The city has recently taken pictures of buildings of concern and have displayed the pictures in city hall. Elected officials are hoping that the publication of the pictures will encourage property owners to clean up their properties.

A comprehensive inventory of abandoned and dilapidated buildings has not been completed. While the city has taken pictures of the most egregious offenders, a more comprehensive overview should be completed. This can then be mapped to illustrate problem areas and to focus efforts on specific neighborhoods or streets in the city.



The City of White Sulphur Springs enacted an ordinance pursuant to W. VA. Code 8-12-16 in the summer of 2018. This statute allows the city to regulate unsafe properties. In December of 2018, the city enacted the entire West Virginia Building Code in order to address abandoned and dilapidated buildings. The city does have ordinances related to sanitation and nuisances.

**Table 3: Online Survey Results**

*Please rate your level of satisfaction*

	Excellent	Good	Fair	Poor
Enforcement of ordinances	0.0%	16.7%	41.7%	41.7%
Visual appearance	1.4%	20.6%	45.2%	32.9%

## Goal 1: Improve the appearance of the City

### *Objective 1: Address property maintenance concerns*

### *Objective 2: Identify vacant, abandoned and dilapidated buildings that need demolished*

### *Objective 3: Enforce existing ordinances*

- Action Step: Consider a public shaming program to address properties that are in violation of city ordinances
- Action Step: Inventory abandoned and dilapidated buildings
- Action Step: Enforce building codes
- Action Step: Apply for home rule status
- Action Step: Enact a vacant property registry
- Action Step: Develop a system to track complaints
- Action Step: Develop a guide for property owners on how to remedy code violations
- Action Step: Sponsor a monthly home and yard contest

While the city has posted pictures of properties that are in violation of city ordinances in city hall, more can be done to publicize the most notorious offenders. Signs should be posted on the properties, as well as a listing in the local newspaper.

A complete inventory of vacant and dilapidated buildings needs to be completed. The WV Bad Buildings Program started an inventory, however the planning commission does not feel that it is comprehensive.

The city recently adopted the entire West Virginia Building Code. The West Virginia Building Code is a set of rules for construction. The building code protects public health, safety and general welfare as they relate to the construction of and occupancy of buildings and structures. The building code will be administered by a licensed building official. The West Virginia State Building Code is based on the

International Building Code, a model building code developed by the International Code Council and adoption for use by most states in the United States. The code will help the city address the maintenance and upkeep of structures. The city can also spend money to repair a building that violates the code and a lien can then be filed against the property for the costs.

The city should also consider joining the Home Rule Program. By joining the program the city could request authority to issue on-site citations for sanitation and nuisance violations.

Another tool to address vacant buildings is the vacant property registry. Property owners whose properties are considered vacant must register them with the city and pay an annual fee. Many municipalities have utilized a tiered fee schedule with property owners who have had buildings vacant

longer paying a higher fee. There is an uninhabitable building registry also.

In order to better address complaints of citizens, the city should develop a system on how complaints are addressed. Residents should be given the option of entering complaints via the Internet, as well as over the phone. An online system would allow residents to keep track of their complaint.

Education is needed on the types of ordinances the city has in place. The city should develop educational materials detailing all the ordinances in place and how citizens can remedy a violation. The materials should also detail the legal process of what happens when a property owner violates the code.

To help with beautification efforts, the city should sponsor a monthly yard and home contest. Property owners can enter the contest and win prizes from local businesses. The city should ask local businesses to donate prizes, such as free meals to area restaurants or gift certificates to area shops. The purpose of the contest is to provide motivation for residents to get their properties in good condition. The city could also continue the contest during the holiday months with a Halloween and Christmas decorating contest.

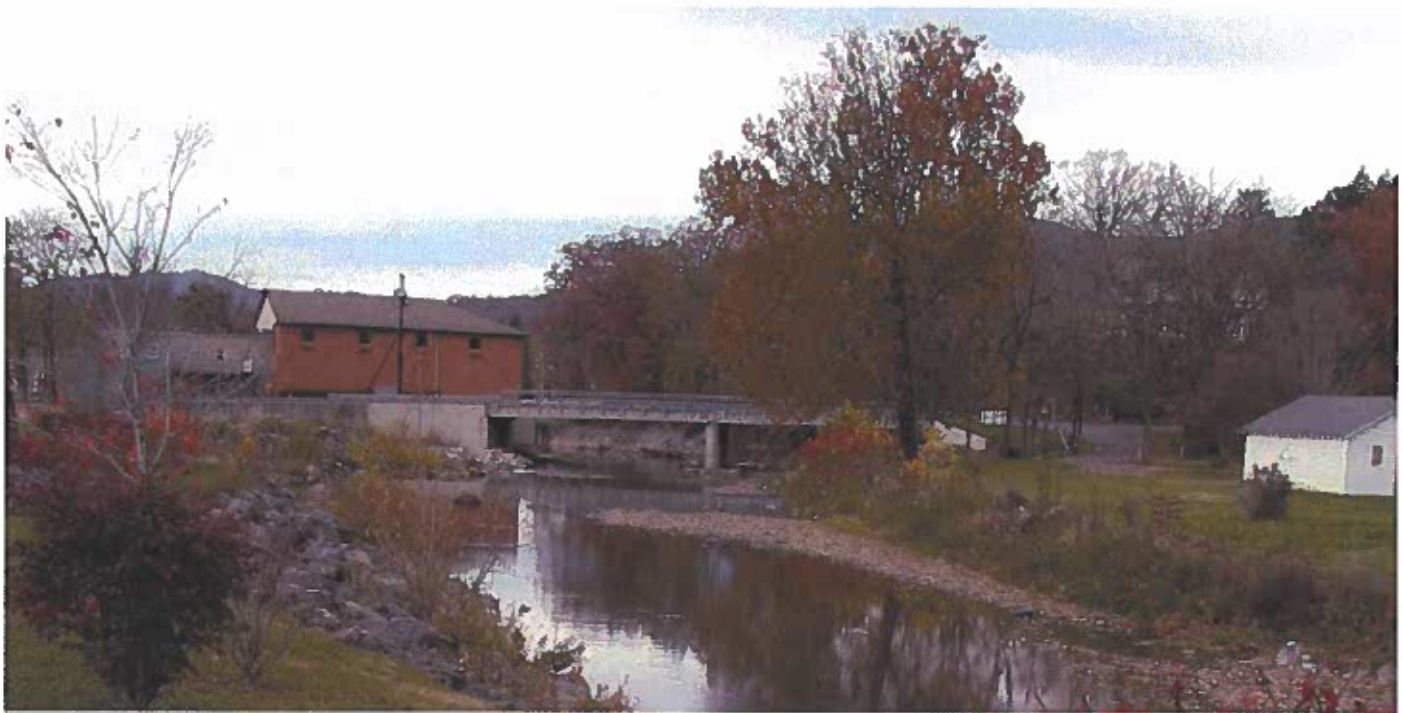
## **Case Study**

### **City of Weston**

The city holds an annual clean-up week where the Street Department picks items up that residents want to get rid of. Community groups also team up to clean the city.

### **City of Elkins**

In the City of Elkins, a Make it Shine contest rewards residents \$300 for cleaning and improving property within city limits. Participants must enter before and after photos. Prizes are also available for runner ups.



## **Focus Area 2: Land Use**



The City of White Sulphur Springs is a small municipality with a population density of 1,200 people per square mile. Building intensity is mixed with some neighborhoods having small lots and others having bigger lots. Most of the land within municipal limits is already developed. The majority of White Sulphur Springs is single-family residential as shown on the **Map 1: Existing Land Use**. Multi-family uses are scattered throughout the city and include apartments, townhouses, and homes converted into multi-family units. There are affordable housing units (Laverne Apartments) and universally designed housing accessible to persons with disabilities (Red Oak Properties).

A plus for the city is that housing is very affordable. However, online survey respondents rated housing options in the poor to fair category. Respondents would like to see additional single-family and multi-family housing. There is a need for higher value homes to attract middle/upper income families. Any new housing development would most likely occur on vacant parcels as infill development.

According to local elected officials, there still exists a need for additional rental units. Rental units could

also possibly be developed on 2nd stories of downtown businesses. There is potential to redevelop old buildings into apartments, specifically the old high school, which would help fill the need for additional housing as the city is mostly built-out. There is also a need for housing options for temporary workers at the Greenbrier Resort. Additional lodging options are also needed for visitors to the resort.

Public uses include several churches, local parks, elementary school, volunteer fire department, city hall, federal fish hatchery and a post office. Commercial uses are mostly located along Main Street (US Route 60) and the intersection of US Route 60 and WV Route 92. There are few industrial uses near the I-64 Interchange and on Dry Creek Road. As the city is mostly built out, there is not much land classified as open space and/or wooded. Most of this land is located on steep slopes and is shown on the map as vacant. There is a small amount of agriculture lands located on Route 92 near the Food Lion. The land is currently being farmed with a hay crop and cattle.



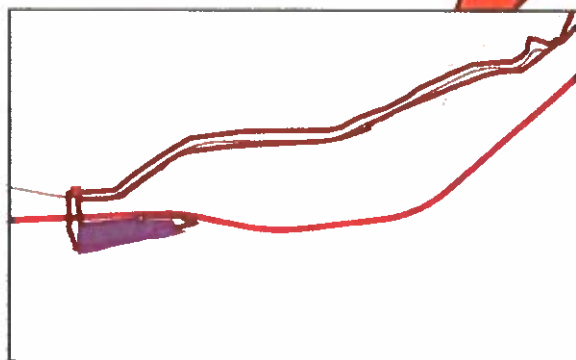
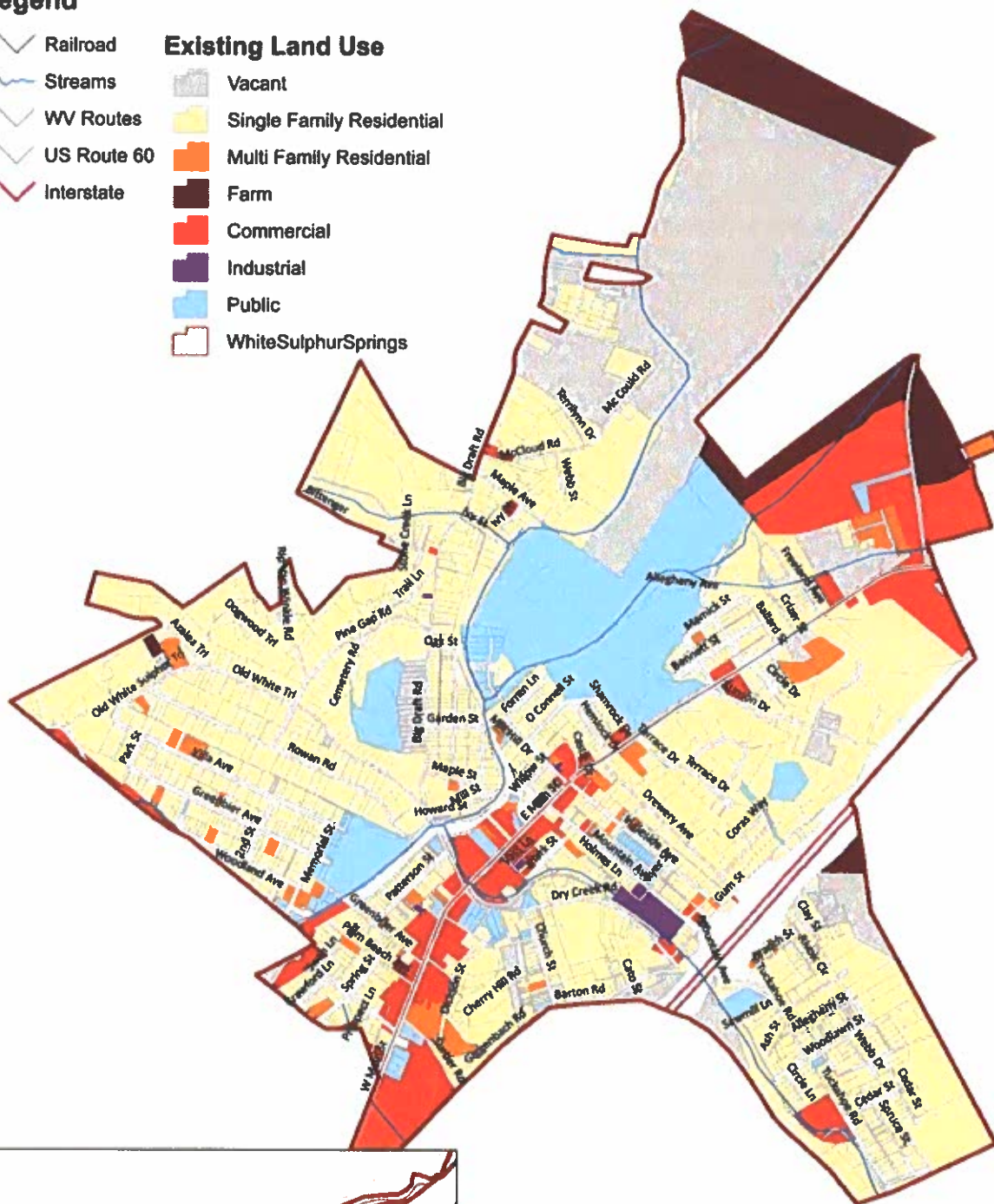
# City of White Sulphur Springs Comprehensive Plan

Map 1: Existing Land Use



## Legend

	Railroad	<b>Existing Land Use</b>
	Streams	Vacant
	WV Routes	Single Family Residential
	US Route 60	Multi Family Residential
	Interstate	Farm
		Commercial
		Industrial
		Public
		WhiteSulphurSprings



0 0.1 0.2 0.4 Miles

Source: WV GIS Technical Center, WV DOT, Greenbrier County

Howard Creek, Wades Creek, and Dry Creek meander through the city. As such, much of the city is in the floodplain as shown on **Map 2:**

**Development Constraints.** The map also shows the steep slopes in the city. There are currently no subsidence issues.

In June of 2016, more than nine inches of rain fell in the city in just a few hours leading to severe flash flooding. The flooding throughout West Virginia caused 23 deaths, eight of which occurred in White Sulphur Springs. The flood has since been categorized as a 1,000 year flood.

The hardest hit area in White Sulphur Springs was on Mill Hill Drive due to its location at the confluence of Howard Creek and Wades Creek. Eight of the eleven homes on this street were destroyed by fast moving flood waters that ripped homes off their foundations. The United States Fish and Wildlife Hatchery also suffered significant damage and lost all of the rainbow trout that were raised at the hatchery. Other areas of the city were also flooded due to water running off the mountains that

surround the city. Streets that suffered damage include Central Avenue, Forrein Lane, Crescent Avenue, Ivy Street South, Gibbs Street, Webb Street, Hoak Street, Palm Beach Avenue, Peach Street, and Swan Lane. One neighborhood alone lost approximately 20 homes due to flooding.

