

# FORWARD 2034

#### **Comprehensive Plan Update** Public Meeting 02



### Welcome City of Wheeling! From the City

#### COMMUNITY CONVERSATION



**BJ Delbert, Building and Planning Director** 

Bill Lanham, Assistant City Manager Nancy Prager, Development Director Rochelle Barry, Parks and Recreation Director Michele Rejonis, Marketing Stephanie Hockenberry, Ohio County Office



### Welcome City of Wheeling! From the Steering Committee

#### COMMUNITY CONVERSATION



**Bob Herron**, City Manager Elizabeth Paulhus, Community Foundation Howard Monroe, Planning Commission Jeremy West, Planning Commission Kurt Zende, Chamber Michael Baum, Planning Commission Olivia Litman, CVB **Scott Schenerlein**, Wheeling Heritage Valorie Piko, Regional Economic Development



#### Welcome City of Wheeling! Raffle Donations

#### COMMUNITY CONVERSATION



# Join us at all the meetings for a chance to win!



evolve environment :: architecture

Our nationally recognized studio prioritizes the design and planning of resilient communities and addresses them at multiple scales.

We enable more livable communities by envisioning beneficial built systems and developing human capacity with a focus on implementation.



**Christine Mondor, FAIA, EcoDistricts AP** Principal



Ashley Cox, AICP, EcoDistricts AP Associate, Senior Project Manager



**Varun Shah** Urban Designer, Project Support

### **Cities have the capability of** providing something for everybody, only because, and only when, they are created by everybody.

-Jane Jacobs



The Comprehensive Plan is a document designed to guide the future actions of a community. **It Presents** 

#### **A VISION FOR THE FUTURE**

With

#### **LONG-RANGE GOALS**

And

### **OBJECTIVES FOR ALL ACTIVITIES**

That

**AFFECT LOCAL GOVERNMENT.** 



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#### **STEERING** COMMITTEE MEETING

**Review of Phase 01 Priorities** 

#### **TECHNICAL ADVISORY GROUP** MEETING

**Discuss Action Plan Opportunities** 

**PHASE 02 PUBLIC WORKSHOP** 

Scenario Building and Action Planning



### **PUBLIC MEETING AGENDA**

**Meeting Goal.** We will review the City's potential drivers of change and evaluate how well they can support the community's values and goals.

Introduction Phase 01 Results Summary Scenario Development Wheeling Futures Break Out Groups Final Thoughts + Next Steps

Free Roam Wall Activities



### Vibrant Cities are a Combination of

Hardware or physical systems of places and infrastructure that are our backdrop

as well as the

**Software** or relationships between people and institutions that make cities dynamic and vibrant places full of opportunities.

### Phase 01 Review **SUMMARY OF FINDINGS** What are our drivers for change?



We Read Through						
<b>PREVIOUS PLANS</b>	Housing	Resilience	Mobility	Econ. Dev.	History	Community
Envision Wheeling Plan						
Consolidated Annual Performance & Evaluation Report						
Coordinated Public Transit - Human Services Transportation Plan				2		
Region X Coordinated Public Transit- Human Services Transportation Plan						
Wheeling Area Economic Outlook						
2018 Top Prospects Survey Results						
2022 West Virginia Economic Review						
ARC Project Guidelines						

### We Examined DEMOGRAPHICS We Examined LABOR & INDUSTRY We Examined INSTITUTIONS



# NART.

### We Heard **RESIDENTS** We Heard **BUSINESSES AND PROPERTY OWNERS** We Heard **LOCAL AND REGIONAL EXPERTS**





#### Wheeling Forward Comprehensive Plan Survey 01: Community Values

The City of Wheeling in partnership with residents and stakeholders will will create a comprehensive plan that provides the framework for city-wide investment. The plan will address a range of community priorities, including youth and education, aging in place, housing, arts and culture, community development, labor and industry, land use, transportation, and resilience.

Comprehensive Planning is a collaborative planning process that builds consensus among many voices as cities decide how to take advantage of new resources and navigate a pivoting community.

