



# City of Madison Comprehensive Plan

Draft October 2023

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## Introduction

Located deep in the heart of the Appalachian mountains, Madison, West Virginia, is a small town that has all of the quiet joys of rural living with the added convenience of being just a quick, thirty-minute drive from the state capitol in Charleston. Called “The Gateway to the Coalfields,” Madison is as rich in soulful character as it is in regional history, and the community prides itself on keeping those memories alive for every generation to learn from. A point of particular pride for locals is Madison’s role in the Mine Wars of the early twentieth century, when miners used the town as a rallying point and staging ground in the march to the Battle of Blair Mountain, the largest labor uprising in United States history and, to that point, the largest armed uprising since the American Civil War. Beyond these historical assets, natural resources and outdoor recreation areas are also plentiful and offer participants from near and far the opportunity to get outside and enjoy some of the wild and wonderful nature for which West Virginia is known.



*Madison is known as the Gateway to the Coalfields*

While the City of Madison has many opportunities, there are concerns regarding the future of the community. The city continues to lose population and businesses. There are limited funds to provide community services to residents. In order to guide the community in the best way forward, the City of Madison completed a comprehensive plan in 2012. Land use planning allows governments at all levels to guide the way their communities develop in a cohesive way and to benefit everyone. Just like individual citizens need to plan for their respective futures within a community, a community must plan for its own future to ensure local growth continues in a safe, sustainable, and effective way.

Successful planning looks at where a community has been and seeks to understand what lessons can be learned from that history while simultaneously crafting a path for the future. Planning is done first by drafting and adopting a comprehensive plan. A comprehensive plan is a long-range ideal blueprint for a community that helps guide its growth over the following ten to twenty years. While not a legal document, it is still one of incredible importance because of its role in providing an unbiased testament to the dreams and goals a community has for itself, as well as ideas for how to



make those visions become reality. The comprehensive plan, in effect, serves as a guide for local leaders, potential investors, and local property owners as they make their own decisions involving the community in the coming years.

With a purposefully wide focus, once implemented, a comprehensive plan can be useful to communities in many different situations. If a community wishes to adopt a zoning ordinance, it must first implement a comprehensive plan to better inform the community as a whole and local administrators of different issues and factors that affect the community that could be either helpful or hindrances during the zoning process. Through identifying widely felt issues affecting the community, a comprehensive plan can be used to later help effectively direct tax dollars to ensure the most pressing issues are given the highest priority and, therefore, rectified efficiently for the betterment of the wider community. Having a comprehensive plan in place is also a prerequisite for many federal and private grants available to small communities to help aid their development, and having an up-to-date plan can help any community further guide investment in its area as opportunities arise.

Many of the problems identified by citizens and mentioned in Madison's 2012 Comprehensive Plan still have not been substantially addressed and were again identified by citizens as major issues in the public outreach efforts leading up to the updated 2023 plan. These high priority issues include the need for better roads and sidewalks, a persistent drug problem, a lack of opportunities (both professional and recreational) to incentivize young people to stay in the area, and a need for better communication networks to spread awareness of community activities and opportunities within the area.

Chapter 8A of the West Virginia State Code outlines elements that must be included in every comprehensive plan. This is to ensure some level of uniformity between comprehensive plans across the state as they are implemented or updated. The tables below elaborate on those mandatory elements and where they can be found in The City of Madison's 2023 Comprehensive Plan.

<b>Required Objectives of a Comprehensive Plan, W. Va. Code § 8A-3-4</b>	
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Required Components of a Comprehensive Plan, W. Va. Code § 8A-3-4(c)	
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# Vision

## Vision Statement

A vision statement was created to help guide plan development. The vision statement is an aspiring statement of what the community would like to accomplish in the next ten years.

Goals were then identified that will help the City of Madison reach its vision for the future.

- ▶ **Goal: Moving Madison Forward**
- ▶ **Goal: Improve and Enhance the Quality of Life by Creating a Resilient Community**
- ▶ **Goal: Promote and Improve Recreational Facilities to Support Community Health**

Objectives for each goal were developed that are specific steps that are needed to reach the goals. The Comprehensive Plan will go into detail for each goal by examining the issues, deciding how to address the issue, and developing implementable action items.