After the flood, residents and local officials began the long process of recovery. Many residents could not move back into their homes due to the damage. Local leaders felt that a new neighborhood was needed in order to allow people to stay in the city. This idea led to the creation of Hope Village. Hope Village was developed by Homes for White Sulphur Springs, Inc., a nonprofit entity working with the Greenbrier Valley Community Foundation, Main Street White Sulphur Springs, and other partners to develop the residential neighborhood of 38 homes. The land for the neighborhood was donated by the City of White Sulphur Springs. Residents who live in the floodplain can trade their property for a lot in Hope Village. The value of the property is then used towards purchasing a home in Hope Village. A fundraising campaign was started to help fund the



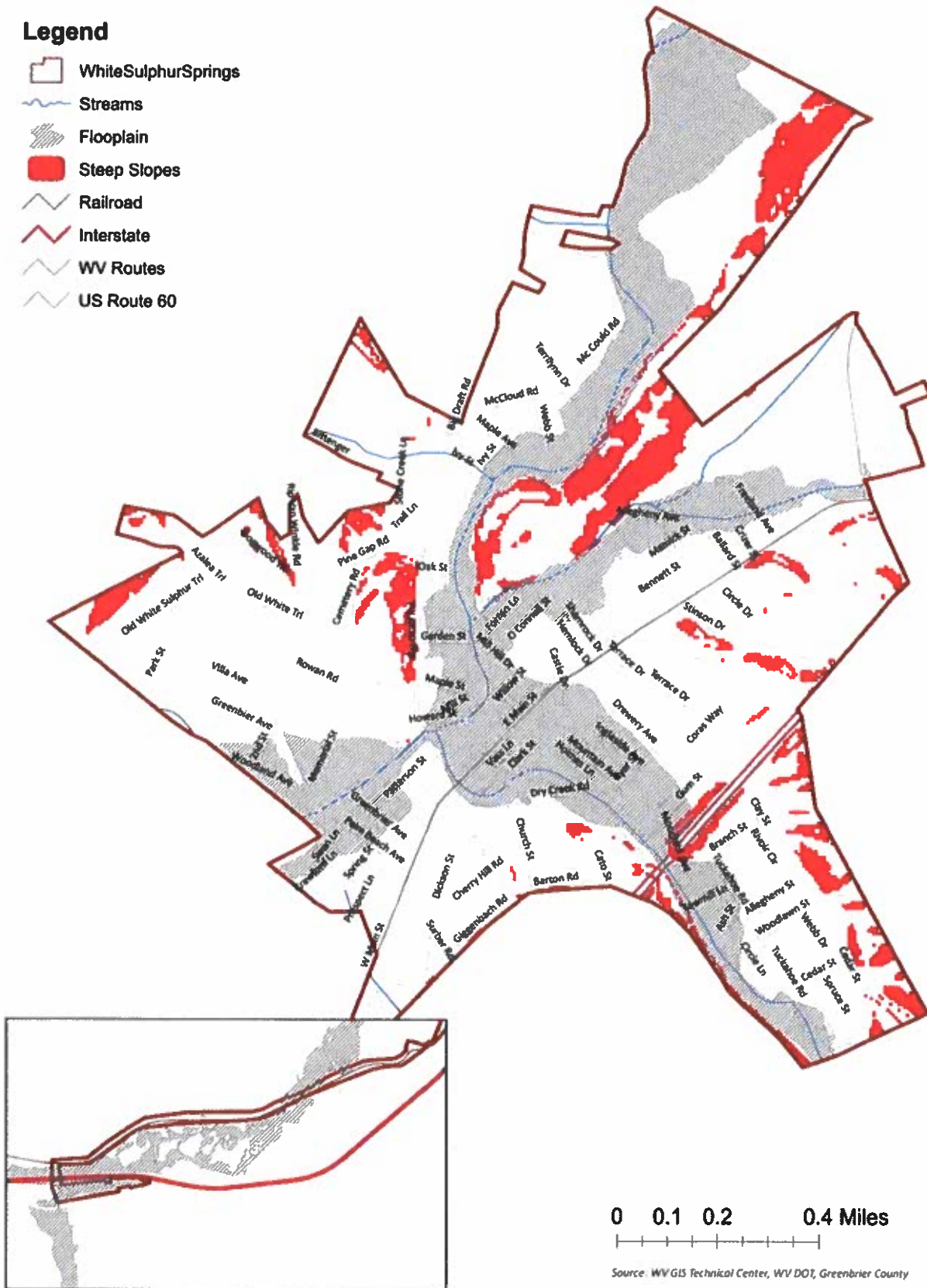
# City of White Sulphur Springs Comprehensive Plan

Map 2: Development Constraints



## Legend

- White Sulphur Springs
- Streams
- Floodplain
- Steep Slopes
- Railroad
- Interstate
- WV Routes
- US Route 60



construction of the new homes. The Mennonite Disaster Service and other non-profit groups helped build the homes with labor provided at no cost.

The lots donated along Mill Hill Drive has since been turned into the Brad Paisley Community Park.

Many residents that were renting homes in White Sulphur Springs found themselves without a home after the flood and were unable to receive assistance for rebuilding. To address this problem the United Way of Greenbrier Valley, Homes for White Sulphur Springs, and Main Street White Sulphur Springs have established a rental renewal program. Rental properties will be managed by Main Street White Sulphur Springs and profits will then be used to fund programs and initiatives of the Main Street Program.

Other groups that assisted in repairs and rebuilding of homes in White Sulphur Springs after the 2016



flood include Homes for White Sulphur Springs, Keller Williams Real Estate, NOVAD, the West Virginia National Guard, Mennonite Disaster Services, Pinnacle Group, Neighbors Loving Neighbors, Home Depot, Appalachia Service Project, Habitat for Humanity and Glenn Beck's Mercury One. Countless individuals also dedicated resources, time, and money to help rebuild White Sulphur Springs.



After the flooding caused damage and hardship to White Sulphur Springs, local elected officials reviewed their existing ordinances related to land use. Survey respondents are concerned with the visual appearance of the city. Updates to the ordinances are among the next steps needed in order to continue the revitalization efforts. While the city has a zoning ordinance to control land use, the last major revision was in 2004. The city is divided into seven (7) zoning districts:

- R-1 Single Family Residence
- R-1A Single Family Residence
- R-2 Single Family and Two Family Residence
- R-3 Multi-Family Residence
- B-1 General Business
- B-2 Shopping Center
- I-1 Industrial

Residents are also concerned about enforcement of existing ordinances. The city has recognized this concern and has since formed a planning commission to develop the comprehensive plan and implement the plan after it is adopted by city council. The city is

also reviewing ordinances with appropriate officials and determining what ordinances are needed to move the city forward. As for beautification efforts, elected officials and Main Street White Sulphur Springs (MSWSS) have been collaborating on projects to beautify the city. Main Street White Sulphur Springs was formed in the 1980s to enhance the downtown and surrounding community. One of the very first projects the group undertook was a façade grant program. The group was then accepted as one of the Main Street communities in West Virginia's Main Street Program. Beautification efforts by MSWSS include the installation of a covered gazebo and town clock and updated signage. The City of White Sulphur Springs was recently awarded a grant for Phase 1 of the West End Streetscape. This project includes new sidewalks, installation of new brick pavers, and new decorative street lighting. Phase 1 construction runs from the intersection of Big Draft Road/Dry Creek Road and Main Street to the Greenbrier Avenue.



## Future Land Use

A future land use map was created as part of the comprehensive plan in order to help guide the city in achieving its vision. **Map 3: Future Land Use** is not a zoning map, but an illustration of how White Sulphur Springs wants to develop over the next ten years. The future land use categories are as follows:

- **Rural**— land designated to stay as open space, wooded or used for recreation and/or conservation purposes
- **Low Density Residential**— areas for single family residential development
- **Medium Density Residential**— areas for a mix of single family and medium density residential development
- **Neighborhood Commercial**— areas intended to serve the surrounding neighborhoods with small scale commercial development
- **General Commercial**— large scale commercial development that services not only the area but the surrounding region and traveling public
- **Industrial**— areas that provide for light industrial uses that will not impact surrounding properties

**Rural areas**- land that is not intended for urban growth

**Preferred development areas**- areas where incentives may be used to encourage development, infill development or redevelopment

**Renewal and/or redevelopment areas** -- slums and other blighted areas that need community renewal, revitalization and/or redevelopment

The map also identifies preferred areas for development and renewal/redevelopment areas in accordance with the West Virginia Code Chapter 8A. Preferred Development Area #1 is approximately 22 acres that is suitable for industrial development. This site is ideal for development as it is located off of a major interstate and has water and sewer service. The site is located near the proposed barrel plant. Preferred Development Area #2 is located along Route 92 and would be suitable for commercial development. Water and sewer is available.



There are several areas that were identified as renewal/redevelopment areas. The areas are scattered throughout the city and are shown on the future land use map.

Rural areas are also shown on the future land use map. Rural areas are lands owned by the city for recreation purposes and by the federal government for use at the fish hatchery. A future recreation area was identified in the forested area behind Hope Village. This area consists of 100 acres along Howards Creek that is in the floodplain. Development in these areas will be minimal.

To aid local elected officials plan for the future, population projections were developed to better understand if the city will lose or gain population in the next several years. Projections for incorporated areas are not available for communities in West Virginia. Therefore, an analysis of past population trends was used to determine projections for the future. The city has continuously lost population since 1980. The estimated numbers released by the US Census in 2016 show a further decrease. An additional decrease in population most likely also occurred after the 2016 flood. Assuming population trends continue, by 2030 the city may lose an additional 336 people.

Due to a projected population loss, there is not a need for construction of additional housing based on the population projections. However, recently there has been interest from investors in White Sulphur Springs and several new businesses have opened in the past year. The city and other non-profit groups are also working hard on revitalization efforts in the downtown and neighborhoods throughout the community. These revitalization efforts may turn the tide for the city and not only stop the population

losses but could perhaps help attract additional residents to the city. As shown on **Chart 4: Online Survey Results** existing residents have stated that they would like to see additional residential development in order to attract new residents to the city.

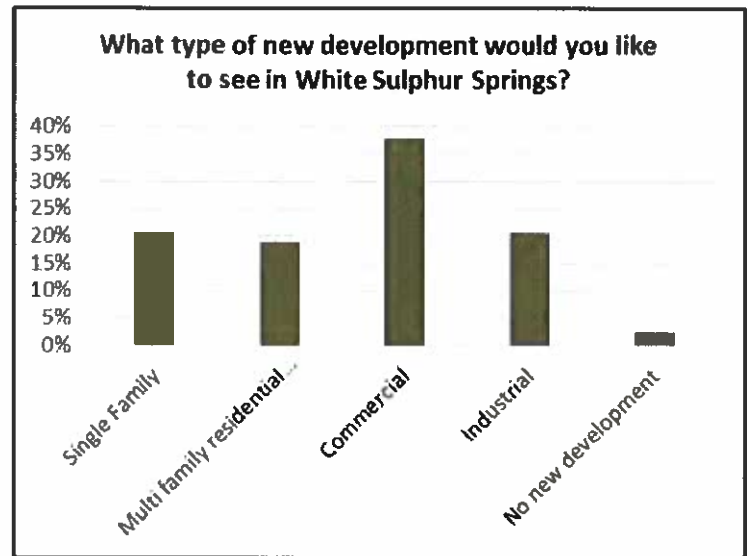
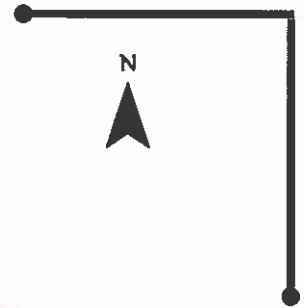


Chart 4: Online Survey Responses



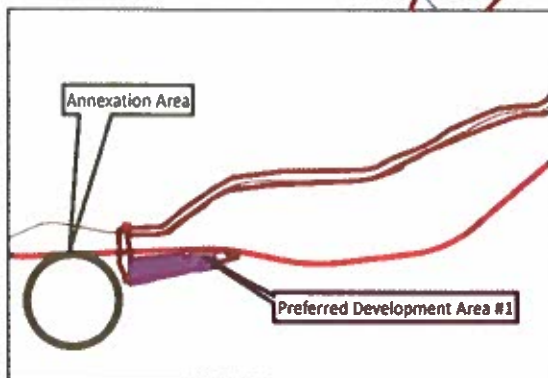
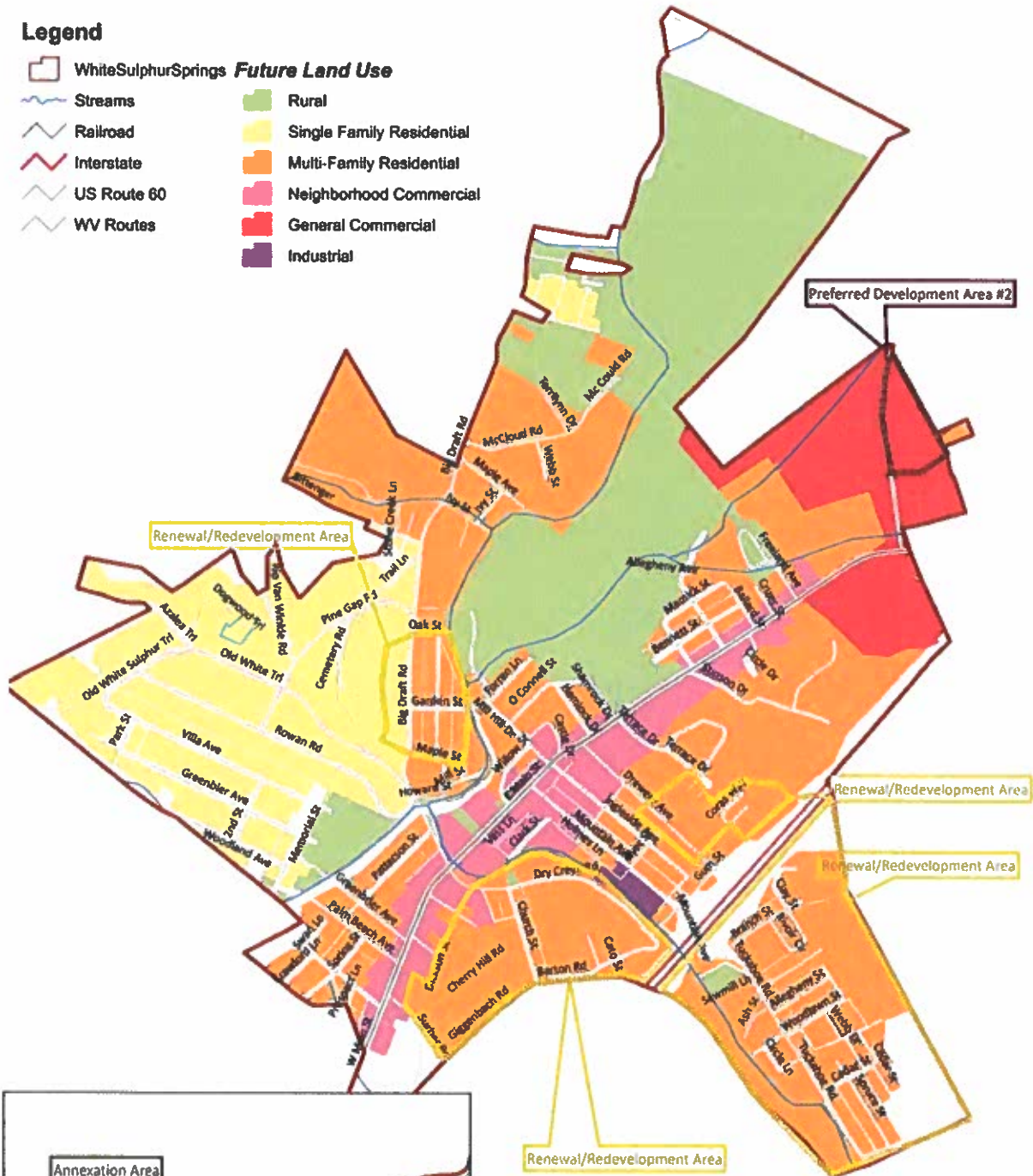
# City of White Sulphur Springs Comprehensive Plan

Map 3: Future Land Use



## Legend

- |                       |                           |
|-----------------------|---------------------------|
| White Sulphur Springs | <b>Future Land Use</b>    |
| Streams               | Rural                     |
| Railroad              | Single Family Residential |
| Interstate            | Multi-Family Residential  |
| US Route 60           | Neighborhood Commercial   |
| WV Routes             | General Commercial        |
|                       | Industrial                |



0 0.1 0.2 0.4 Miles

Source: WV GIS Technical Center, WV DOT, Greenbrier County

## Goal 2: Encourage new development and revitalization that protects and enhances the character and natural resources of the city

*Objective 1: Enact land use regulations*

*Objective 2: Improve housing options to attract new residents and meet the needs of existing residents*

*Objective 3: Improve the aesthetics of the downtown business district*

*Objective 4: Participate in regional planning efforts*

*Objective 5: Build Community Resilience*

- Action Step: Update the zoning ordinance to be consistent with the comprehensive plan
- Action Step: Market areas for new housing
- Action Step: Redevelop the old high school into a mixed use development
- Action Step: Expand streetscape down Main Street to the Food Lion
- Action Step: Determine the feasibility of moving utility lines in the downtown business district
- Action Step: Coordinate with the Greenbrier on planning issues
- Action Step: Participate in the Community Rating System through FEMA
- Action Step: Educate residents on floodplain mitigation

The city needs to update the zoning ordinance so that it is in compliance with the West Virginia Code Chapter 8A and is consistent with the vision of this comprehensive plan. An update to the zoning ordinance should include updated definitions, consolidation of zoning districts, regulations regarding short-term rentals, and updates to sign regulations.

City officials should support the development of the old high school into a mixed use development. Potential plans include converting the school into 18 one and two bedroom apartments. Other ideas include a mix of business, retail, and housing. The city should support any grant applications or requests for funding. Local realtors should market any new housing opportunities within city limits.



The City should also continue to support additional phases of streetscape improvements on Main Street. As part of this application the moving utility lines should be explored. The next phase that the city would like to complete is from Greenbrier Avenue to the Greenbrier Resort. The last phase would be to extend the streetscape north to the Food Lion on Main Street.

Coordination is needed with the Greenbrier on several issues. One issue is finding living accommodations to support the resort's seasonal workers. Coordination should also occur with Greenbrier on marketing the City of White Sulphur Springs to hotel guests. The city would also like to collaborate on an event with the Greenbrier.

The Federal Emergency Management Agency's (FEMA) Community Rating System (CRS) program recognizes communities' floodplain management efforts and discounts floodplain insurance rates based on the type of floodplain management activity completed. The town should consider participating in this program in the future.

There is also a need for education on floodplain mitigation with residents and business owners. As

part of the Community Rating System, the city can receive points for participating in a Program for Public Information (PPI). A PPI is an outreach plan that is customized to a community's needs for regarding flood hazards and floodplain resources (Source: [www.crsresources.org](http://www.crsresources.org)).