This survey is one of a series of tools the city will use to understand what is most important and valuable to your community for this project. We welcome your thoughtful responses where you can include as much as detail as you feel comfortable with. There are three sections to this survey, and at the end you will find a link to a crowd-sourced asset map to mark locations that are of special interest to you. We welcome your thoughtful responses where you can include as much as detail as you feel comfortable with!

ashley@evolveea.com Switch account

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Not shared





#### In Our Community | Asset Mapping FORWARD 2034 Recreation & Green-space AETNAVILL Genera Mount Wood Overlook Recreation & Green-space Golden Chopsticks MBARD EIGHTS Capitol Theatre Bridgeport Elle & Jack Recreation & Green-space 30 Wesbanco Arena Wheeling Island otel-Casino-Racetrack Centre Market Wheeling RIVERVIEW Recreation & Green-space Jebbia's Market Lowe's Home

Improvement

Dairy Queen

Silver Ra

#### **ONLINE ASSET MAP**

Our Findings are informed by many conversations with the city's residents and stakeholders

- **11 Interviews** 
  - **6** Focus groups
  - **1** Public meeting
  - 2 Surveys5 Site visits

Ongoing 21 participants JAN 24th 32 participants **FEB 12** 60 participants Ongoing 20 unique entries

In the Northern Panhandle of the Ohio Valley Region, Wheeling has long been an innovator in the infrastructure of cities and threshold for economic expansion.





As the tax base began to shrink, the city of Wheeling, like much of the region, has had to make hard decisions about how to prioritize key municipal functions.



Endangered building owned by the City Credit: Preservation Alliance of West Virginia



There are many legacy cities that have begun to turn the corner and address some of the critical issues Wheeling is dealing with:

- Historical Grief
- Shift in Economic Focus
- Declining Tax Base (people+business)
- Invitational Leadership Models



A map depicting the economic status of counties within the ARC's service area as of fiscal year 2024. Credit: Appalachian Regional Commission



There has been an acknowledgement from the city and the State that the only way to turn the corner is to grab the wheel and chart the path that is desired.

#### **Bring It Home**

Mentions of onshoring buzzwords in earnings calls and presentations of U.S. public companies



Source: Bloomberg

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The state continues to balance the right mix of large industries recruitment, home-grown entrepreneurship, and infrastructure improvements.



Three state highway worker unveil a banner behind Gov. Jim Justice during his 2024 State of the State address. <u>Credit</u>: Will Price, WV Legislative Photography, Mountain State Spotlight



In effort to turn the corner, Wheeling's 2034 **Comprehensive Plan will** outline a progressive vision to modernize the city, increase its resiliency, and diversify the economy.









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### How do we leverage our legacy while remaining competitive in a rapidly changing world?

Wheeling, WV is a community of choice where forward thinking and collective action offer a high quality of life, ensuring equitable prosperity for all.

### RESILIENCE

**The City of Wheeling is prepared** for any challenge through reliable networks of support and infrastructure.

### ECONOMY

The City of Wheeling is an investor for people and industry realizing their full potential.

#### CULTURE

The City of Wheeling is alive with self starters who have an eye for craftsmanship and innovation.

#### MOBILITY

The City of Wheeling is a regional center that builds connections between people businesses and institutions.

#### DEVELOPMENT

The City of Wheeling is a growing destination that can accommodate local and regional activity.

#### HOUSING

The City of Wheeling is adaptive reflecting emerging desires for walkable, historic, and sustainable communities. To improve the city's **RESILIENCE** we must

#### Strategy 01 Improve the health of our environmental assets.

Strategy 02 **Improve access to essential services.** 

Strategy 03

Improve access to quality parks and recreational amenities.

To improve the city's **MOBILITY** we must

#### Strategy 01 Maintain the quality of our infrastructure.

#### Strategy 02 Support the safe passage of people who travel without a car.

Strategy 03

# Improve connections to regional networks and destinations.

To improve the city's **ECONOMY** we must

#### Strategy 01 Attract high-paying jobs with the potential for growth into the region.

## Strategy 02 **Attract businesses in key industries.**

Strategy 03 Support growth among local and entrepreneurial business start-ups. To improve the city's **DEVELOPMENT** we must

Strategy 01

# Support a daytime to nighttime economy in the downtown historic districts.

Strategy 02

# Create a clear process for the preservation of underutilized properties.

Strategy 03

Expand the activities around the university and medical campuses to accommodate broader community needs.

#### To improve the city's **CULTURE** we must

Strategy 01

# Retain our emerging local talent with opportunities to stay home.

Strategy 02

Attract professionals and families into the city.

Strategy 03

Increase participation and production of arts and craftsmanship.

To improve the city's **HOUSING** we must

#### Strategy 01 **Provide housing choices for younger and senior populations who want to own.**

#### Strategy 02 Provide quality places to live that remain affordable for the city's early adopters.

Strategy 03

Preserve the historic character of the city's existing housing stock.