## Public Participation

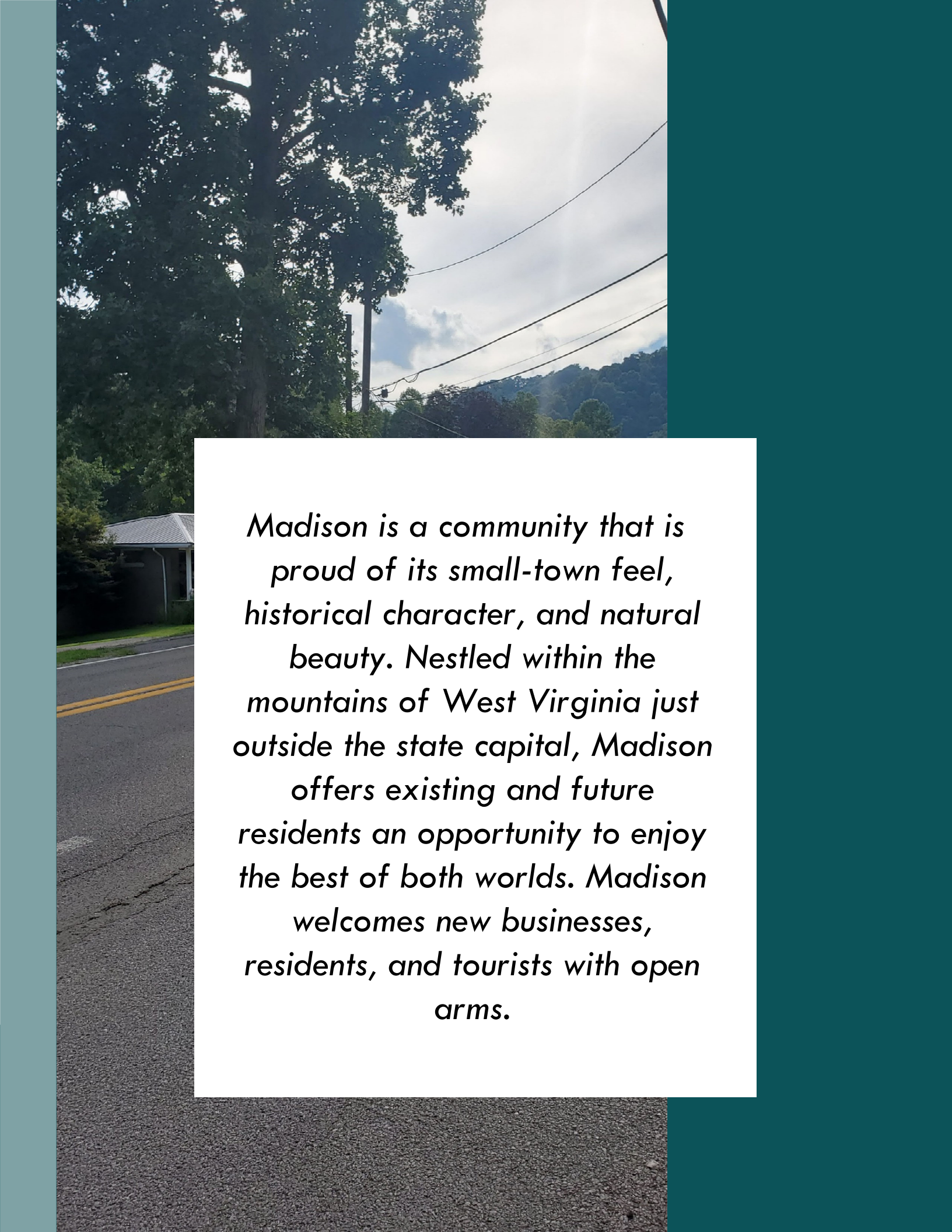
An online survey was created to ensure the planning commission was on the right track in identifying key issues and concerns. The City advertised the survey in the local newspaper and on social media. Information received from the online survey is detailed throughout the plan, and a summary can be found in Appendix 2.

Stakeholder interviews were also conducted to gather insight on specific issues and concerns. A total of 6 out of 16 people contacted completed a stakeholder survey.

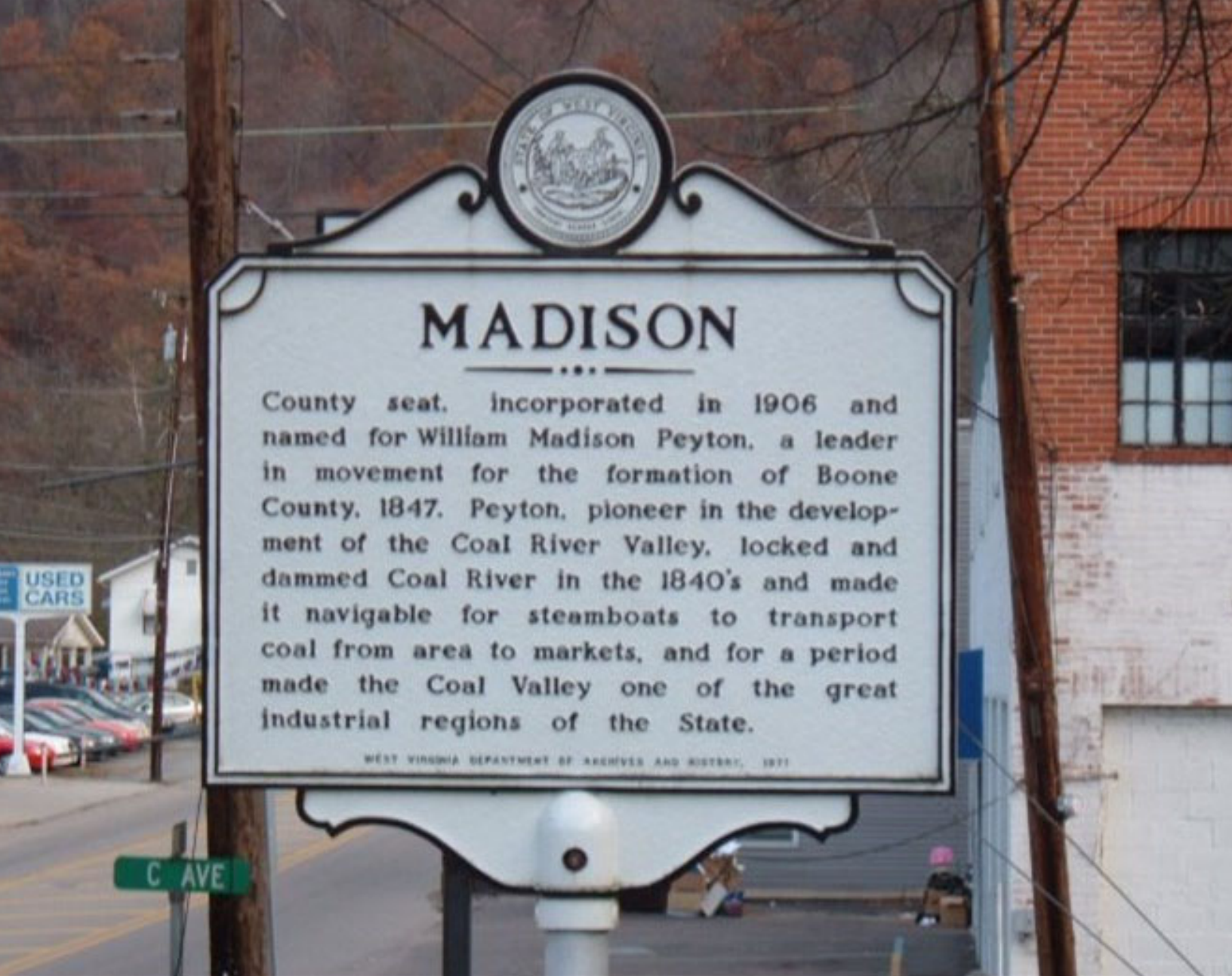
In development during the comprehensive plan process was the Madison/Boone Resource and Recreation Plan. The plan identifies actions to strengthen recreation options and community health, protect natural and cultural resources, and foster an emerging outdoor recreational economy and lasting economic opportunity. An open house was held in June of 2022 as well as an online survey. Public input received at the open house and online surveys will be incorporated into the comprehensive plan.