## Case Study

### Surfside Beach, North Carolina

Local elected officials completed a PPI Plan to encourage flood preparedness for property owners and short term renters located outside and within the Special Flood Hazard Areas, real estate agents, insurance and lending company, and property owners new to the area. The program was focused on these key messages:

1. Know your flood hazard
2. Insure your property for your flood hazard
3. Protect people from the flood hazard
4. Protect your property from the hazard
5. Build responsibility
6. Protect natural floodplain functions
7. Everyone in town can buy floodplain insurance
8. Have your evacuation route planned in advance
9. Get permits before you build
10. Tips for hurricane season

Source: [https://crsresources.org/files/300/surfside\\_beach\\_example\\_ppi\\_2014.pdf](https://crsresources.org/files/300/surfside_beach_example_ppi_2014.pdf)



A photograph of a street scene. In the foreground, a dark asphalt road with double yellow lines runs horizontally. To the left, a dark-colored car is partially visible. In the background, a multi-story brick building with several windows is visible. A utility pole with many power lines stands in the center-left. The sky is blue with some light clouds. The text "Focus Area 3: Economic Climate" is overlaid in the center of the image.

# **Focus Area 3: Economic Climate**

The need for increased economic development was determined to be one of the biggest priorities for local government officials and residents. The West Virginia Code requires that the plan review strengths, weaknesses, and opportunities. The strengths, weaknesses, and opportunities listed were gathered from the various public input opportunities offered throughout the planning process.

## Strengths

One of the biggest strengths of the city is its location near a major interstate and proximity to the Greenbrier Resort. Interstate I-64 connects White Sulphur Springs to Beckley (approximately 1 hour) and various cities in Virginia. White Sulphur Springs is located in the scenic Allegheny Mountains and offers many different types of recreational attractions. This part of Greenbrier County by those wishing to enjoy the great outdoors. Fishing, hunting, hiking, and biking are just some of the recreational opportunities in the area. The city is located within walking distance to the Greenbrier

Resort. The Greenbrier Resort is a well-known luxury resort with a top rated golf course, fine dining, casino, and numerous indoor and outdoor activities that attract visitors from all over the world. A few minutes down the road from White Sulphur Springs is the Greenbrier State Forest. The Greenbrier State Forest encompasses over 5,000 acres on Kate's Mountain with 18 miles of hiking and bicycling trails. There is also a 16-site campground for tents and RVs and 14 furnished modern cabins. Other attractions include a heated pool, picnic sites, archery and rifle range, horseshoes, disc golf course, and volleyball. Also not far from White Sulphur Springs is the Greenbrier River Trail, a 78 mile rail trail. Other regional attractions include the National Fish Hatchery and Tuckahoe Lake.

The business district in downtown White Sulphur Springs is also a strength. A total of 101 businesses licenses have been issued for businesses throughout town. Downtown parking is convenient and free. Many new businesses have opened in the past few years. There are plans to renovate the old hardware



store into different shops for local businesses. Other businesses that have recently opened include an art gallery, inn, home furnishing showroom, and atv sales.

There is now a White Sulphur Springs Visitors Center. The center promotes businesses in the city and is open everyday from 10 AM to 5 PM. The center is located in the same building as the Greenbrier Outfitters on Main Street.



## Opportunities

There are many opportunities for increased economic development in White Sulphur Springs. Even though many new businesses have located along Main Street, there is still additional retail space available. There is great interest in investing in White Sulphur Springs.

There is an increased need for branding and marketing of the city. The city recently updated the city website to help this effort. A citywide marketing campaign should include promotion of the city as an outdoor destination. Promotion of the Midland Trail and the various historic and cultural attractions should also be part of a marketing campaign. The city should work with the Greenbrier County Convention and Visitors Bureau in any marketing efforts.

While there are many activities in all four seasons, there is an increased need to promote activities in the winter months.

A barrel manufacturing facility is slated to open within city limits in the near future. This will bring over 100 well-paying jobs to the area. There is additional room for development in the general vicinity of the proposed barrel plant. This area is also well served by water and sewer and has been identified as a Preferred Development Area on Page 38. There are no issues with public sewerage and the plant has capacity for additional development. This area should be considered for annexation to help White Sulphur Springs increase its tax base.

Partnerships with the Greenbrier Sporting Club should be explored as many property owners shop and dine in White Sulphur Springs.

## Weaknesses

A thorough evaluation of weaknesses in regards to the local economy was conducted in order to determine how to address issues and concerns of the community. The lack of job opportunities was rated the number one issue by the public that participated in the online survey. Economic development was also chosen as a high priority by those that attended the open house in the fall of 2017. Residents would also like to see all vacancies filled on Main Street. However, it has been stated by numerous residents that rent for commercial buildings on Main Street is too expensive for small business owners. While there is an interest in investing in the city, the lack of building codes has hindered developers' ability to invest in the city.

Currently there is no hotel in city limits. There is an increased need for a lodging in the city, as well as additional entertainment options, shopping, and restaurants. Most new development that would occur in the future would be infill development. The city lacks the ability to expand due to the mountains and streams in the general area.

Overall, residents would like to see increased promotion of the city, specifically in the form of social media. There is also a need to communicate to existing residents.

While the city has numerous festivals that attract visitors, there is a need for additional volunteers to run the festivals.

### 10 years I want White Sulphur Springs to...

"Be existing as a thriving community"

"Coolest small town"

"Sustain growth and get back to a thriving small town it once was"

"Vibrant town with shops, restaurants, etc."

"Be prosperous and viable place for families to live and work"

"More manufacturing opportunities"

"Outlet stores"



### Goal 3: Retain and support businesses by analyzing and improving the city's economic climate

*Objective 1: Develop a marketing strategy to attract visitors, new business and residents*

*Objective 2: Identify areas for growth and revenue*

*Objective 3: Promote existing businesses and all they have to offer*

- Action Step: Develop a marketing and branding campaign to establish an identity for the city
- Action Step: Form a downtown business association
- Action Step: Develop a brochure of attractions, recreational opportunities, and dining and lodging options
- Action Step: Develop a business directory
- Action Step: Create an inventory of existing retail space for new business
- Action Step: Work with the Greenbrier County Convention and Visitors Bureau to attract visitors into White Sulphur Springs
- Action Step: Market preferred development areas near the interstate
- Action Step: Hold events in the winter to attract visitors in the slow season
- Action Step: Consider annexation to help grow the tax base

The City of White Sulphur Springs is working with WVU, the USDA and the Monongahela National Forest on a branding campaign to promote the city as a gateway to the national forest. The effort is a regional partnership between several small towns and the United States Forest Service. The city should build upon this effort in their branding campaign. Many people drive through White Sulphur Springs on their way to visit the Monongahela National Forest. A visitors center for the National Forest is located in White Sulphur Springs and is staffed Monday through Friday.

With the opening of several new businesses in the past year, the local business community needs to form a downtown business association. The group



should meet on a regular basis and help the city and other groups with marketing and branding, networking, and business communication. One of the first priorities of the group should be the creation of a business directory. A business directory would make it easier for visitors and potential investors to understand what types of businesses are in the community and where they are located. A list of retail space for sell and rent should also be available. A brochure about the city should be developed that includes a downtown guide and map.

The city should also work with Greenbrier County Convention and Visitors Bureau to highlight White Sulphur Springs in the County Visitors Guide. The newly formed White Sulphur Springs Visitors Center should develop a website to highlight all of the attractions in the city.

There is a need to hold events in the winter to attract visitors in what is typically a slow season for local businesses. A winter carnival with various events such as sled-riding, ice-skating, ice sculptures, sleigh rides, and 5k race, could attract visitors into the city.

Residents would like to be better informed of events with an updated city calendar and neighborhood alerts.

Marketing of the preferred development areas should be done by the Greenbrier Chamber of Commerce and the local and county Convention and Visitors Bureaus.

To continue to grow and increase the tax base, the City of White Sulphur Springs would like to annex lands discussed on **Page 45**. The city should coordinate with Greenbrier County on the

annexation of lands. The city should also educate residents and property owners on the benefits of annexation. Education could include mailings to city residents and editors in the local newspaper.

## Case Study

The Town of Delbarton, West Virginia's official website includes a business directory. The business directory is broken up into different categories (arts, entertainment, restaurants, shopping, etc.) and lists the address of each business, general information and hours of operation.

Source:

<https://delbartonwv.us/business-directory/>

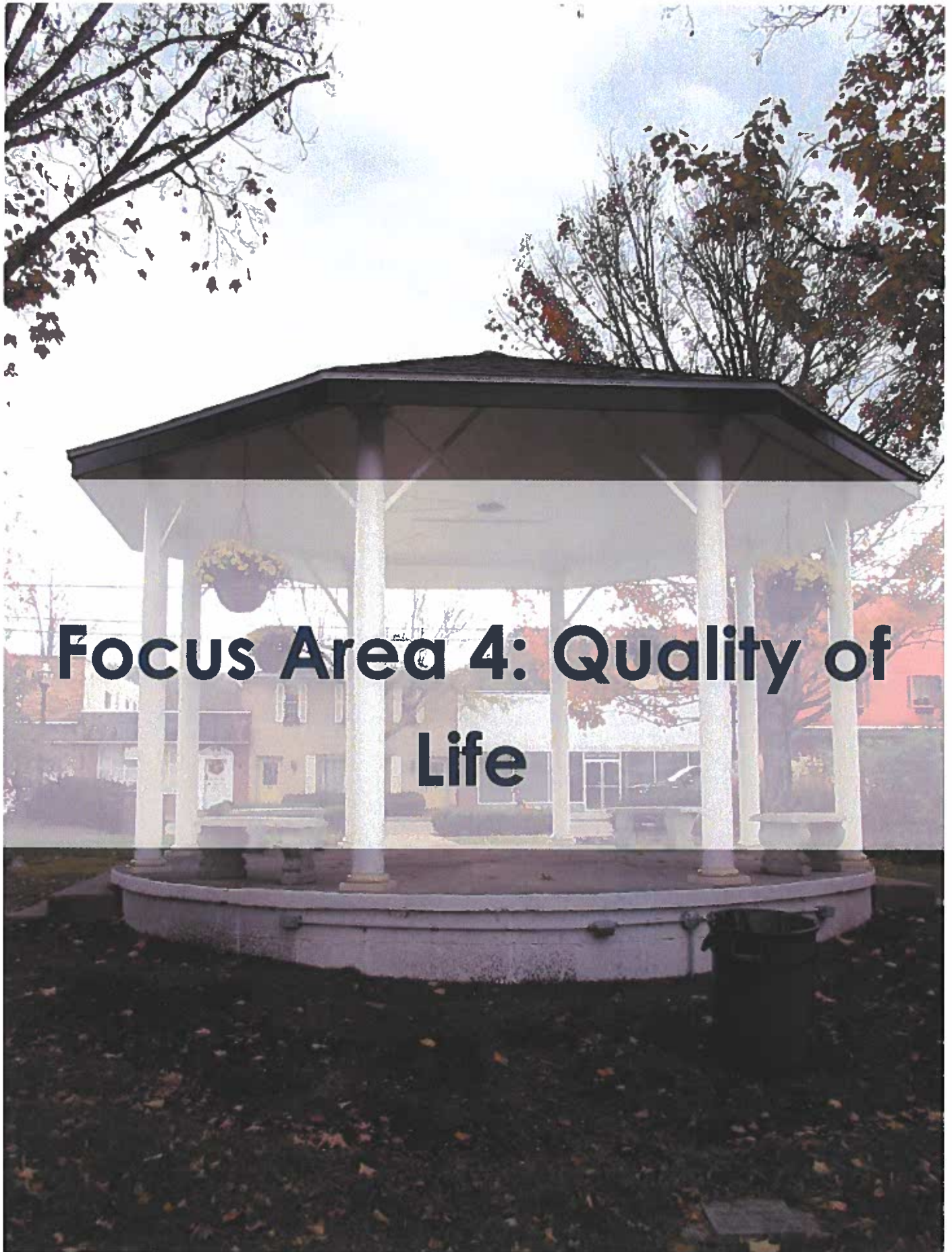
## Case Study

The City of Lewisburg is home to the West Virginia Winter Music Festival typically held in January. Approximately 50 bands play in 7 different locations throughout town.

The Town of Helvetia hosts Fasnact, which is a pre-Lenten burning of Old Man Winter.

The festival includes food, beverages, parade, costume ball, and burning of old man winter.

The City of Fairmont hosts the Feast of the Seven Fishes in December. This festival celebrates the Italian tradition of eating seafood on Christmas Eve.



## **Focus Area 4: Quality of Life**

As it does for many communities, quality of life came up as a high priority for White Sulphur Springs. Residents take pride in their City and wish it to be a place where they can live, work, and play. Many characteristics within a community contribute to its resident's satisfaction. Access to recreation, heritage and cultural events, reliable public safety measures, and up-to-date infrastructure are just a few that help maintain a high quality of life.

## Recreation

The National Parks and Recreation Association (NPRA) recommends 10 acres of parkland for every 1,000 residents. This would mean that White Sulphur Springs should provide around 24 acres of parkland for its citizens. The City provides over 30 acres of parkland.

In regards to parks and recreation facilities, the public responded that there is a need for additional programs and facilities for children, teens, and seniors. To determine if the city is lacking in recreation facilities, the NPRA guidelines were examined for White Sulphur Springs. **Table 4: NPRA**

**Standards for Facilities** details the types of recreation facilities and how many facilities for each resident are recommended. Since the population is 2,444, the community is not lacking in anything above the 3,000 population mark. The only facilities the city should provide, with regards to the NPRA standards, are tennis courts, playgrounds, and a picnic shelter. The City meets or exceeds the standards for baseball, softball/Little League, football, and soccer fields, as well as basketball and tennis courts. The community would like to add permanent goal posts on the soccer field. The Little League football field was recently updated and is in great shape. There are four picnic shelters across the city in the parks and there is a need for one at Memorial Park. Playgrounds also meet the standard, though residents would like the equipment updated. A new playground is being put in at Faith Park located on Dry Creek Road. The pool at Memorial Park should be renovated and open for the summer 2019 season.

Activities for youth and availability of recreation were two of the top responses in the online survey for "things to improve" in White Sulphur Springs.

Table 4: NPRA Standards for Facilities

Activity/Facility	1 facility/# persons
Baseball	3,000
Softball/Little League	3,000
Basketball Courts	5,000
Football Fields	20,000
Tennis Courts	2,000
Volleyball Courts	5,000
Swimming Pools	20,000
Soccer Fields	10,000
Playgrounds	2,000
Picnic Shelter	2,000
Horseshoe Pits	7,500



The majority of residents, as shown on **Chart 5: Online Survey Results**, who took the survey rated their satisfaction with activities for youth as average to poor and activities for seniors as poor. Residents' satisfaction with regards to availability for recreation was rated as poor. Though there are outdoor spaces to recreate in and near the city, citizens are looking for organized activities where youth and seniors can participate.

Youth activities in White Sulphur Springs, such as Little League sports and Scouts, provide recreational opportunities for some of the youngest residents of the city. Though numbers for the Little League are down post-flood, the board members are working on fundraisers to sponsor children in the upcoming seasons. There are also active Girl and Cub Scout troops in White Sulphur Springs. A music program usually takes place at Old Mill Park in the summer.

The online survey mentioned the need for an indoor fitness and community center that provided activities for the general population and specialized

in programming for youth and seniors. The City is renovating the old football storage building in Memorial Park to use as a fitness center. The Greenbrier donated fitness equipment to the city that will be used to furnish the fitness center. There is also interest in partnering with the Methodist Church to open up its gym to the community one day a month for indoor activities.

The former White Sulphur Springs High School building is utilized as a civic center and the public uses the gym for a community center. The City has recently been given the property by the Civic Center Committee and there are plans for renovation, though there is nothing concrete. The building is certainly an asset to the community, though funding is the common hiccup in moving forward with revitalization plans. Main Street would like to develop part of it into housing.