#### WHEELING FORWARD

CITY OF WHEELING COMP PLAN

DRAFT - Phase 01 Summary: Wheeling Today + Tomorrow Updated March 19, 2024

(304) 234-3617

Submitted by evolveEA Submitted to City of Wheeling, WV

1500 Chapline Street Wheeling, WV 26003

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### Take a Look at the Phase 01 Summary Report!

powered by evolveEA

### Ice Breaker ROLL INTO THE FUTURE!

Reimagine your city with your neighbor!

Roll the dice! Make up a story about Wheelings future using the three words! Make it FANTASTIC!



2) powered by evolveEA

### Scenario Development WHEELING FUTURES How do we leverage our places for greater community impact?



### Incentivizing What We Want Built

Zoning is just one of the policy tools that the city can employ to enable the type of land use changes they'd like to see.



Project Area


## What if Wheeling were known as a... **RESILIENT CITY**

The City of Wheeling deftly navigates its floods with a **resilience hubs** and **evacuation paths** and **recovery plans**. Its adaptivity enables **commercial and cultural vitality**, propelling the city into the future as a **beacon of resilience**.

## A City Embedded in the River

What makes the city of Wheeling unique is its inextricable link to its environment. The sinewy orientation of development is a result of the historic riverbed in this region.

While it limits where new development can be located, it creates a relationship to water that is personal and not found in many other places.



## The Cost of Water

Every property that falls within Special Flood Hazard Areas m flood insurance policy until the is fully paid off. In recent years individuals have seen premiums increase by up to 25%.

With Mortgage	47.92%
Without Mortgage	52.08%

Mortgage

		Y-o-Y Change
With Mortgage	3,459	5.9%
Without Mortgage	3,759	0.7%
Median Value with Mortgage	\$127,100	9.5%
Median Value without Mortgage	\$105,900	-0.5%
Median Housing Costs per Month	\$645	3.7%

Source: U.S. Census Bureau release, the 2021 ACS; via Point2Homes



### The Cost of

### Water



Source: (left) Flooding on Southern side of Wheeling Island (right) Mudslide on Mt. Zion Cemetery; via <u>The Hudson Editorial</u> (photo by Amelia Essington)

## Impacts on Development

The cost of simple repairs can trigger the substantial improvements clause of the floodplain legislation, requiring homeowners to update their homes to be flood proof.

#### Market Building Value of Residential Uses

Ohio County Parcel Assessment for the City of Wheeling WV, November 2023



Common Home Repairs	Estimated Cost
Foundation repair	\$2K-\$7K, \$25K
Electrical issue; replacement	\$100-\$400, \$2.5K
Roof repair; replacement	\$950; \$8K
Water heater repair; replacement	\$600; \$1.7K
Water damage	\$2.6K
Pipe repair; new install	\$600-\$1.6K; \$5K
Septic system repair; new install	\$1.8K; \$6K
AC repair; Furnace install	\$350; \$4.5K
Mold removal	\$2,350
Termite treatment; damage	\$575; \$3K

Source: www.sofi.com/learn/content/most-common-home-repair-costs/

## Disaster preparedness

Many of the city's existing assets and the region's employment hubs are at risk within the floodplain. Wheeling might be a good candidate for federal climate infrastructure funding to support an energy hub, an evacuation plan, access to critical facilities:

- Food
- Hospitals
- Communications



## **Recommendations for RESILIENT CITY**



PROPERTY REHABILITATION ASSISTANCE

Offers support and resources to rehabilitate and improve properties. Zoning rules aimed at reducing flood risks and protecting properties in flood-prone areas.

UPDATED ZONING FOR FLOODPLAIN

**MITIGATION REQUIREMENT** 

Plans for developing and revitalizing areas along rivers for recreational and economic purposes. Enhances and protects water bodies for travel, recreation and environmental conservation.





WATERWAY DEVELOPMENT

## What if Wheeling were known as a... VANGUARD CITY

The city of Wheeling, known for its cultural richness, boasts historic architecture, picturesque parks, extensive trail networks, a burgeoning arts scene, and has become a center of cultural vibrancy.

### **Preservation Assets**

The existing housing stock has a strong architectural character. Over 35% of all stock was built between 1900 and 1940 close to the river and the highway system.

These assets are supported by the existing National Registry and Wheeling Heritage that fills the housing renovation gap.



## **Robust Civic Amenities**

There are four centers of activity that are pretty evenly distributed in Wheeling located in the downtown area, Warwood Terrace, Woodsdale, and Elm Grove.