**A total of 125  
people participated  
in the online  
survey.**



A photograph of a street scene in Madison, West Virginia. The image shows a paved road with a yellow double line, a large tree on the left, a house with a grey roof, and mountains in the background under a cloudy sky. The text is overlaid on a white rectangular background.

*Madison is a community that is proud of its small-town feel, historical character, and natural beauty. Nestled within the mountains of West Virginia just outside the state capital, Madison offers existing and future residents an opportunity to enjoy the best of both worlds. Madison welcomes new businesses, residents, and tourists with open arms.*



  
**MADISON**  
...  
County seat. Incorporated in 1906 and named for William Madison Peyton, a leader in movement for the formation of Boone County, 1847. Peyton, pioneer in the development of the Coal River Valley, locked and dammed Coal River in the 1840's and made it navigable for steamboats to transport coal from area to markets, and for a period made the Coal Valley one of the great industrial regions of the State.  
WEST VIRGINIA DEPARTMENT OF ARCHIVES AND HISTORY, 1971

C AVE

# Priority Goal 1: Moving Madison Forward





## Summary

### Weaknesses

The City of Madison has lost population and businesses over the past several years, which in turn has decreased the tax base and limits the City in providing certain services. The presence of abandoned and dilapidated buildings in the city is a concern, specifically on Main Street. Drugs and homelessness have increased over the past few years. The existing population continues to age, with the median age at 46.8 according to the 2021 American Community Survey. West Virginia's median age is 42.8. The aging population is a concern as there is no real industry to attract a new, younger population to Madison.

Approximately 51 percent of the survey respondents are dissatisfied with the quality of life in Madison. Approximately 70 percent of survey respondents feel that job opportunities are poor. The majority of residents would like additional commercial development in the city, such as restaurants and shops. Local elected officials recognize that the City must capitalize on its many strengths and opportunities to move forward. Identified below are the strengths and opportunities that should be used as a catalyst for rebuilding the city's image.

### Strengths

#### ► Proximity to Charleston

The City of Madison is located approximately 40 miles from Charleston, which is the state capitol and largest city in West Virginia.

#### ► Four lane access

The City of Madison is located off US Route 119, which provides four lane access to Charleston and other key communities along the corridor. The average daily travel (ADT) ranges from 10,000-13,000 cars on US Route 119 near Madison.

*Strengths are typically those elements that currently contribute to the quality of life of a community. They help create a distinct sense of place and can be used as a foundation on which to build positive economic growth. Strengths can also act as major attractions for visitors or potential new residents. Strengths are those qualities that should be maintained, protected, and used as catalysts for future planning.*



► Centrally located to the Hatfield McCoy trails

The Ivy Branch trailhead of the Hatfield McCoy trail is approximately 10 miles or 14 minutes from the City of Madison.



► Boone Memorial Hospital

The Boone Memorial Hospital is a level IV trauma center located in the City of Madison. Services include an emergency department, advanced cardiac life support and pediatric advanced life support, radiology department, advanced cardiac rehabilitation program, pulmonary rehabilitation, and a physical therapy and sports medicine center. The hospital also operates two health clinics in Madison; the walk-in clinic and medical clinic. The medical clinic offers women's health, pediatrics, pain management, diabetic education, general family health, illness and minor injuries, and physicals. The walk-in clinic is open 7 days a week from 8:00 a.m. to 6:00 p.m.