The Wish Center is a new intergenerational community center meant to fulfill a civic need for residents of all ages to learn, recreate, and meet

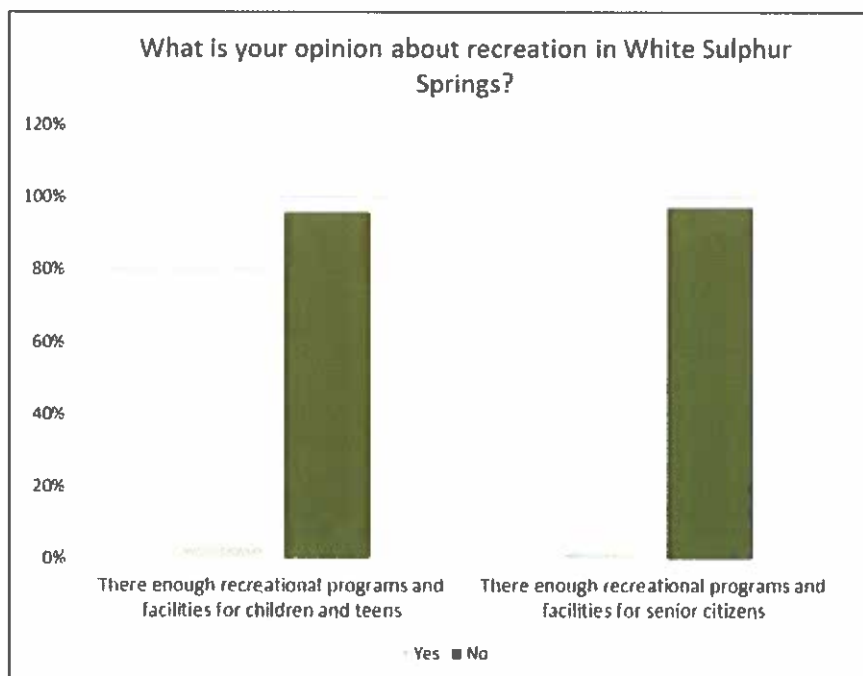


Chart 5: Online Survey Responses



new people while providing a safe environment. The location for the center is on Main Street and will sponsor initiatives brought up by its members. Currently, the center is developing computer and exercise classes, a canning kitchen, and a board to help maintain the Wish Center's mission. Youth and seniors will have the opportunity to learn from each other and teach new and old hobbies.

White Sulphur Springs houses several parks and outdoor community gathering spaces. The Dick Gunnoe Memorial Park has tennis and basketball courts, a playground, football and softball fields, walking path, an old pool, and concession stand. There are plans to reconstruct the pool and concession area and add a pavilion space. Rotary Park, formerly an old saw mill, also has basketball courts with bleachers, a playground, and walking trail. Newly built Mylan Park has soccer and baseball fields with playground equipment. Martin Field has tee-ball and soccer fields, as well. Most of the outdoor sports facilities are up to date, with the exception of the baseball fields needing new lighting. Most parks are on a first come, first serve basis, though some reservations can be made

through City Hall and Main Street.

The Old Mill Park connects a gazebo, a memorial wall of the eight residents' lives lost in the June 2016 flood, restored engine building, and



community gardens through a walking path. There are plans to extend the walking path through the entire city. Nicely Park, similarly, has a walkway, benches, and open space in memory of the Nicely Family whose lives were lost during the same torrent. Brad Paisley Community Park was made in honor of the flood victims and is a space for gathering, where the houses of several residents once stood. "Mykala's playground," picnic tables, benches, an old barn pavilion, bike racks, maintenance house, open space, and a grill make up the park. There are plans for a walking path to connect Brad Paisley Park to Mylan Park.



The Midland Trail Park hosts the street farmer's market in White Sulphur Springs. It is open every Thursday from April to October.

White Sulphur Springs Main Street group supports local businesses and residents by working on several of the community parks, coordinating big events, and continues to develop Hope Village, among other things. Main Street is updating their website to provide more information and accommodate transaction services where residents can pay rent. Though White Sulphur Springs has several recreation facilities, no recreation committee or a plan exists. A plan would be useful in guiding the city in updating or creating new parks and recreation facilities and programs.

The National Fish Hatchery in the city is "a center for imperiled aquatic species' recovery and a Grade A disease-free rainbow trout hatchery." The hatchery hosts the annual Freshwater Folk Festival and Fishing Derby for kids and seniors. Groups may take guided tours of the hatchery. There are also trails up the mountain behind the hatchery. The goal is

connect the Howard's Creek Trail with the Hatchery trails.

Fishing is another outdoor recreational activity that attracts visitors to the White Sulphur Springs area. Howard Creek, Wades Creek, and Dry Creek run through the city.

Howard Creek is stocked from January to May and a new bench area, by the bridge, was created to attract more residents to the spot for fishing. Tuckahoe Lake, just 10 minutes south of White



Sulphur Springs, is a 40-acre impoundment located on Dry Fork. The lake provides warm water fishery such as, largemouth bass, bluegill, channel catfish, and chain pickerel. Nearby, the Greenbrier River is known for its smallmouth bass fishing.

The Monongahela National Forest is a short distance from White Sulphur Springs, offering miles of scenic hiking trails and remote camping spots. The city hosts one of the administrative offices for the Marlinton-White Sulphur district where residents and tourists can inquire about what the forest has to offer. Permits, maps, road closures, and forest fire updates are just a few of the things you can expect to learn about when stopping in or calling the administrative center. The office runs on normal business hours Monday through Friday, though there may be seasonal hours in the winter months. Other regional attractions are neighboring Greenbrier State Forest and the Greenbrier River Trail. In under a half hour, residents of White Sulphur Springs can be in the Greenbrier State Forest. The forest offers cabin rentals, campsites, hiking, biking, and other outdoor activities throughout the 5,100-acre mountainous region. The state forest provides the exclusion and

relaxation travelers are looking for without being too far away from restaurants and shops. The Greenbrier River Trail is also a state-ran park that was formerly a railroad. The 78-mile trail is great for walking, biking, and horseback riding. Once rated as one of the top ten hiking trails in the country by Backpacker Magazine, the Greenbrier River Trail is worth the short drive from White Sulphur Springs.



## Education

Students in White Sulphur Spring attend schools in the Greenbrier County School District. School aged children living in White Sulphur Springs attend White Sulphur Springs Elementary, Eastern Greenbrier Middle School, and Greenbrier East High School.

White Sulphur Springs serves children from Pre-K through grade 5. In the 2017-2018 school year, 326 students were enrolled at the school, a decrease of 31 students over 2 school years. The decrease could be contributed to the 2016 flood and people relocating outside of the city or the school district.

Eastern Greenbrier Middle School includes students in grades 6 through 8 from five different elementary schools throughout the eastern portion of the county. The school is located in Ronceverte, a 20 minute drive from White Sulphur Springs.

Greenbrier East High School is located in Lewisburg, 20 minute drive from White Sulphur Springs and serves students from 9th grade through 12th grade.

Over 75 percent of residents rated education as good to fair in the online survey. The presence of

the elementary school in city limits is considered an asset by residents.

Residents also have access to the White Sulphur Springs Library, which is a branch of the Greenbrier County Library System. The library employs one fulltime librarian and two part-time library aides. The library provides books, DVD materials, Wi-Fi, public computers, meeting space, local history collection, photocopying, faxing, scanning, free notary, and other business services. Programs offered by the library include lectures, classes, musical concerts, and art shows. There is a weekly children's story time and summer reading program. The library also partners with White Sulphur Springs Elementary School on reading programs. Concerns of the library include limited storage capacity, lack of parking spaces, and continued funding. The library was rated very highly by online survey respondents.



## Cultural

White Sulphur Springs hosts several festivals and days of celebration. The West Virginia Dandelion Festival is held annually on Memorial Day weekend for the “determined West Virginia Dandelion.” The community celebrates the dandelion because its persisting determination is much like people of West Virginia. Festival goers appreciate the event because of the childlike nostalgia associated with the dandelion and the fun filled atmosphere that makes for great family memories.

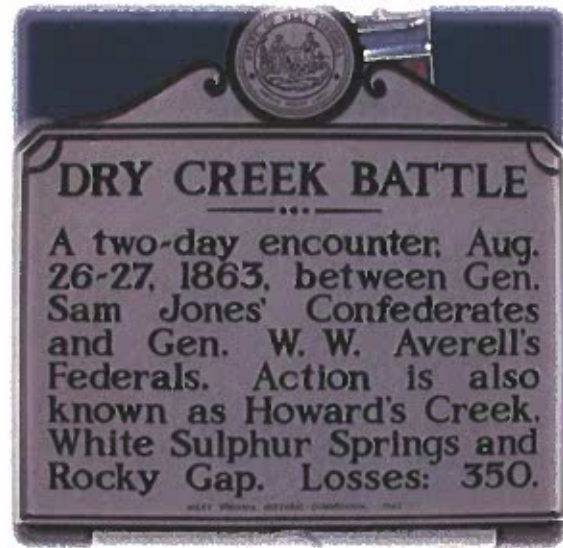
The City also hosts the Wild Game Cook-off in early October as one of White Sulphur Springs Main Street’s annual fundraisers. Amateurs and professionals are invited to compete with their best recipes. There are plans to turn this into a two-day festival by adding a day of live music, food, and drink to showcase local talent and cuisine.

The Fall Fling is a long time event put on as a school reunion. This event is seeing decline because many members of the high school are growing older and no longer have the capacity to put on the event.

White Sulphur Springs is often a part of the Home and Garden tour, which is sponsored by Greenbrier Valley’s Garden Clubs. Tour guests are able to visit and wander through several homes in Lewisburg and White Sulphur Springs.

Though there are a few annual cultural events, many residents who took the online survey rated their satisfaction of arts and culture as poor. A need exists to create a sense of community again in White Sulphur Springs. The idea of a ‘Community Barbeque’ on the anniversary of the June 2016 flood has been established by the Neighborhood Watch group. In June 2018, a summertime cookout was

held with activities for everyone to participate in. Law enforcement and other town officials were invited to play fun games with children and establish a sense of trust and connection. This event will likely be an annual tradition.



## Heritage

White Sulphur Springs has many historically significant buildings and lands. The James Wylie House is the only building in White Sulphur Springs listed on the National Register. When residents were asked in an online survey about their level of satisfaction with historic preservation, the majority rated it as poor.

The Dry Creek Civil War battleground could be an attraction to visitors looking for historically significant places. White Sulphur Springs also has an abundance of African American history that could be explored more, like the schoolhouse and carriage house.

The Greenbrier is also historically significant. Though not in city limits, the Greenbrier has played a role in White Sulphur Springs’ growth over time. The Greenbrier includes Oakhurst Links, a historic golf

course and club house. This course is a new addition to the Greenbrier's golf courses and will be called the Mountaintop course. The June 2016 flood delayed its opening and its new opening day is yet to be determined.

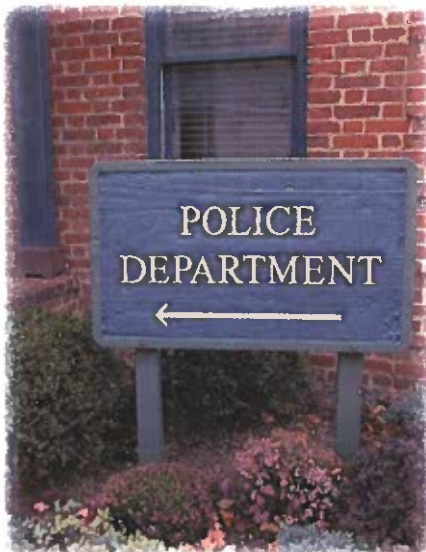
The James Wylie House was built around the year 1825 and is one of the oldest structures in the county. Known for its early 19th century and early 20th century look, the James Wylie house is an attraction that serves as a bed and breakfast to travelers.

## Public Safety

With a flood disaster in White Sulphur Springs' recent past, the City wants to make sure all aspects of the community's needs in public safety are being met. Residents have access to a family doctor and three dentists in the city. Nearby Greenbrier Care offers basic services for pediatrics, family medicine, and internal medicine. There is a satellite medical center in Rainelle. The Greenbrier Clinic in the West Virginia wing of the Greenbrier resort and conference center offers high quality diagnostic healthcare. Most residents go to Lewisburg's Greenbrier Valley Medical Center for anything

above a general check-up. The Police Department currently has six full-time officers and would like to have seven. There is a residency requirement and mandatory training for officers to fulfill. The Police Department likes to participate in D.A.R.E., the Drug Abuse Resistance Education program, but they currently do not have an officer trained to do it. The program is led by a police officer who speaks with children and teens about the importance of drug resistance. The Police Department is in need of new equipment. Radar units are from the 1980s and there is a need for new vehicles. If and when funds allow, the department would like to expand and improve their reach.

It was a common concern at the initial open house that there are not enough officers to patrol the streets. Some feel that demographics may have changed post-flood and with it crime has risen. Concern exists about the growing amount of drugs entering the community and a push to clean up the city. In the online survey, the majority of residents rated their satisfaction with personal safety as average. In the same survey, the police and fire departments were rated as good.



Fire protection services are provided by the White Sulphur Springs Volunteer Fire Department (VFD) and the unit services 109 square miles. In 2016, the VFD received 130 calls. There has been consideration of adding a chief's aide position to assist with paperwork and calls during the daytime hours. The current building is only 10 years old and in good shape, but with an engine that is from 1973 and a tanker dating 32 years old, the VFD is in need of updated equipment.

The White Sulphur Springs EMS services 260 square miles with 12 ambulances and one utility vehicle. The EMS has 52 workers on staff and owns two buildings. In 2016 alone, the EMS crew received 1,478 emergency calls and 2,322 non-emergency calls along with 1,300 inter-facility transfers. The EMS has concerns about continued funding and would like for the crew to expand and allow for community paramedicine.

In the wake of the June 2016 flood, White Sulphur Springs learned many lessons. The City is in need of a disaster plan to address communication and accessibility issues that occurred during the June 2016 flood. The Methodist church and civic center are emergency shelters for the city.

## Infrastructure

White Sulphur Springs' infrastructure is up-to-date and the city is well served by essential utilities. The online survey taken by residents indicated their satisfaction with infrastructure and stormwater management is average. The entire city is served by public water and extends out to Harts Run, Maplesdale, and Greenbrier Sporting Club. The City receives its water from an aquifer that is a half mile wide and 28 miles long. The sewer services White Sulphur Springs along with Harts Run and the Greenbrier Sporting Club, as well. There are plans to extend the water from Harts Run to the Greenbrier State Forest. The City is operating on new systems, though a few leaks have been identified. An engineer is determining where the leaks are coming from and the city should have them fixed in a timely manner.



## Goal 4: Enhance the quality of life by improving public amenities, promoting recreation, and maintaining infrastructure.

### *Objective 1: Expand programming, events, and public amenities in White Sulphur Springs*

- Action Step – Expand non-sports related youth activities and programs, like theatre
- Action Step – Establish senior activities and programs that promote wellness, connection, crafting, and learning
- Action Step – Support the Wish Center’s efforts to provide intergenerational initiatives
- Action Step – Continue to utilize the civic center gym as a community center
- Action Step – Continue to support and plan for events like the Dandelion Festival, the Wild Game Cook-off, and the Fall Fling
- Action Step – Form recreation and events committees
- Action Step – Collaborate on events, like the Home Garden Tour, with nearby communities and local organizations
- Action Step – Establish events, like the Community Barbecue, to gather residents for community-oriented socials in White Sulphur Springs

Quality of life is one of the most important priorities for residents of White Sulphur Springs. A concern brought forth by the public was the lack of non-sports related activities for youth and seniors. The City needs to work with local organizations, like the Wish Center, to ensure programs are being offered to residents of all ages. Many people utilize the gymnasium in the old high school as a community center. The City should continue to allow that use as long as they have ownership.

It was mentioned several times that the City lacks an events committee. The formation of an events committee would allow a group of locals to plan and prepare for upcoming gatherings and brainstorm ideas for others.

With many well-established events throughout the year, the City should continue its support with the Dandelion Festival, Wild Game Cook-off, Fall Fling, and others. As the Fall Fling is in danger of not being held due to lack of volunteers, community

groups and other interested citizens should work to incorporate this celebration in with other fall themed festivals. The City and community partners should work together to identify other gatherings and functions the community would like to have. Ideas include seasonal and food specific festival ideas, such as an ice cream or pie festival.

The community enjoys these events and they also draw people in from surrounding areas. With this in mind, community members would also like to collaborate more with other towns and organizations on events that could benefit the larger region. The City should keep this in mind when communicating with other groups about upcoming event ideas. In the spring of 2018, White Sulphur Springs hosted its first Community Barbeque to allow residents to intermingle with public service workers and other community members. The event was a success and more community socials should be held throughout the year.

## *Objective 2: Improve and promote recreational opportunities in White Sulphur Springs*

- Action Step – Reconstruct the pool and concession area and provide an indoor fitness facility for city residents at Dick Gunnoe Memorial Park
- Action Step- Install a splash pad at the pool area
- Action Step – Develop an online booking system to reserve city parks and pavilions
- Action Step– Form a parks and recreation committee
- Action Step – Provide new lighting for baseball fields at Hope Village
- Action Step – Assess city playgrounds for updates and equipment needs
- Action Step – Assess feasibility of a park and lake near Hope Village
- Action Step – Continue to extend the Howards Creek walking trail through the City and connect to the Hatchery Trails

The City enacted a municipal fee to help pay for community services. The City should continue to utilize this fee for maintenance and upkeep of the pool grounds. Payment of the fee will also grant a household free entrance to the community pool in Memorial Park. The installation of a splash pad at the pool area should also be explored.

White Sulphur Springs has many sports fields and parks throughout the community. Many of the community parks must be reserved in advance. An online booking system would streamline this process and allow easier access to reservations. The City should invest in a booking system as a part of

their website. A parks and recreation committee should also be formed to manage the parks and assess needs in the future.