Parks and Open Space is a commanenity across each district makines least 1/3 the non residential land u





## **Robust Civic Amenities**

**Civic Facilities** Education Hospitals **Retail commercial** Mixed-use Industrial Parks recreation Open space Natural\_conservation

War loca auto

Warwood Terrace: local institutions; auto oriented retail



Woodsdale: education center



Downtown + Wheeling Island: Riverfront parks, diverse job center Elm Grove: local institutions; highway retail



### Wheeling Assets by Category

Public Response, as of May 22, 2024

Recreation & Green-space
 Retail & Business
 Community & Family
 Arts & Culture
 Main-street & Street-





## Remote Work Trends

The employment landscape has shifted dramatically since the height of the pandemic.

There have been national shifts in investment priorities around public space, local business development and strengthening our virtual connections that have also found ground in the County.



Source: Oglebay Park. Weelunk

### From A Commercial to A Recreational

**Economy** ntext connectivity is used to provide access to cultural, civic and recreational amenities and services.

Wheeling is connected to the National Scenic and National Historic Trail System as well as some local trails that connect to PA's park system.



## **Potential for Music Tourism**

The city can develop a thriving music tourism sector that celebrates its unique musical identity, stimulates economic growth, and enriches the cultural fabric of the community

- Identify and Nurture Local Talent
- Host Music Events and Festivals
- Invest in Music Infrastructure
- Collaborate with Local Businesses



## 8-80 Growth Opportunitie

There is a culture of care that many idents extend to each other. The city benefits from focusing on the quality of life and economic mobility as residents transition through different periods of their life.

Many people value the city's versatility for many things activities and steady improvements to healthcare, and school system.



Source: "These Three Wheeling Women Are The Definition of Intergenerational Creativity." <u>Weelunk</u>

## Regional Education Center

There is a critical mass of educational assets that serve as a reliable source of talent for the region and a driver for economic development. The city of Wheeling alone has 4,000 students that is a source of vitality for the city.



### **Recommendations for VANGUARD CITY**



Uses future increases in property tax revenue to finance future streetscape improvements or city-led programs.

A designated area where investments are made to increase economic mobility for residents and businesses.

PLANNED BETTERMENT

DISTRICT

Designates areas for entertainment venues and activities.

Allows buildings to have shops and homes together, making neighborhoods more lively and convenient.





## What if Wheeling were known as a... CITY NETROPOLIS

The City of Wheeling stands as the center of regional commerce, its influence propelled by a growing population, a compact urban core, and increasingly accelerated urban expansion.

## **Turning the Corner**

The city's historic loss in population is slowing down and showing promising signs of growth in the future.

This is partly due to the population of young families is stabilizing and empty nesters/retirees are opting to stay in the city for its public amenities and feelings of safety.

### Change in Population (1870-2020)

IPUMS NHGIS, University of Minnesota, www.nhgis.org



## **Cultivating the Future Workforce**

Each year, over 1,000 students graduate from Public and private institutions within Ohio County. There is a strong talent pool that can support local business development in key industries, such as...

- 20% studied a healthcare related field.
- 19% studied business management
- 11% studied an education related field

#### Bachelor Degree Concentrations in Ohio County, WV

Integrated Postsecondary Education Data System (IPEDS) Completions. 2021



1500

	Nursing Assistant & Patient Care Assistant	Insurance	Medical Office Assistant	Teaching		Food Preparation Assistant
Cour				Petroleum Technology		
Ohio (				r en oreann reennology	625% Welding Technology	6.25% Other Heavy Industrial Equipment Maintenance Technologies 0.89%
0	34.8%	16.1%	9.82%	8.04%	179%	Entrepreneurial Studies 0.89%

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#### Total: 616



Source: Data USA: Ohio County, WV

Total: 112

## **Commercial Centers**

Commercial and industrial activity is most concentrated where Wheeling Creek intersects with the Ohio River.

Downtown Wheeling Historic District already serves as the primary employment and shopping center for the City. Woodsdale is also an employment center that hold primarily institutional jobs.

#### Employment Within 30-Minutes Of Public Transit



## A Front Door for the Region

Wheeling serves as the economic engine for the Bel-O-Mar Region. As such, the city is the entry point for many who land in the area, even if it isn't within the city limits.

As the city begins to ramp up development, having a regional approach for access and destinations ensure that more people who want to participate in the growth have the opportunity.