The hospital recently established a foundation to improve community health by addressing the social determinants of health throughout the communities it serves. The foundation plans to provide programming and education, projects, and grantmaking to fulfill its mission (Boone Memorial Health, 2023).

► Boone County School District

Students that live in the City of Madison attend schools within the Boone County School District. The Boone County School District operates 7 elementary schools, 3 middle schools, 3 high schools and a career and technical center. Three schools are in the city: Madison Elementary School, Madison Middle School and Scott High School.

Scott High School offers several athletic programs, such as baseball, basketball, cross country, cheerleading, football, soccer, golf, softball, tennis, and volleyball.



► **Active volunteer and non-profit group organizations**

Numerous organizations in the City of Madison are all working toward improving the quality of life for residents and business owners.

**Rev Up-Madison** is a local non-profit group that wants to Revitalize, Energize, and Visualize Main and State Streets in Madison.

The **Madison Development Authority** was formed by ordinance to buy/sell property within city limits. The authority also plans and hosts events.

The local service clubs such as Lions, VFW, Rotary, Odd Fellows, Moose, etc., are very active in the community as well.

► **Local events**

The West Virginia Coal Festival is the biggest event held in Madison. The festival is a celebration of coal heritage held the 3rd week of June and includes arts, crafts, music, carnival, fireworks, parade, beauty pageant, and mining equipment displays. The event is planned by the West Virginia Coal Heritage Museum.

The Madison Development Authority hosted the first annual Madison Grillfest in June of 2021. Part of the event included a kayaking trip from Madison City Park to Danville Park. Shuttles were available to take participants back to Madison City Park. Food vendors and music entertainment were also located at the city park. Other events hosted by the Redevelopment Authority are the cornhole tournament, movie nights, garden club dining on Main Street, and specific holiday events.

Rev Up-Madison hosts an annual arts and crafts event in November.

The Stage Group at Scott High School also performs plays for the community.





*Opportunities are typically those elements that may, in the future, contribute to an increased quality of life in a community. They may eventually help create a distinct sense of place and could be used as a foundation on which to build positive economic growth. The community may need to take some active steps to realize an opportunity.*

### ► Historic resources

The Boone County Courthouse was listed on the National Register of Historic Places in 1981. The courthouse was built in 1921 and constructed from Indiana Limestone. The dome is gold plated.

The Boone Madison library is also listed on the National Register. The building used to house the Madison National Bank. The bank was built in 1918 of limestone.

Madison has a deep and rich history regarding the coal industry, as evidenced by the Bituminous Coal Heritage Foundation Museum. The museum showcases the history of coal and its people. The museum houses memorabilia and educational exhibits explaining the history of coal and its impact on the area (Source: The Coal Heritage Museum, 2022).

## Opportunities

### ► Partnerships with Boone County and Danville

The friendly rivalry between Danville and Madison has not yet evolved into a real working relationship between the two communities, but an alliance would serve both communities well. Similarly, Madison should consider collaborating with the County to better serve its community's needs and help reach desired goals.

### ► Tourism

The City of Madison would like to capitalize on its proximity to the Hatfield McCoy trails and eventually connect the city with a trailhead. The Indian Creek trail is in the environmental clearance phase. This would be the closest trail system to Madison. A connecting route to the city has been planned but approval from two landowners has yet to be obtained.





Other tourism opportunities in city limits include kayaking on the Little Coal River, hunting, bird watching, hiking, and mountain biking on conservation lands. There is also the possibility of a commemoration of the Miners March in Boone County.

► **Lodging**

There are many older buildings in Madison that could be renovated into lodging. Expanding lodging options in the community will bring in more multi-day trail users. Riders prefer unique and/or historic lodging opportunities.

► **Farmer's market**

Boone Memorial Hospital has plans to build a farmers' market and greenhouse in downtown Madison. The project will be constructed on a vacant lot that was donated by the Redevelopment Authority to Boone Memorial Health. The project will include an indoor-outdoor farmers market structure, permanent greenhouse, and outdoor stage and seating area.



► **Retail opportunities**

Several retail opportunities are located in city limits. There is a vacant store next to Dollar Tree on State Route 17 and a vacant building along State Route 85 near the walking bridge. In total, Madison has approximately 20 vacant buildings, many of which are downtown.



► **Continued development of streetscape project**

In 2013, the City of Madison was awarded grant money for Phase 1 of a streetscape project. Phase 2 monies were awarded in 2014 and construction will resume in 2023. The project was delayed and restructured to include federal money that then required additional approval. Construction of the streetscape project originally began in 2021 and included new streetlights, trash receptacles, landscaping, and benches. Drainage improvements,



installation of a six-inch curb and handicap accessibility was also included. The streetscape project begins at Hotel Madison and ends at the parking lot for the Masonic Lodge building (Source: Coal Valley News, 2021).

Phases 3 and 4 are currently not funded.

► **Bedroom community of Charleston**

Since Madison is located so close to the City of Charleston, local elected officials would like to market the city to people wishing to commute to Charleston from a small town. Ideally the City would market to young families with children.