New lighting is needed at the Hope Village baseball fields to adequately allow more games to be played there. There is potential for another park near Hope Village. There is approximately 100 acres of land that the city owns that is in the floodplain near Howards Creek. The city would like to build a dam and develop a lake. The lake could then be used as a recreational attraction for residents and visitors. The proposed area is shown on **Map 4: Community and Recreation Facilities** on Page 65.



White Sulphur Springs wants to remain attractive to young families, which means children need access to safe places to play. The City should assess the playgrounds and make changes to outdated and unsafe equipment.

The city has made great strides in making the city easily walkable and providing designated walking trails for residents. The City should also look into providing a map of the trails and parks at City Hall. The Keller Williams Trail starts at Old Mill Park and extends north towards Nicely Park. Connections still need to be made to Nicely Park, Paisley Park, and Mylan Park and Hope Village. There are also trails located in the National Fish Hatchery. The ultimate goal of the city is to connect all the trails with the hatchery trails, as well as develop a trail along Route 60 to the Greenbrier State Forest.



### *Objective 3: Protect historically significant buildings and land*

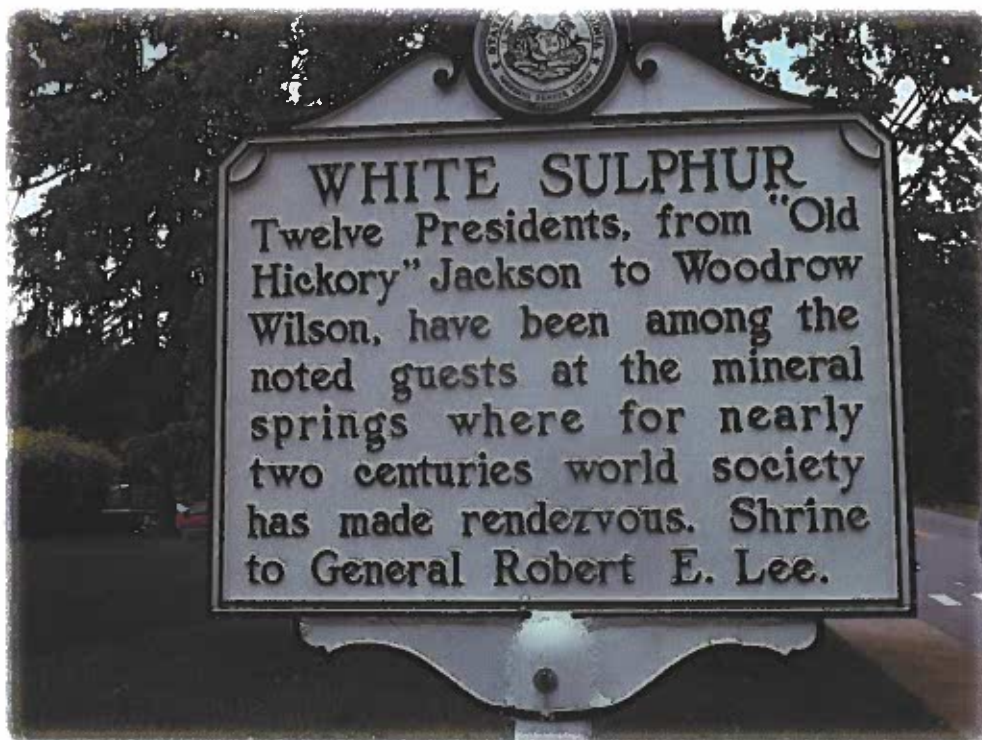
Action Step – Identify local historically significant buildings and lands for preservation

Action Step– Educate residents and visitors on the rich history of the city

White Sulphur Springs has many historical influences. The community wishes to keep hold of the heritage that made the City what it is today. The City should identify historical buildings and lands to preserve them for generations to come. Local elected officials should also market and educate residents and visitors on the Civil War, African American, and immigrant history of the city. Historic plaques and a brochure should be developed detailing the rich history of the city.

### **Case Study**

The Town of Plympton in Massachusetts has developed their own historical marker program through the Historical Commission. The town recognizes historical homes and landscapes throughout the town. A property owner must submit an application to the Historical Commission for approval of a sign.



#### *Objective 4: Identify and assess public safety needs*

**Action Step - Support the Volunteer Fire Department's efforts to obtain new equipment and hire additional assistance**

**Action Step – Create a disaster plan**

**Action Step – Continue to work with the state, FEMA, and Greater Greenbrier Long-Term Recovery Committee to provide long-term disaster recovery**

**Action Step – Continue maintenance and frequent assessments of infrastructure**

Exceptional public services are important to the safety of White Sulphur Springs' citizens. The Volunteer Fire Department would like to upgrade their equipment and hire an assistant. The City should support the efforts of the VFD as much as possible. White Sulphur Springs should be available for assistance in grant applications and funding requests for all service related needs.

The June 2016 flood prompted White Sulphur Springs to consider creating a disaster plan. The plan would allow the city to avoid future issues with communication, response time, and mitigation efforts. The City should work with local partners and disaster preparedness groups to come up with a proactive plan. While the city is still recovering

from the flood, they should continue to work alongside the state, FEMA, and the Greater Greenbrier Long-Term Recovery Committee. Collaboration with these groups will also allow the region to assess gaps in preparedness and assist each other with planning needs.

Infrastructure plays a vital role in a community's appeal and ability to stay up-to-date. White Sulphur Springs should continue to monitor the status of its infrastructure and make upgrades when necessary.



# City of White Sulphur Springs Comprehensive Plan

Map 4: Community and Recreation Facilities

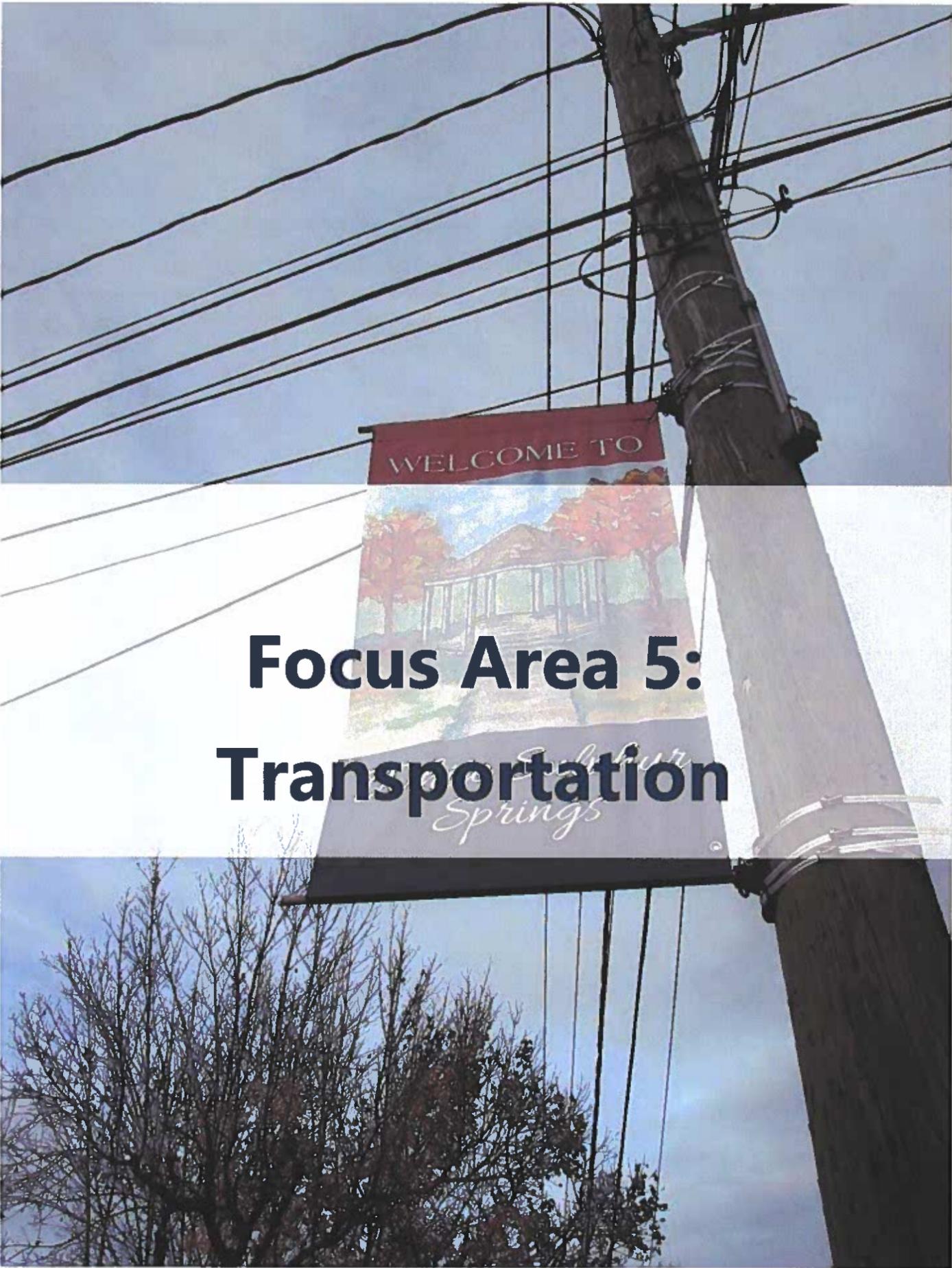


## Legend

- White Sulphur Springs
- Railroad
- Streams
- Interstate
- US Route 60
- WV Routes
- Local Roads
- Keller Williams Trail
- Proposed Trails

0 0.225 0.45 0.675 Miles





**Focus Area 5:  
Transportation**

## Transportation Systems

Public transportation in White Sulphur Springs is provided to the City through the Mountain Transit Authority (MTA) bus system. According to **Chart 6: Online Survey Results**, nearly 70% of survey takers rated public transportation as poor and 0% thought it was excellent. This perception is potentially due to the bus service's unreliable past, though the route and schedule is currently being upgraded. MTA services Nicholas, Fayette, Webster, and Greenbrier counties. The Alderson-Lewisburg-White Sulphur Springs bus line accommodates residents living in White Sulphur Springs.

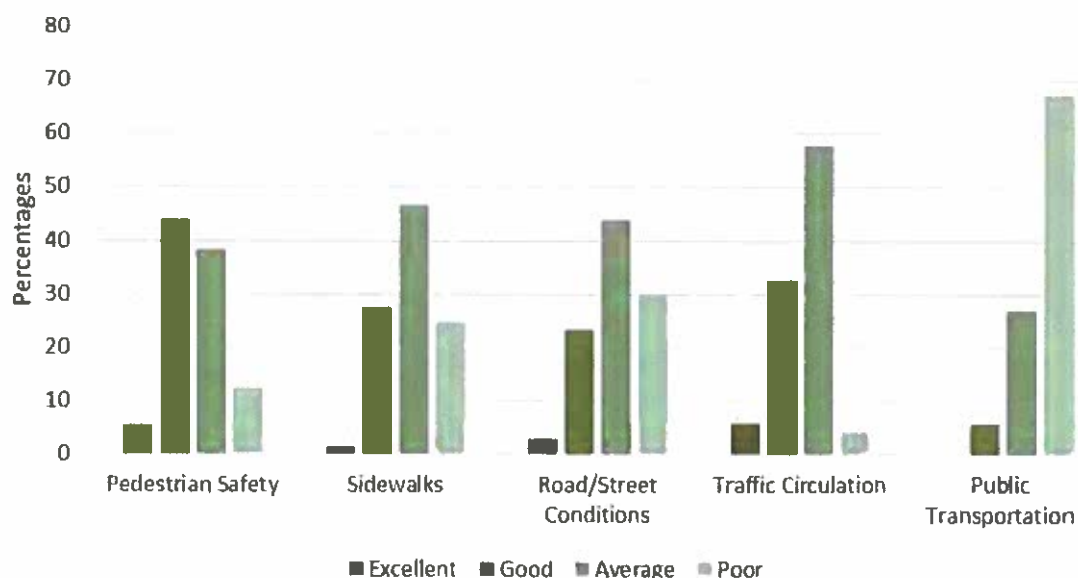
White Sulphur Springs has passenger railroad service. The Amtrak station allows passengers to utilize the Cardinal Line that runs from New York City to Chicago. The Cardinal line passes east-bound and west-bound through White Sulphur Springs' station every Wednesday, Friday, and Sunday. Passengers board trains using the platform adjacent to the "Colonial Style" depot that houses a retail shop. The train station has 20 short-term parking spaces and 200 long-term parking spaces available.

### Alderson-Lewisburg-White Sulphur Springs Bus Stops

- Food Lion
- White Sulphur Springs
- Caldwell
- Walmart
- Lewisburg
- Fairlea
- Ronceverte
- Alderson



Chart 6: Online Survey Responses



No airport exists in White Sulphur Springs, but only 21 minutes away is Lewisburg's Greenbrier Valley Airport (LWB). The airport is open 24-hours a day and can check and repair the "largest commercial jet to the smallest single-engine aircraft." United Express operated by SkyWest services flights to Chicago and Washington, both International Airports. The newly renovated terminal offers free Wi-Fi, a restaurant, and vending machines. Rental car services are available from the airport and parking is free. The Greenbrier Valley Airport is expanding in the near future.

White Sulphur Springs does not have a commercial taxi service. Suggestions at the open house included having Uber or Lyft, ridesharing companies, provide short rides to residents. Since then, both companies have begun promoting rides in the area.

The nearest river is the Greenbrier River which does not provide transportation services or commercial uses. There are no ports in the vicinity of White Sulphur Springs.

White Sulphur Springs does not have an issue with traffic, though the city anticipates a higher volume of vehicles on the city roads as people move back into the area. Generally, residents who work within city limits have a short commute to work. In the returned surveys, almost 60% of responses rated the traffic circulation as average.

Interstate 64 passes by White Sulphur Springs and has two exits that directly access the City. I-64 to the west is 60 miles to Beckley and drivers can go north to Charleston or south to Princeton. I-64 eastbound runs to Lexington, Virginia and turns into Interstate 81 a little over an hour from White Sulphur Springs. Main Street, or Route 60, runs through the entire length of White Sulphur Springs and is maintained by the West Virginia Division of Highways. According to WV Department of Transportation, the traffic count for Route 60 is 7,090. Residents can be in Lewisburg via Route 60 west in less than 20 minutes and Route 60 east follows I-64 toward Virginia. Running north out of White Sulphur Springs on the eastside is WV-92 and according to the WV DOT, its traffic count is 3,526. Otherwise known as the Pocahontas Trail, WV-92 follows near the eastern border of West Virginia



and runs through the Monongahela National Forest to Route 250 near Bartow, WV. At this time there are no intermodal transportation options for the city.

Several public parking lots exist throughout the City and community members should not have trouble finding places to park on a regular basis. During large events in White Sulphur Springs, parking can be an issue. With no off-street parking options, the City is looking to find viable land for parking lots in the future.

## **Pedestrian and Bicycle Systems**

Sidewalks, walking trails, and bicycle paths throughout the City allow residents to access the community easily. Pedestrian safety was rated good and sidewalks were rated average by residents who took the online survey. New biking and walking paths are in the works.

Road and sidewalk concerns are shown on Maps 5 and 6 on the next page.