## Gateway Centers Project

"The project is intended not only to create a new outdoor recreational space on Wheeling Island, but also to shed a spotlight on the Wheeling Suspension Bridge and the city's role as a gateway to the West in the late 19th century." **Future phases of the Gateway Park Project will include** 

- landscaped green spaces
- a boat dock and kayak launch
- Historic walkways
- scenic overlook installation



**Text Source:** New Gateway Park Starting To Take Shape on Wheeling Island, <u>**The Intelligencer**</u> **Image Source:** Wheeling National Heritage Area Foundation Funds Development Firm for Wheeling Gateway Project, <u>Weelunk</u>

## Tapping into Agritourism

Recreation Tourism has risen as a major economic driver for West Virginia. The City will be within a 2-hour bike ride of the Great American Rail Trail that connects Ohio and Pennsylvania assets through the Veterans memorial bridge in Weirton, WV.



### **Recommendations for CITY METROPOLIS**



PUBLIC TRANSIT SERVICE EXPANSION

Increases the coverage and frequency of public transit services. Links trails and pathways to create a regional network for recreation and transportation.

**REGIONAL TRAIL** 

**CONNECTIONS** 



Plans to expand and revitalize downtown areas to accommodate business growth and development.



Designates areas for innovation and technology-focused businesses and organizations.

# Small Group Discussion **DECK CITY**

Work through high impact tactics that would support the proposed scenario

oowered by evolve**EA** 

### 01 RESILIENT CITY

The City of Wheeling deftly navigates its floods with a network of resilience hubs and meticulously charted evacuation paths. Its adaptivity fuels commercial and cultural vitality, propelling the city into the future as a beacon of resilience and prosperity

### 02 vanguard city

The City of Wheeling, a bastion of cultural richness, boasts many historic architectural marvels, picturesque parks, extensive trail networks, and a burgeoning arts scene, enshrining its status as the center of cultural vibrancy.

### O3 CITY METROPOLIS

The City of Wheeling stands as the epicenter of regional commerce, its influence vast and commanding, propelled by a growing populace, a compact urban nucleus, and an accelerated trajectory of urban expansion

 

 YES!
 YES, IF... (feel free to elaborate)

 The City of Wheeling defty navigates its floods with a network of resilience was and meticulously charted economercial and cultural vitality, propelling the city into the future as a beacon of resilience and prosperity

# Small Group Discussion **DECK CITY**



#### LIFE SCIENCE RESEARCH AND MANUFACTURING

Life science companies can be recruited to the Allentown manufacturing sites by partnering with developers to create amenable lab and manufacturing space.

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YES, IF... (feel free to elaborate)

#### I NEED TO Know More

MANUFACT	URING	
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# Wall Activities **PASSPORT TO WHEELING!**

### Visit Each Station to learn more and share your thoughts!

### Important to **OUR COMMUNITIES**

### About OUR COMMUNITIES In OUR COMMUNITIES

WHERE WE LIVE IS IMPORTANT TO OUR COMMUNITY! Propie call many different types of places home. Housing describes	Having a piace to Uve where I can easily travel to employment opportunities	Having a place to live that I can afford	Living in a healthy, energy efficient and accessible here	Preservation of historic Architecture	WHAT COULD BE IMPROVED? 🌉	HIVERIDEY MAPPING What are the coloring assets - hatere copyortamilizer
where propie live, including single fundy borris, duplexes, apartment, buildings and even places like elder care for dition! FER US 10 SUBCEER, IT IS SUPCIER TO ADDRESS., (pick 3)	Renowsing older housing	People without homes or people whe struggle to find a home	Housing choices for younger and serier pepelation who want to own	Heasing choices for younger and socier population who want to rest	WHAT IS NORENG WELL?	
WHAT WE CAN ACCESS IS IMPORTANT TO OUR COMMUNITY Mobility helps people access onclosury and desired places bits help there	Being closer to the places and ameridies that I need leg. Food, clathes, etc.)	Making it safer for people idifferently abled, yeath, elderal to travel without a car	More real time information about my travel plans	Ensure that I have access to employment	NHAT COULD BE IMPHONED? 🌉	INVENTORY MAPPING What are the colding assets - Infane operativities?
entropy security, independence, health, and community,	Preserve or improve the quality of our air and environment	Maistain the quality of our infrastructure leg. Roads, sidenwike, streeflights, etc.]	Better able to travel to other regions without a car (eg. Airport, train, bus)	Reduce the amount of traffic cangestian	NAMA IR NOBENE METS.	



# Wall Activities **PASSPORT TO WHEELING!**

#### Tear and return your passport to enter a raffle



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# FINAL THOUGHTS & NEXT STEPS

JUNWorkshop 02 SummaryAUGCommunity Workshop 03

PHASE 03 DEEPENING PRIORITIES

MAY'24 - AUG'24

What can we do? How can we get there? For More Information or for Updates, reach out to

BJ Delbert, Building and Planning Director

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