► **Hobet Site**

The Hobet Site is located right outside of Madison, in Boone County. The state is leasing the property to SEVA WV to develop the property into a full-service industrial park that will include a solar field, industrial scale solar generating facility, welcome and education center, additional trails for the Hatfield McCoy trail system, housing options, restaurants, amphitheater, RV park, and more. Currently, an access road is being built from US Route 119 to the site (Source: Eyewitness News, 2016).

## Action Plan

The strengths and opportunities identified on the previous pages can be used as a foundation on which to build positive economic growth. They can also act as major attractions for visitors or potential new residents.

The action items detailed below address the weaknesses that were discovered throughout the planning process regarding economic development, quality of life, and abandoned and dilapidated buildings.

► **Action Step: Develop a connection to the Hatfield McCoy Trail**

Currently the nearest trailhead to Madison is at Ivy Branch, which is approximately 11 miles from Madison. There is the potential for the City of Madison to connect to the proposed Indian Creek trails in the future.

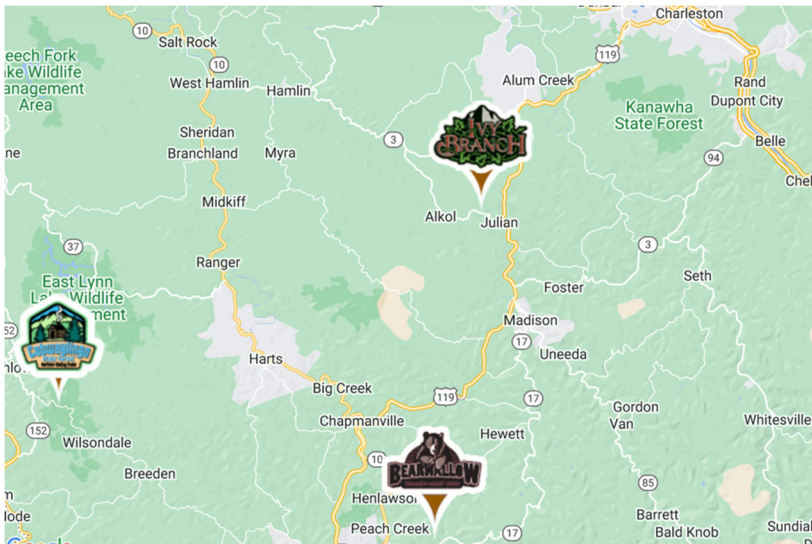


Image Caption: Hatfield McCoy Trail Systems

## Objectives

*Objective 1: Promote economic development opportunities to encourage investment in the community*

*Objective 2: Continue to promote Madison as a great place to live, work, and play*

*Objective 3: Address abandoned and dilapidated buildings to improve public safety and the appearance of Madison*

*Objective 4: Make Madison an attractive tourism destination*





► **Action Step: Demolish the old ice plant**

The old Ice plant is in the floodplain and therefore, in the future, must be green space. The property is owned by the Boone County Community and Economic Development Corporation, but the City hopes the property could be used as either a open space and/or boat launch.

► **Action Step: Continue to hold and advertise events**

The City wants to continue to hold additional small family events to attract and highlight the city. Ideas for additional events include arts/crafts festivals, bluegrass festival, kayak events, and concerts at the Heritage Center.

► **Action Step: Replace the windows at the Boone-Madison Library**

The Boone-Madison Library is listed on the National Register of Historic Places. The library once housed the Madison National Bank, which was built in 1918. In 1974, the bank donated the building to the library. The windows need to be replaced in the library to help with preservation of the building.





► **Action Step: Utilize the civic center year-round**

Upgrades are needed to the civic center to utilize the facility year-round. New bleachers are needed as well as general maintenance of the facility. To pay for upgrades, the City would like to sell the naming rights to the civic center. The first step in selling the naming rights is to determine the price by looking at similar organizations or similar communities. Best practice is to either have a minimum opening bid for the rights or a set, expected donation amount. Other factors to consider are the length the naming rights will be in effect and vetting of potential purchasers.

► **Action Step: Regularly update the city website and social media accounts**

The City should begin to regularly update the official city website and Facebook page as a means of communication to residents and visitors. Facebook is an efficient way to get information to as many people as possible. The city website should include documents, ordinances, meeting agendas, and meeting minutes so that city residents can stay informed.

► **Action Step: Develop a community branding campaign to raise awareness of Madison**

The City would like to develop a unique community branding campaign focused on promoting tourism and economic development and boosting community pride. Ideally, the campaign would understand and reach



target audiences using a mix of social and digital media, as well as traditional media, to advertise and launch a cohesive brand.

► **Action Step: Clean up the Little Coal River**

The City of Madison should continue to support the efforts to clean up the river during the Little Coal River Celebration. This includes partnerships between Boone Career and Technical Center, Boone Memorial Health, WV DEP, students from the local high schools, and community volunteers.

The Little Coal River Branch is a committee of the Coal River Group that is dedicated to promoting environmental improvement of the Little Coal River to enhance fishing, kayaking, boating, tourism, and community events along the Coal River Trail (Source: Little Coal River Branch/Coal River Facebook Group). The City of Madison should continue to support the group in promoting events along the Coal River.

The City of Madison should also continue to work with the Army Corp of Engineers on a floodplain study of the Little Coal River to address flooding concerns.