# City of White Sulphur Springs Comprehensive Plan

Map 5: Road Condition Map



## Legend

WhiteSulphurSprings

Interstate

US Route 60

Local Roads

Railroad

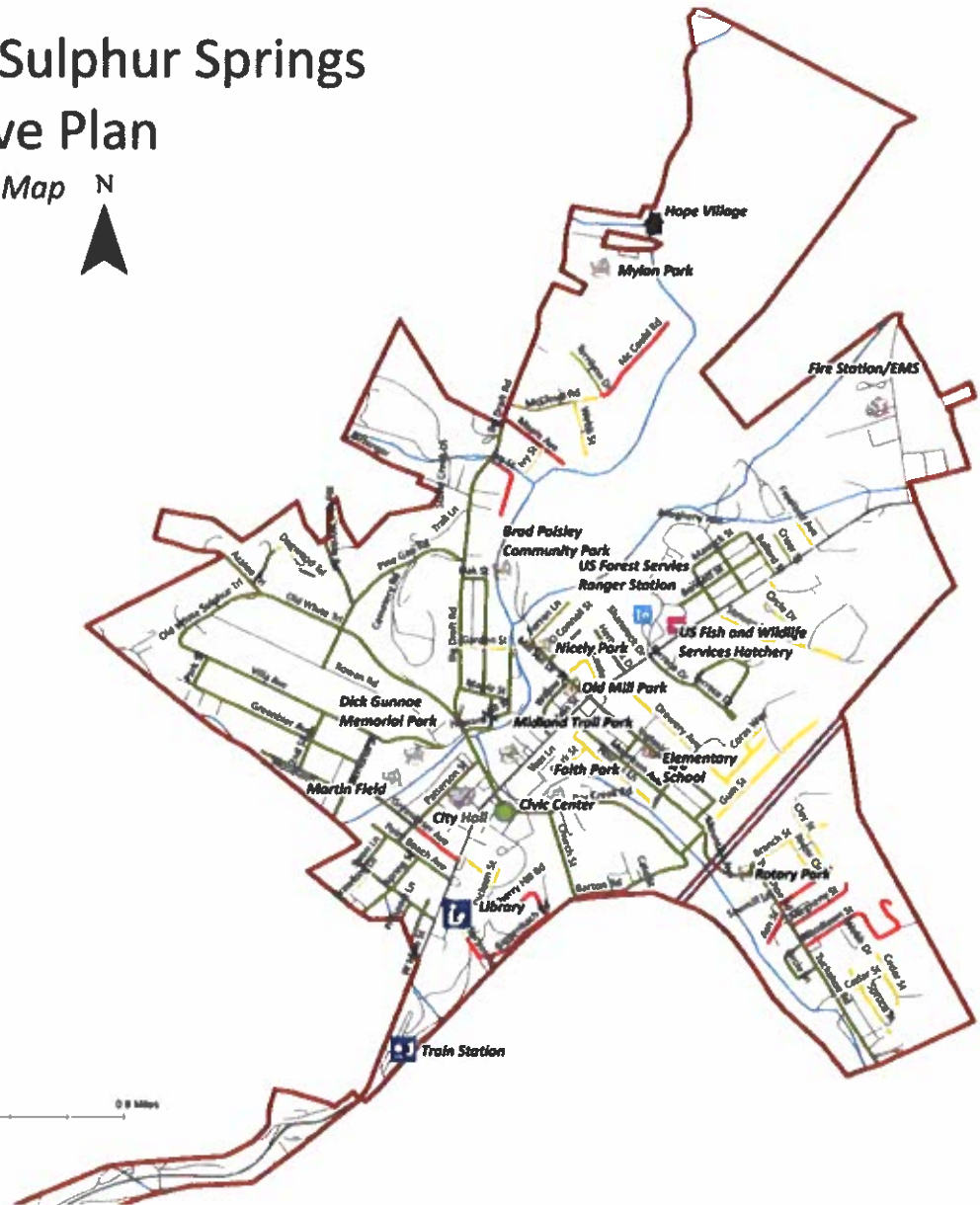
Streams

## Road Condition

Poor

Fair

Good



0 0.225 0.45 0.675 Miles

# City of White Sulphur Springs Comprehensive Plan

Map 6: Sidewalk Condition Map

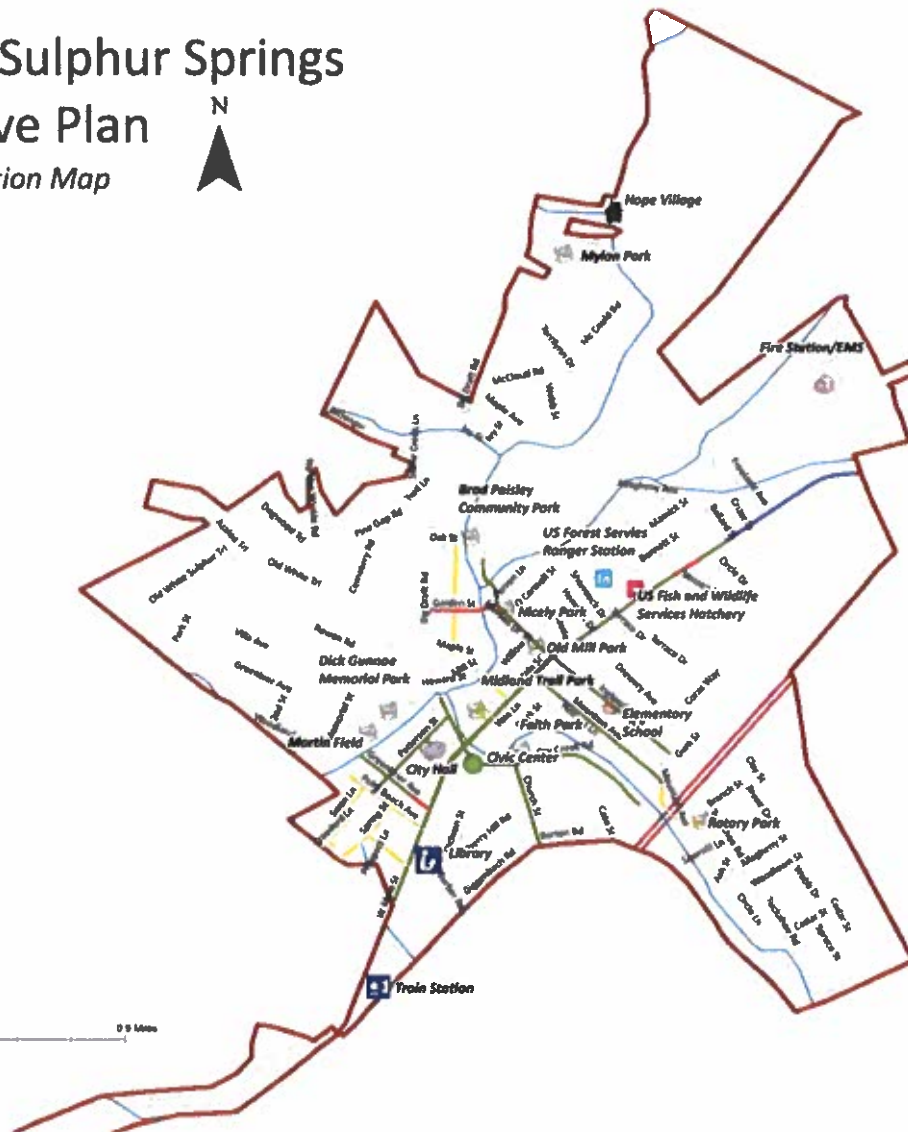


## Legend

- WhiteSulphurSprings
- Interstate
- Local Roads
- Railroad
- Streams

## Sidewalk Condition

- Poor
- Fair
- Good
- Need Sidewalk
- No Sidewalks



## Goal 5: Provide an efficient and reliable transportation network

*Objective 1: Improve bikeability and walkability in White Sulphur Springs*

*Objective 2: Increase parking options in White Sulphur Springs*

Action Step – Expand and update sidewalks by developing a sidewalk plan

Action Step – Promote road-sharing with bicyclists

Action Step – Create a bicycle path that connects White Sulphur Springs to the Greenbrier State Forest

Action Step – Consider mapping all trails, sidewalks, and bicycle paths that residents and visitors can pick up at City Hall

Action Step– Identify viable locations for off-street parking

A community's availability to accommodate non-vehicular modes of transportation gives it an edge that many people are looking for in a place to live. White Sulphur Springs has the capacity to make the city "walker" and "biker" friendly. The city should first think about expanding and updating their sidewalks via a sidewalk plan. Better sidewalks can encourage residents to walk to their favorite restaurant or shop rather than drive. The city should also consider promoting road-sharing with bicyclists. Signs and other forms of communication can alert drivers of bicyclists on the road.

Connector trails are an additional way for community members to get from one place to another. A bicycle path spanning from White Sulphur Springs to the Greenbrier State Forest would allow residents to ride their bikes and improve access to recreational opportunities. The City should coordinate with the Greenbrier State Forest and the Division of Highways to assess the feasibility of a trail.

One potential reason for why many community members were dissatisfied with the availability of recreation in White Sulphur Springs could be because they were not fully aware of all the recreational amenities in town. The City should consider mapping all trails, sidewalks, and bike paths to show the accessibility of many of the City's recreation trails and facilities. Residents could pick up the map at City Hall.

Off-street parking availability is limited in White Sulphur Springs. The City should assess viable locations for more parking in the future. Possible locations for parking could be in lots where abandoned and/or dilapidated buildings have been torn down.


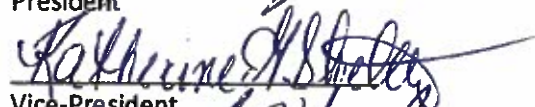
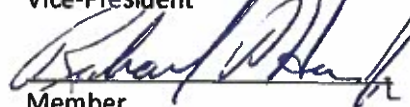
# **APPENDIX 1: PUBLIC INPUT PROCEDURES**


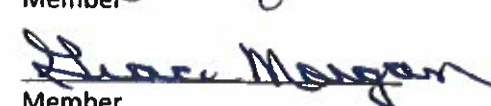
**City of White Sulphur Springs, West Virginia**  
**Planning Commission**  
**The Comprehensive Plan Procedures for Public Input**

Pursuant to the requirements of W. Va. Code § 8A-3-6(c), the Planning Commission of the City of White Sulphur Springs, West Virginia ("White Sulphur Springs Planning Commission") hereby adopts the following procedures to encourage and promote public participation in the drafting of the White Sulphur Springs Comprehensive Plan ("comprehensive plan"). The comprehensive plan is being drafted pursuant to W. Va. Code § 8A-1-1.

- (1) The White Sulphur Springs Planning Commission will request input from other affected governing bodies and units of governments that may be affected by the adoption of the comprehensive plan.
- (2) Under W. Va. Code § 8A-3-6(b), once the White Sulphur Springs Planning Commission has completed a draft of the comprehensive plan, and before the White Sulphur Springs Planning Commission submits a plan to the City Council for adoption or consent, it must publicize and hold a public hearing on the draft of its plan.
  - a. More particularly, under W. Va. Code § 8A-3-6(b), at least thirty (30) days prior to the date set for the public hearing, the Planning Commission will publish a notice of the date, time and place of the public hearing as a Class I legal advertisement in compliance with the provisions of article three, chapter fifty-nine of the West Virginia Code. The notice shall run in a general circulating publication, the publication area will be the area that will be covered by the comprehensive plan.
  - b. In addition to the requirements at W. Va. Code § 8A-3-6(b), above, the White Sulphur Springs Planning Commission will publish its draft of the comprehensive plan at least thirty (30) days prior to the public hearing. Specifically, the Planning Commission will post hardcopies for public review at White Sulphur Springs City Hall.
- (3) Public notice of White Sulphur Springs Planning Commission meetings will be given pursuant to the West Virginia Open Governmental Proceedings Act, where applicable.
- (4) No provision herein shall be construed as limiting the White Sulphur Springs Planning Commission's ability to engage in additional public participation efforts as the White Sulphur Springs Planning Commission deems appropriate. No provision herein shall prohibit the White Sulphur Springs Planning Commission from amending these procedures.

Adopted this 25 day of July, 2017.

  
President  
  
Vice-President  
  
Member

  
Member  
  
Member

# **APPENDIX 2: STAKEHOLDERS**

### City of White Sulphur Springs Stakeholder List

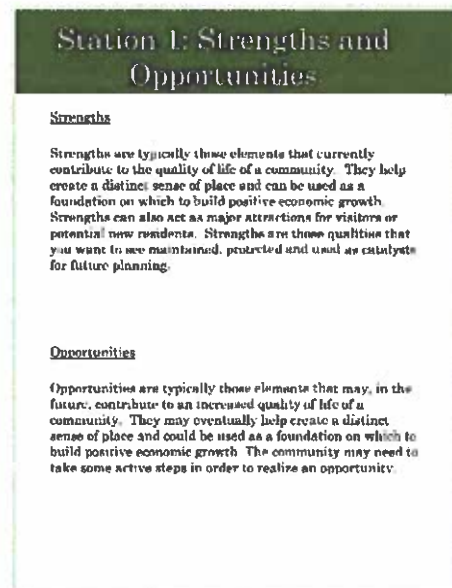
Organization
B.Sweet Confectionary
Cherry Tree Lane
City of White Sulphur Springs EMS
City of White Sulphur Springs Fire Department
City of White Sulphur Springs Parks and Recreation
City of White Sulphur Springs Police Department
City of White Sulphur Springs Public Works
City of White Sulphur Springs Sewer Service
City of White Sulphur Springs Water Service
Farmer's Market
Gillespie's Flowers & Productions
Greenbrier Sporting Club
Homes for West Virginia
Hope Village
Little League Baseball
Main Street (3 different members)
Mark Linkous- Large Property Owner
Midget Football
White Sulphur Springs Public Library
WRB Properties LLC

# **APPENDIX 3: OPEN HOUSE RESULTS**

## City of White Sulphur Springs Open House Results

The City of White Sulphur Springs' Planning Commission held an open house on 11/1/2017 at City Hall in White Sulphur Springs, WV. The purpose of the open house was to gain public input for the upcoming comprehensive plan draft. Community members were asked to present their thoughts about strengths, opportunities, challenges, and threats of the community, future growth areas, and what they would put their 5 'White Sulphur Springs Bucks' toward. The results of the open house are as follows:

### *Exercise 1 – "Strengths and Opportunities"*



*Instructions: Write down things you feel as though are strengths or opportunities in the City of White Sulphur Springs.*

#### **Strengths:**

- Good/convenient location
- Community interest
- Community
- Small town
- Festivals
- Library
- A good place to raise a family
- Outdoor activities
- Friendly people
- Destination area
- Scenic
- Survivors
- Hardworking citizens
- The Greenbrier
- Nice place to live
- People working together to rebuild
- Civic Center

## Opportunities:

- Outdoors destination
- Economic development
- Partner/have joint ventures with other communities
- Partner with businesses
- Youth activities
- Food variety
- Library
- More for youth to keep them here
- Small business
- Create jobs
- Nice housing
- Pride in our town
- Civic Center – use for meetings and jobs
- More activities for the community
- Revitalization
- Available funds
- Center of town activities
- Demographics
- Working hand in hand with the Greenbrier

## Exercise 2 – “Challenges and Threats”

### Station 2: Challenges and Threats

#### Challenges

Challenges negatively influence a resident or visitor's experience in a community. Challenges are those things that you want to see paid special attention to in the creation or updating of a comprehensive plan. Challenges may or may not have an obvious solution, but it is important to identify them regardless of their complexity. Challenges, like strengths, can be anything from a structure to a service.

#### Threats

Threats could cause problems for the county in the future. Threats are often external and beyond a community's control. It is important to identify threats as communities can prepare for the possible impact they may have in the future.

*Instructions: Write down things you feel as though are challenges or threats to the City of White Sulphur Springs.*

**Challenges:**

- Hindered by lack of space to grow (for residential or industry)
- Quality of infrastructure
- Identifying community issues
  - Project needs assessment
- Identifying public service updates and fixing them
- Communication – event updates and cancellations
  - Put more on the city calendar, board outside of City Hall
  - Alerts to neighborhoods
  - New store openings
- Empty property – add fines/repercussions for improper maintenance
- Getting everyone in the community involved
- Diversify types of stores to shop in
- More help with public committees/festivals/events (preparation)
- Post-flood recovery – getting back to proper enforcement
- Let people know of free services (like free tax prep, for example)
- Need a unique approach to keeping new businesses in town
- What will replace the torn down buildings?
- Lack of transportation
  - Having Uber or Lyft

**Threats:**

- Drugs
- Solving boredom
- Need stricter regulations for disability funding
  - Access to disability
- Rental properties not being maintained
  - Causes value of homes around them to go down
- Property maintenance in general; lack of pride
- Infrastructure
- Need more (well maintained and affordable) rentals
- Pipelines near and around
- Fracking
- New businesses and citizens being scared away by current gambling business
- More policing
  - Understaffed
  - Demographics have changed post-flood; more people to watch

### *Exercise 3 – “Future Growth”*

**Station 3: Future Growth**

**Please identify future growth areas, conservation areas, rural areas, and redevelopment areas!**

Growth areas- areas that you would like to see additional commercial, industrial and/or residential development.

Conservation areas- areas that you want to see conserved and not developed in the future.

Rural areas- areas that will remain undeveloped as either agricultural lands, park land or open space/woods.

Redevelopment areas- blighted areas that are in need of revitalization.

*Instructions: Please identify future growth areas, conservation areas, rural areas, and redevelopment areas in the City of White Sulphur Springs.*

- Abandoned building on O Connell Street
- Abandoned and dilapidated buildings on Swan Lane
- Civic Center is not utilized and would be a big plus
- Property maintenance concerns on Church Street
- Main Street needs additional community development
- Property maintenance issues on Branch Street
- Widen Big Draft Road and narrow the sidewalk
- Plans for walking path from Paisley Park to Myland Park
- Would like to connect trails to hatchery
- Connect field to Nicely Park to Hatchery
- Annexation to Hart Run
- Deepen waterways for fishing

**Exercise 4 – “Where would you spend your White Sulphur Springs Bucks?”**



**Instructions:** Each person is given 5 White Sulphur Springs Bucks’. Place each buck next to the category that you feel should be prioritized. You may use more than one dollar in each category.