► **Action Step: Continue to be involved in partnerships**

The City of Madison should partner with Boone County on tearing down dilapidated buildings through the West Virginia DEP Reclamation of Abandoned and Dilapidated Properties Program.

More generally, the City should also consider spearheading a leadership forum with the county and other incorporated municipalities in Boone County to discuss joint issues and concerns.

► **Action Step: Enact West Virginia Code Section 8-12-16**

Approximately 90% of online survey respondents are concerned about the amount of vacant and dilapidated buildings in city limits. According to the U.S. census, approximately 14% of housing in the City of Madison is considered vacant. A high vacancy rate can indicate the economic circumstances, housing type, and condition are such that many people choose not to live in the city. A high vacancy rate can also negatively affect residential neighborhoods. Approximately 74% of the housing stock in Madison is also older (built before 1980). Older housing tends to have a lower value and may require significant renovations and improvements. Particularly as people get older or for those with limited economic means, this context can lead to homes becoming dilapidated.

One option to address abandoned and dilapidated buildings is enacting specific ordinances. West Virginia Code Section 8-12-16 allows municipalities to address structures, dwellings, or buildings that are unsafe, unsanitary, dangerous, or detrimental to the public safety or welfare. Procedures set out in the provisions ensure that property owners receive due process. Although similar to the building code in some ways, West Virginia Code Section 8-12-16 contains some authority that is not included in the building code. Adoption of both the West



Virginia State Building Code and West Virginia Code Section 8-12-16 can provide additional protection to the municipality.

▶ **Action Step: Enforce vacant property registry**

In 2017, the City of Madison enacted a vacant structure registration program and an uninhabitable structure registration program. Owners of vacant structures are to register their structure with the city and pay an annual fee. A tiered fee schedule has been developed, with those property owners who have had buildings vacant longer paying a higher fee. Since enacting the program, the city has not enforced the registry.

▶ **Action Step: Complete a vacant and dilapidated property survey**

A thorough inventory and mapping of all buildings in the city should be conducted to better understand the number of vacant and dilapidated buildings within city limits. The properties should be rated on their present condition. Information should also be gathered on ownership, code violations, fire and police calls, and tax status. This inventory will then enable the city to prioritize which structures need to be demolished and concentrate efforts in specific locations.

▶ **Action Step: Update and modernize the existing nuisance ordinance, in particular by adding provisions to address drug houses**

Nuisance ordinances are local laws that declare certain activities as injurious to the public health, safety, or welfare. The ordinances can include fines for the owners of property where the activity occurs and the ability to enforce orders for the activity to be abated. If not abated, the local government may abate the nuisance and impose the cost of abatement on the property owner. Ordinance language may address very specific nuisance concerns associated with drug houses, including frequent crime and visibly discarded paraphernalia.

▶ **Action Step: Create a monthly home contest to improve pride in properties**

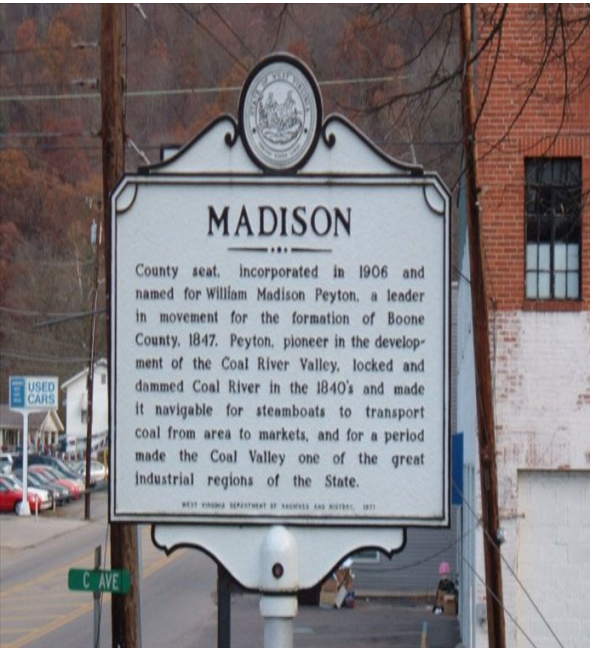
Many communities have been successful in cleaning up properties by sponsoring a yard and home contest. Property owners can enter and win a prize, which is typically donated by local businesses. This type of contest usually incentivizes residents to clean up their property, increases pride of local residents, and improves the general overall appearance of the city. To advertise the winners, a sign is placed in their yard and improvements would be highlighted on the city's Facebook page. While this type of contest would typically be held only in the summer, the Town could extend it into the holiday season by sponsoring a holiday light decorating contest as well.

▶ **Action Step: Continue to work on beautification projects**

The City of Madison has been working on a streetscape project for several years to promote a sense of community, character, and identity. Phase 2 of the project began summer 2023. Phase 3 of the project will be the next step, which is to extend from the end of Phase 2 to Josephine Avenue/end of Main Street. This is currently not funded. Then Phase 4, also not funded, will continue to the VFD.



**Priority Goal 2: Improve and Enhance the Quality of Life by Creating a Resilient Community**



## Summary

The quality of life in a community is mainly dependent upon the types of services it can provide to residents. This includes transportation options; infrastructure; cultural, community, and social programs; and emergency services.

## Transportation

The City of Madison is located approximately one mile from U.S. Route 119 (Corridor G). There are two exits on US Route 119 that can be used to access Madison, one travels through the Town of Danville on State Route 85 and the other is on Riverside Drive.

State Routes 17 and 85 are the main roadways that travel through the City of Madison. All other roads are owned and maintained by the City.

Sidewalks are located along portions of State Routes 17 and 85 and throughout various portions of the residential areas. The sidewalk on State Street from Hotel Madison to the bank entrance parking lot will be fixed. The Wellness Trail provides safe walking and biking opportunities in city limits. There are no bicycle lanes as speed is an issue.

In 2022 and 2023, the City used federal relief money to pave sections of local roadways. Coal severance money is typically used for paving and patching. In the future, the city would like to earmark user fee payments towards maintaining roads.

CSX railroad runs through the town, with approximately 3 to 4 trains traveling through the city per day.

Coal River also transverses the city. The river is not deep enough for commercial traffic; however, the City is working on establishing public access points for kayaking and canoeing. The City would like to develop an access point at the property where the closed pool is located.





The nearest airport to the City of Madison is the Yeager Airport in Charleston. There are no ports or intermodal transportation options in city limits.

Currently, there are no issues with parking and traffic. The City owns two municipal parking lots, one located on Main Street and the other next to State Street.

Tri River transit provides bus services to residents of Madison. Stops are located at the Madison Post Office, McDonalds, Kroger, Boone County Courthouse, and Boone Memorial Hospital. The route operates on Monday, Wednesday, and Friday and connects riders to other locations in Boone County and surrounding counties. Some residents also utilize a local cab service.

## Infrastructure

All properties in Madison have public water. Public sewer is provided by Boone County Public Service District. Currently, there are no issues with sewer capacity. The biggest issue is separating stormwater from the sewer system.

The City is currently working on a very extensive stormwater project. During rain events, drains are backing up, which leads to localized flooding. The City has hired an engineering company to map drains in west Madison.

The city is also well served by public utilities such as gas and electric. The ongoing process of upgrading power lines is underway.

Internet service is provided by Optimum.

## Emergency Services

The Madison Police Department consists of six full-time officers that provide 24-hour police protection. In 2021, the department responded to approximately 1,900 calls. The department also has a K-9 unit.

*Approximately 90% of Boone County is served with public water.*

*Online survey respondents were pleased with the availability of water/sewer, with approximately 79% rating infrastructure as good/fair.*



Fire protection services are provided by the Madison Volunteer Fire Department (VFD). The VFD provides fire protection services to 25 square miles with 28 active volunteers. Funding sources include county excess tax levy, city allotment, and state insurance surcharge payments. All fire apparatus and equipment are currently up-to-date and have been inspected. The department has an ISO rating of 5/5x and takes part in weekly training activities. The Madison Civic Center is the designated emergency shelter in city limits.



*The Boone County Ambulance Authority was created in 1980 by the Boone County Commission. An EMS levy supports the authority's operations.*

Boone County Ambulance Authority provides emergency response services, in-house training, interfacility transfer services and non-emergency transport services for Boone County, including the City of Madison. In 2002, the authority responded to approximately 6,900 calls. The nearest station is located in Danville.



The Boone County Emergency Management Agency oversees

the 911 Emergency Communications Center. The center is staffed 24 hours a day, 7 days a week. There is a minimum of 2 telecommunicators on duty every day. In 2022, the center received a total of 7,532 calls. The agency also coordinates the response for natural disasters throughout

the county. Recently the agency formed a water rescue team. Future plans include building a new 911 center in city limits.

Boone County recently purchased automatic external defibrillators (AEDs) to be placed in public facilities throughout Boone County. In the City of Madison, two of the AEDs were placed at Madison City Hall and the Madison Civic Center. The City then moved an AED to the city garage in West Madison, which is next to the city park.

The City of Madison Office of Emergency Services completed an Emergency Operations Plan in 2016. The plan details the potential hazards that the city could face in the future. The plan then assessed the resources of the city to develop a response. Potential hazards include weather-related emergencies (floods, severe wind and tornadoes, winter storms drought), wildfires, subsidence, and earthquakes. Other hazards also reviewed included hazardous materials incidents/accidents, structural fires, dam failures, explosions, industrial accidents, transportation accidents, water and air contamination, and terrorism. The plan details the roles and responsibilities of local elected officials and City staff. The plan details coordination of evacuations and release of public information.

## **Garbage Services**

The City provides garbage service, which costs \$15 per month. Garbage is required to be picked up unless the resident shows proof of how they are disposing their garbage. There is no recycling program. At one time, the City provided recycling, but residents were not using the service.

## **Community Services**

The Madison Civic Center provides many cultural, community, and social programs to residents of Madison and surrounding towns. The center hosts civic events, parties, school activities, family reunions, weddings, and wrestling.







## Action Plan

The following action items were developed to address the needs and concerns regarding public safety, infrastructure, and community services. As noted in the online survey, residents feel that public safety services, trash service, and infrastructure are the most important services that local government can offer. Therefore, it is important that the City maintains a high level of quality in these services in the future.