Category	WSS Bucks’
Economic Development	\$19
Public Safety – police, EMS, fire, etc.	\$11
Recreation	\$19
Abandoned and Dilapidated Buildings	\$19
Pedestrian Safety – sidewalks, bike lanes, etc.	\$13
Public Services – medical care, education, etc.	\$14
Infrastructure	\$8
Community Design – community character, pride, beautification, etc.	\$5
Annexation	\$2

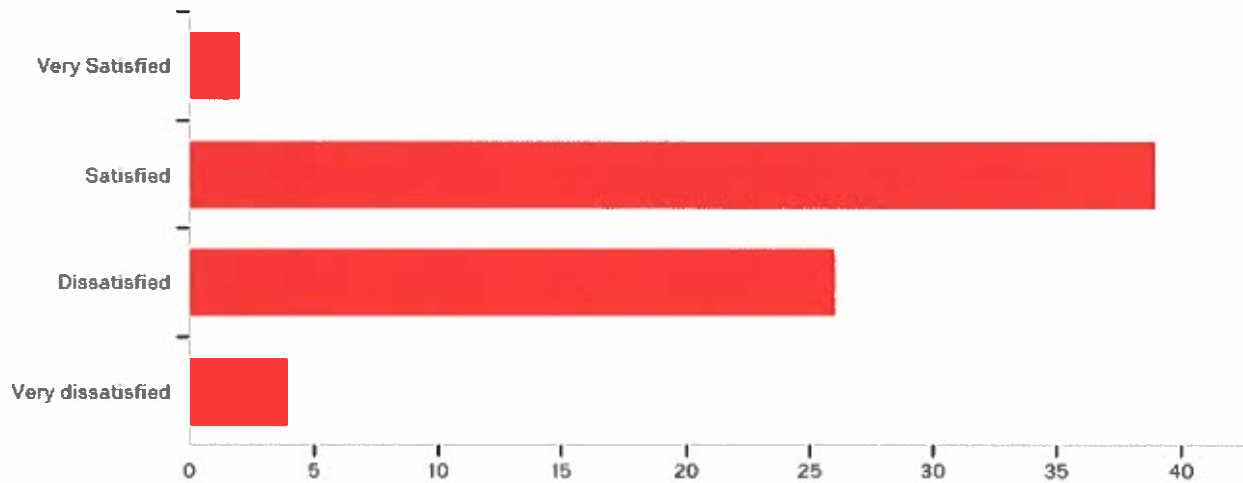
**APPENDIX 4:**  
**ONLINE SURVEY**  
**RESULTS**

# Default Report

*White Sulphur Springs*

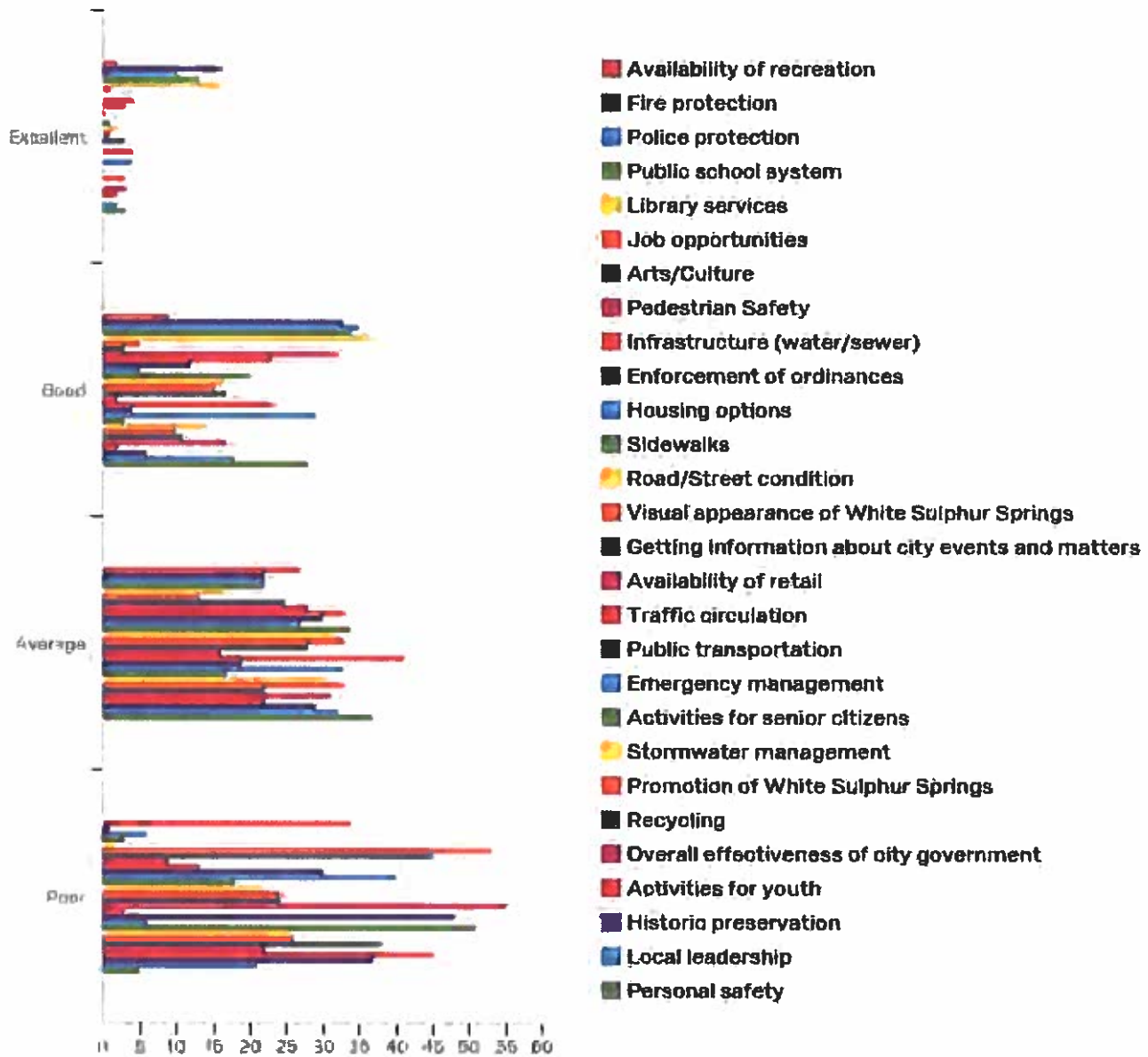
December 5th 2017, 2:14 pm MST

## Q1 - How do you feel about the quality of life in White Sulphur Springs?



#	Answer	%	Count
1	Very Satisfied	2.82%	2
2	Satisfied	54.93%	39
3	Dissatisfied	36.62%	26
4	Very dissatisfied	5.63%	4
	Total	100%	71

**Q2 - Please rate your level of satisfaction for the following:**

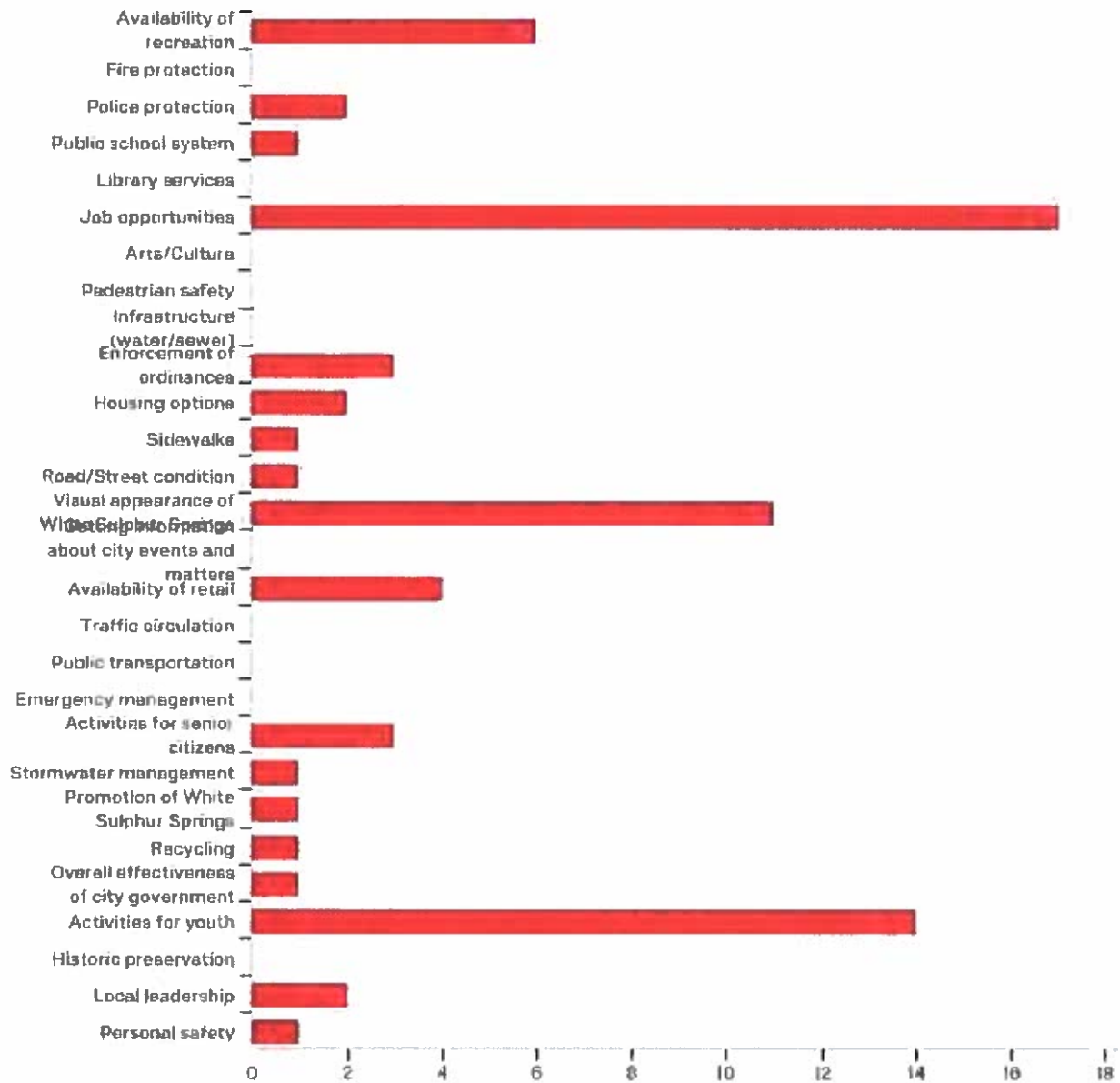


#	Question	Excellent		Good		Average		Poor		Total
1	Availability of recreation	2.78%	2	12.50%	9	37.50%	27	47.22%	34	72
2	Fire protection	22.22%	16	45.83%	33	30.56%	22	1.39%	1	72
3	Police protection	13.70%	10	47.95%	35	30.14%	22	8.22%	6	73

	on									
4	Public school system	18.06%	13	47.22%	34	30.56%	22	4.17%	3	72
5	Library services	22.22%	16	51.39%	37	23.61%	17	2.78%	2	72
6	Job opportunities	1.39%	1	6.94%	5	18.06%	13	73.61%	53	72
7	Arts/Culture	0.00%	0	4.11%	3	34.25%	25	61.64%	45	73
8	Pedestrian Safety	5.48%	4	43.84%	32	38.36%	28	12.33%	9	73
9	Infrastructure (water/sewer)	4.17%	3	31.94%	23	45.83%	33	18.06%	13	72
10	Enforcement of ordinances	0.00%	0	16.67%	12	41.67%	30	41.67%	30	72
11	Housing options	0.00%	0	6.94%	5	37.50%	27	55.56%	40	72
12	Sidewalks	1.37%	1	27.40%	20	46.58%	34	24.66%	18	73
13	Road/Street condition	2.74%	2	23.29%	17	43.84%	32	30.14%	22	73
14	Visual appearance of White Sulphur Springs	1.37%	1	20.55%	15	45.21%	33	32.88%	24	73
15	Getting information about city events and matters	4.17%	3	23.61%	17	38.89%	28	33.33%	24	72
16	Availability of retail	0.00%	0	2.74%	2	21.92%	16	75.34%	55	73
17	Traffic circulation	5.63%	4	32.39%	23	57.75%	41	4.23%	3	71

18	Public transportation	0.00%	0	5.63%	4	26.76%	19	67.61%	48	71
19	Emergency management	5.56%	4	40.28%	29	45.83%	33	8.33%	6	72
20	Activities for senior citizens	0.00%	0	4.23%	3	23.94%	17	71.83%	51	71
21	Stormwater management	0.00%	0	19.72%	14	43.66%	31	36.62%	26	71
22	Promotion of White Sulphur Springs	4.17%	3	13.89%	10	45.83%	33	36.11%	26	72
23	Recycling	0.00%	0	15.49%	11	30.99%	22	53.52%	38	71
24	Overall effectiveness of city government	4.11%	3	23.29%	17	42.47%	31	30.14%	22	73
25	Activities for youth	2.82%	2	2.82%	2	30.99%	22	63.38%	45	71
26	Historic preservation	0.00%	0	8.33%	6	40.28%	29	51.39%	37	72
27	Local leadership	2.74%	2	24.66%	18	43.84%	32	28.77%	21	73
28	Personal safety	4.11%	3	38.36%	28	50.68%	37	6.85%	5	73

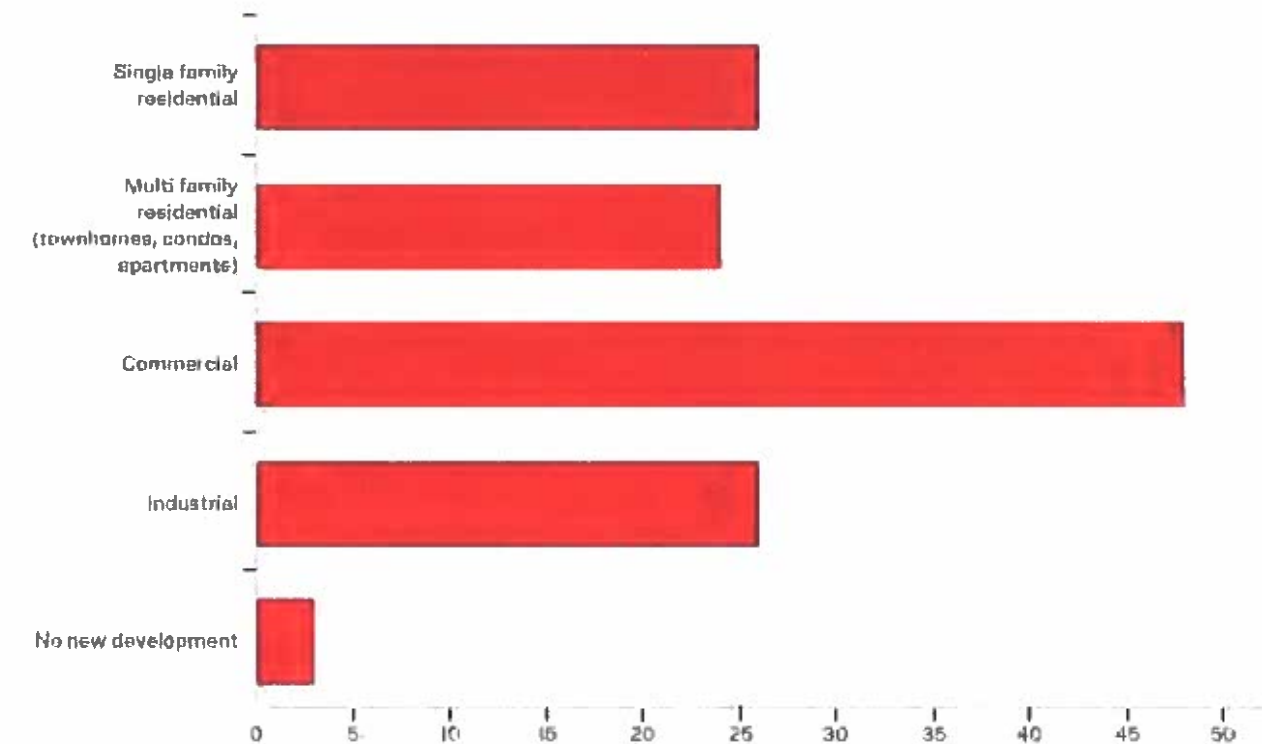
**Q3 - Of the things listed above, which do you feel is MOST important for White Sulphur Springs to improve?**



#	Answer	%	Count
1	Availability of recreation	8.33%	6
2	Fire protection	0.00%	0
3	Police protection	2.78%	2
4	Public school system	1.39%	1
5	Library services	0.00%	0

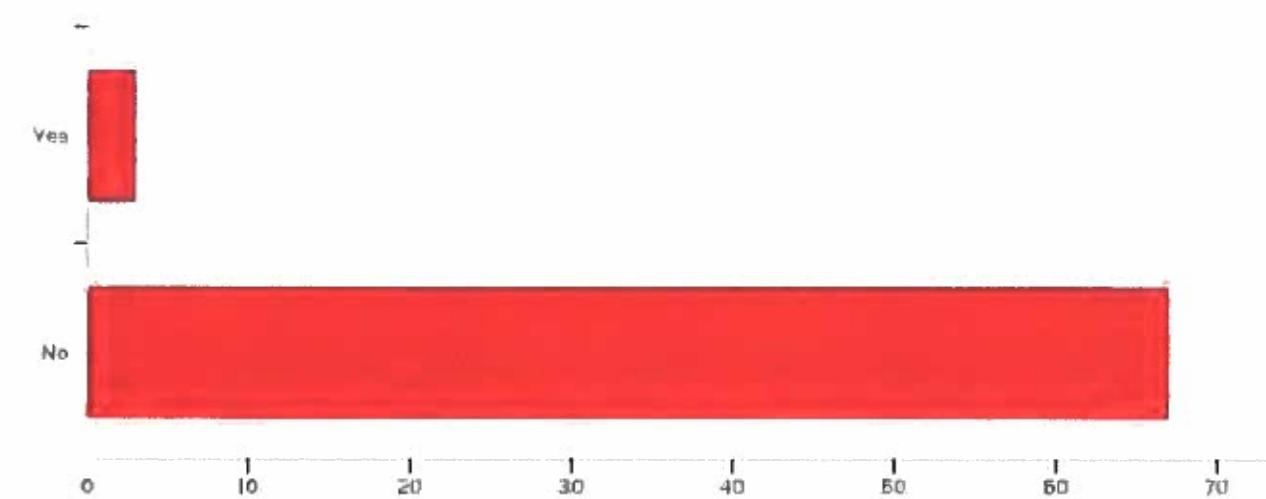
6	Job opportunities	23.61%	17
7	Arts/Culture	0.00%	0
8	Pedestrian safety	0.00%	0
9	Infrastructure (water/sewer)	0.00%	0
10	Enforcement of ordinances	4.17%	3
11	Housing options	2.78%	2
12	Sidewalks	1.39%	1
13	Road/Street condition	1.39%	1
14	Visual appearance of White Sulphur Springs	15.28%	11
15	Getting information about city events and matters	0.00%	0
16	Availability of retail	5.56%	4
17	Traffic circulation	0.00%	0
18	Public transportation	0.00%	0
19	Emergency management	0.00%	0
20	Activities for senior citizens	4.17%	3
21	Stormwater management	1.39%	1
22	Promotion of White Sulphur Springs	1.39%	1
23	Recycling	1.39%	1
24	Overall effectiveness of city government	1.39%	1
25	Activities for youth	19.44%	14
26	Historic preservation	0.00%	0
27	Local leadership	2.78%	2
28	Personal safety	1.39%	1
	Total	100%	72

**Q4 - What type of new development would you like to see in White Sulphur Springs? (you can choose more than one answer)**



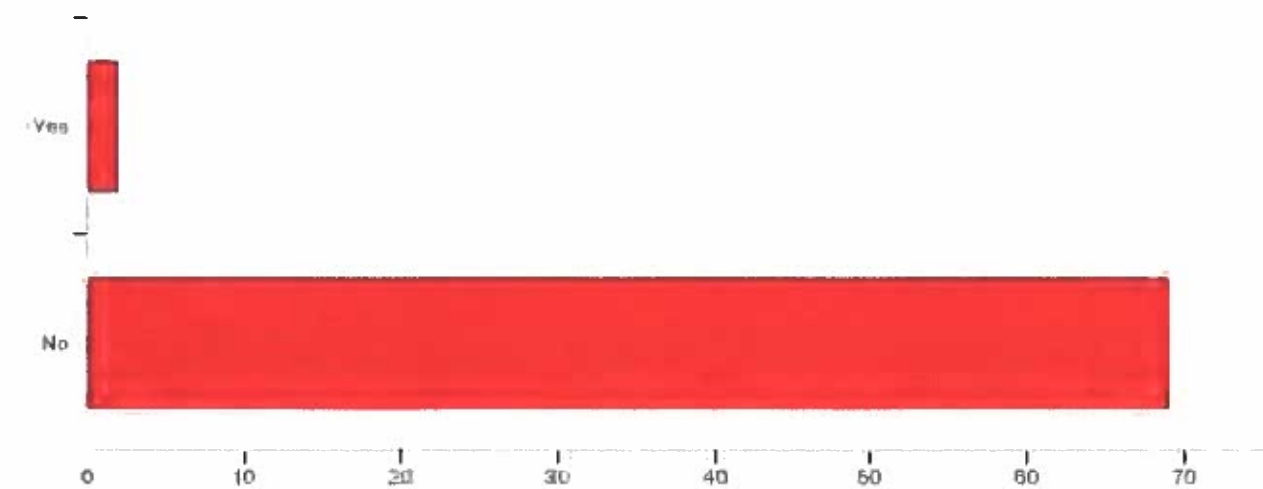
#	Answer	%	Count
1	Single family residential	20.47%	26
2	Multi family residential (townhomes, condos, apartments)	18.90%	24
3	Commercial	37.80%	48
4	Industrial	20.47%	26
5	No new development	2.36%	3
	Total	100%	127

**Q9 - Are there enough recreational programs and facilities for children and teens in White Sulphur Springs?**



#	Answer	%	Count
1	Yes	4.29%	3
2	No	95.71%	67
	Total	100%	70

**Q10 - Are there enough recreational programs and facilities for senior citizens in White Sulphur Springs?**



#	Answer	%	Count
1	Yes	2.82%	2
2	No	97.18%	69
	Total	100%	71

## Q7 - In 10 years I want the City of White Sulphur Springs to (finish the sentence)...

In 10 years I want the City of White Sulphur Springs to (finish the sentence)...

take care of our seniors and our youth

Be existing as a thriving community.

Double in population

To be coolest small town

Be the best place in WV to get a good paying job that i can actually have enough money to pay bills

be able to sustain growth and get back to a thriving small town it once was, seeing citizens becoming more involved

To be a vibrant town with shops, restaurants etc

prosperous and a town that I am proud to say I live in

Be prosperous and a viable place for familues to live and work

Be the WSS that I knew growing up. Retail shops open and seeing people walking on the streets visiting shops.

Have a Pool,Have a community center big enough for school programs and more things for seniors to do and more affordable retail shopping would be good.

get a pool open

be able to have people care more about the community and children then themselves.

Continue to progress on needed programs.

I know the Barrel Company is to start operation in the Harts Run area but I would still like to see more manufacturing operations. This would provide many job opportunities for the people in our community. I also understand how hard it is to entice big business to come to our area.

To quit spending so much money on the police and there gas to drive them. Put in a YMCA or something indoors so the kids have some place to go instead of drugs and getting in trouble. There is not even a proper gym at the Elementary school.

Have more housing and job opportunities

be on the top city in the country

To flourish with people and things to do and healthy businesses.

attract the tourism The Greenbrier is now routing to Lewisburg instead of to downtown WSS

Be like it was in the 70's

Be a destination for tourists, having no vacancies in the building on Main Street and have new industry creating job.

have places for town people to shop and eat.

improve its services to its residents and maintain exiting ones as well.

Dont know.

The best city in wva. Buisness friendly. Get rid of dilapitated buuildings on main street and all over city. Build a new

pool for seniors and kids to help with fitness . More buisness and jobs.

Eradicate the drug problem in town. More police on patrol could help this awful drug problem.

be a city that is clean,good streets, much better storm runoff drainage (very BAD) good places to eat and folks feel safe and zoning to keep unsightly housing under control.

be a welcoming, vibrant place that welcomes people with recreational and job opportunities.

Build a better playground at the ball park. Also fix the pool.

clean up the drug problem.

Be a busy hub, get rid off some slum lords, to be abkegive police and fire whatever they need. Get some busniess in town and no pizza places or slot parlors

have every vacant building being used for shops or affordable housing...water system expanded further up Big Draft Road...beautified!

work with the volunteers that make everything happen for the kids in wss

be successful and to have thriving small businesses that employ local people.

Develope the downtown area into an outlet store town. We are in the perfect location with the interstate.

A downtown village attracting guests from Hotel and elsewhere

Have increased businesses/ job opportunities available.

Have more local restaurants and retail

be an equal tourist attraction to Lewisburg.

Be more financially stable.

having affordable housing and activities for all ages

Have better opportunities for families

Work harder on the heroin and pill epidemic. I see drug deals going down daily and if i see it why dont the local police?

Be a place I can work and live in. Have more career opportunities.

to revitalize the downtown and encourage new business development while enforcing ordinances that make property owners clean up their properties.

complete the civic center to be able to offer programs for young, old, and family.

a beautiful, thriving,safe city with more youth, adult, and senior activities

to be a destination place.

Job

not have a lot of empty buildings on main street

Growing locally with new a revitalized downtown!

be booming with clean propertys, better sidewalks, and a main street full of shops, a hotel, and other fun things that would bring life to our small community

where leaders were raised.

Open the pool back up! Give the kids something to do!

## Expand

### Best small town in America

have more business and jobs on main street and more of a hometown feel.

to grow and have more options for people to do.

Push the state to replace bridge close to old lastrada building not structurally sound

### Be a vital villiage

Have more retail, more recreational activities, senior activities and services. More hotel accommodations, more restaurants

Stop cartering to out of state inters and toutism

be a charming resort town filled with cute shops, unique restaurants, and WELL MAINTAINED residences.

to be a busteling community with industrial/commercial developement

# **APPENDIX 5:**

## **SOURCES**

## Sources

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*Icons from freepik.com and flaticon.com*

A faint, light-colored map of the United States is visible in the background, showing state boundaries and major cities. It is positioned in the upper left quadrant of the page.

# **APPENDIX 6: FUNDING OPPORTUNITIES**

## ***Funding Opportunities***

### ***Appalachian Regional Commission***

The Appalachian Regional Commission (ARC) provides federal grant funds for the support of economic and community development in West Virginia. The goal of ARC is to create opportunities for self-sustaining economic development and improved quality of life.

Projects approved for ARC assistance must support one of the four general goals:

- Strengthen the capacity of the people of Appalachia to compete in the global economy.
- Increase job opportunities and per capita income in Appalachia to reach parity with the nation.
- Develop and improve Appalachia's infrastructure to make the Region economically competitive.
- Build the Appalachian Development Highway System to reduce Appalachia's isolation.

Activities generally eligible for funding include, but are not limited to, projects that:

- Improve infrastructure for community and economic development.
- Improve educational opportunities and workforce skills.
- Increase civic and leadership capacity.
- Increase entrepreneurial opportunities.
- Improve health care resources.

### ***Benedum Foundation***

The mission of the Benedum Foundation is to encourage human development in West Virginia and Southwestern Pennsylvania through strategically placed charitable resources. The foundation gives two types of grants; education and economic development.

### ***Governors Community Participation Grant Program***

The Governor's Community Partnership Grant program provides state grant funds for community and economic development projects throughout West Virginia. The program enables communities to expand, build and improve a variety of public facilities and services.

Eligible activities include but are not limited to permanent public improvements related to the following:

- City hall and courthouse facilities
- Community centers
- Construction and renovation of public facilities
- Demolition
- Economic development
- Flood and storm drainage
- Business and industrial parks
- Land and property acquisition
- Libraries
- Parks and recreation
- Parking facilities
- Preservation and beautification
- Street and sidewalk repair

- Technology
- Water and wastewater facilities and services

### ***KaBOOM***

KaBoom is a non-profit organization that is dedicated to creating play spaces for children throughout the United States.

KaBoom offers three types of grants:

- Build it with KaBOOM!- work with KaBOOM! and their corporate partners. This grant provides coaching and facilitation of an experienced Project Manager to help design and build a permanent play structure
- Build it Yourself- grant (\$15,000) to be used toward the purchase of playground equipment
- Creative Play Grants- used to design play equipment that encourages creativity, communication, and collaboration in play

### ***Land and Water Conservation Fund***

The Land and Water Conservation Fund program (LWCF) provides supplemental federal funding for the acquisition and/or development of high- quality, public outdoor recreational areas throughout West Virginia. Proposed projects must be consistent with the Statewide Comprehensive Outdoor Recreation Plan (SCORP). Park renovations, expansions to promote active lifestyles, innovation in community cores, attracting or retain visitors to an area, development of trailheads or preservation of other natural areas to impact community health objectives and brownfields renewal efforts will receive funding priority.

Eligible activities include but are not limited to the development of outdoor recreation resources related to the following:

- Land acquisition for parklands
- Development or renovation of the following types of outdoor recreational facilities:
  - Campgrounds
  - Picnic areas
  - Sports and playfields
  - Golf courses
  - Swimming facilities
  - Boating facilities
  - Fishing facilities
  - Hunting areas
  - Trails
  - Winter sport facilities
  - Support facilities (walks, utilities, bathrooms, etc.)
  - Amphitheaters
  - Lake impoundments
  - Visitor information centers
  - Interpretive centers

### ***Neighborhood Investment Program***

The Neighborhood Investment Program (NIP) increases charitable giving to local nonprofit organizations. The program allows 501(c)3 designated charitable organizations to apply for tax credit vouchers. These organizations distribute the vouchers to contributing businesses and individuals. By donating to approved NIP organizations, contributors can support their communities and earn credits to reduce certain West Virginia taxes.

The West Virginia Legislature sets aside \$2.5 million annually in state tax credits for the NIP. To participate, a 501(c)3 charitable organization must apply to the West Virginia Development Office. Upon meeting program requirements and obtaining approval from the NIP Advisory Board, organizations are awarded tax credit vouchers. Businesses and

individuals that contribute to NIP-approved organizations are eligible to receive up to 50 percent of the contributed amount in the form of state tax credits. Donors may use the credits to reduce liability for the Corporate Net Income Tax, the Business Franchise tax or the Personal Income Tax.

Projects generally eligible for program participation include but are not limited to the following:

- Health clinics
- Homeless shelters
- Educational programs
- Housing programs
- Preservation/revitalization activities
- Domestic violence shelters
- Children's shelters
- Meal delivery programs
- Senior citizens' centers
- Community foundations
- Scholarship programs
- Hospice care
- Transportation programs
- Day care centers
- Counseling services
- Services for the disabled

### ***Small Cities Block Grant Fund***

The Small Cities Block Grant program (SCBG) provides federal funds for community and economic development projects throughout West Virginia. The program supports job creation and retention efforts, local government efforts to provide affordable infrastructure systems and community efforts to improve the quality of life for low- to moderate-income citizens. Eligible units of local government may receive SCBG funds if they are documented to fulfill one of three national objectives:

- Activities benefiting low- and moderate-income people.
- Activities that aid in the prevention or elimination of slums or blight.
- Activities designed to meet community development needs having a particular urgency because existing conditions pose a serious and immediate threat to the health or welfare of the community and where other financial resources are not available to meet such needs.

Activities generally eligible for funding include but are not limited to permanent public improvements related to the following:

- Community centers/senior citizen centers
- Construction and renovation of public facilities
- Demolition
- Economic development
- Flood and storm drainage
- Acquisition
- Parks and recreation
- Preservation and beautification
- Technology
- Water and wastewater facilities and services
- Community facilities renovation/construction

### ***Smart Growth Implementation Assistance***

The Smart Growth Implementation Assistance (SGIA) program provides assistance from national experts to help communities explore barriers to smart growth implementation and pilot innovative ideas that create more sustainable communities. EPA will provide technical assistance to successful applicants.

### ***Transportation Alternatives Program (TAP)***

TAP provides funding for programs and projects defined as transportation alternatives, including on- and off-road pedestrian and bicycle facilities, infrastructure projects for improving non-driver access to public transportation and enhanced mobility, community improvement activities, and environmental mitigation; recreational trail program projects; safe routes to school projects; and projects for planning, designing, or constructing boulevards and other roadways largely in the right-of-way of former Interstate System routes or other divided highways.

The TAP program now funds projects that would have previously been considered under the Transportation Enhancement and Safe Routes to Schools Programs.

### ***The Greater Kanawha Valley Foundation (GKVF)***

The Greater Kanawha Valley Foundation (GKVF) encompasses Kanawha, Putnam, Boone, Clay, Lincoln, and Fayette Counties in West Virginia. The Foundation helps individuals, families, businesses, and nonprofits improve the lives within the community now and for generations to come. They assist donors in creating charitable funds, each with its own philanthropic purpose, and provide grants to nonprofits that meet the needs of the community.

There are two discretionary grantmaking tracks:

- Proactive collaborative grants in education, health, and civic engagement and community building
- Responsive grants in basic needs or arts and culture

To be eligible for both discretionary grantmaking programs, an applicant must:

- Be a 501(c)(3) nonprofit, public school, or government entity
- Demonstrate the ability to build communitywealth
- Serve Kanawha, Putnam, Lincoln, Boone, Clay, and/or Fayette Counties of WV
- Have an audit, financial review, or financial compilation

# **APPENDIX 7: ADOPTION MATERIALS**

*(TO BE ADDED AFTER PLAN IS ADOPTED)*