### ► Action Step: Develop a Sidewalk Plan

Approximately 69% of survey respondents rated sidewalks as good to fair, and 30% rated sidewalks as poor. The City would like to upgrade the sidewalks in residential areas through partnerships with property owners to help with the cost of upgrading or installation. The City should explore a sidewalk reimbursement process in which the property owner only pays for the materials for the construction or repair of the sidewalk, and the city's public works department completes the labor.

## Objectives

Objective 1: Support and develop efforts to create a sense of community

Objective 2: Ensure residents are well served with community services and facilities

Objective 3: Promote a multi-modal transportation network

Objective 4: Maintain and upgrade existing infrastructure

Objective 5: Provide excellent public safety services to ensure a safe environment for everyone

The City should also develop a sidewalk program to help in prioritizing maintenance of existing sidewalks as well as construction of new sidewalks. The program would establish which sidewalks should be repaired and/or constructed first based on a point system. The point system should consider the following factors:

- Street's proximity to parks, local government facilities, schools, businesses, etc.
- Topography of the street
- Connectivity with other sidewalks
- Average daily traffic (ADT)
- Street width
- Conflicts with other utilities
- Available right-of-way

Each sidewalk project would then be awarded points based on the factors, and Madison would then repair and/or construct sidewalks on the streets prioritized under the point system.

► **Action Step: Improve pedestrian safety with crosswalks**

Approximately 19% of survey respondents felt that pedestrian safety was poor. Crosswalks are needed throughout the city. High priority locations that crosswalks are needed include:

- State Street
- Riverside Drive
- Main Street

► **Action Step: Continue the walking trail**

The City is currently designing a new phase of the walking trail that would tie into the pedestrian walking bridge on the western side of town. The project would also include lighting the trail. In addition, the City would like to develop a map of the trail for visitors, as well as improved signage.



► **Action Step: Resurface State Route 85**

State Route 85 needs to be resurfaced from Madison to Danville. As this is a state roadway, the City has sent letters to the West Virginia Department of Highways requesting that the roadway be repaired and should follow-up as needed.

► **Action Step: Purchase generators**

The Madison Community Center is the designated shelter location in the City of Madison. Generators are needed for this location.

► **Action Step: Purchase police equipment**

The City of Madison Police Department needs new equipment. This includes a new police records management system, body cameras, and vehicles. The vehicles currently in use have high mileage.

▶ **Action Step: Install fire hydrants**

The community of Miller Hill, located off Route 17 near the city limits, lacks adequate hydrants for the number of structures and predicted fire load that could occur at any of the structures in the community.

▶ **Action Step: Purchase fire equipment**

The biggest concern of the fire department is having enough personal protective equipment for firefighters. Many pieces of the protective gear have reached or are nearing the end of their useful life. Another issue is the average age of the firefighters—the average age is growing. Young volunteers are difficult to attract into a service with little benefit offered to them.





## **Priority Goal 3: Promote and Improve Recreational Facilities to Support Community Health**





## Summary

There are four major recreational facilities located in the City of Madison: Madison City park and little league field, West Madison City Park, the Wellness Trail, and the Madison Civic Center.

### Madison City Park

Madison City Park consists of four acres with access to the Little Coal River. A playground and basketball court are located in the park, as well as a kayak ramp. The city is applying for grants for a covered stage that can also be used as a pavilion. The annual Riverfest is held in the park each June.

The Little Coal River runs adjacent to Madison. Several kayak launches are nearby in Danville, Bunting Road, Lory, and the Scenic Overlook (near Waterways Fun Park).

### Little League Field

The Little League field is located next to Madison City Park. The complex consists of three fields that are lighted and one field with artificial grass. The pitcher's mound has been refurbished, and the complex has a batting cage and concession stand. In the future, the city would like to update the fields to facilitate little league tournaments.

### West Madison City Park

West Madison City Park is located on Riverside Drive near Madison Middle School. The park has four tennis courts and a playground. An outdoor fitness center was recently added to the park with 13 exercise stations. In addition, the tennis courts were resurfaced, lights were replaced, and the parking area and sidewalks were resurfaced.

### Wellness Trail

The wellness trail is a multi-use trail that travels through Madison for a total of three miles. The trail connects Madison and Danville via a bridge behind the West Madison City Park. Plans are in place to further develop the trail with additional signs and lighting.

### Madison Civic Center

Located on Washington Avenue, the Madison Civic Center offers residents the ability to participate in limited recreational activities indoors, such as basketball and walking. Local theater groups also offer plays in the facility throughout the year.





## Action Plan

Based on the results from a recent community survey, 2.4% of respondents rated the availability of recreational opportunities within the community as “excellent,” 13.7% felt they were “good,” 54.0% of respondents said the availability was “poor,” and 29.9% of respondents gave availability an “F.”

Eighty-six percent of all respondents felt there were not enough recreational facilities available for families, 91% said there were not enough programs and facilities for children and teenagers, and 87% said there were not enough programs and facilities for senior citizen recreation in the area. Overall, recreation ranked second in the survey for needing the most improvement in the community.

One of the most frequently highlighted concerns in the community regarding recreation is the need for additional recreation and gathering spaces both indoors and outdoors. Most of the existing spaces focus on outdoor sporting events, and the community has identified a need for alternatives that would be suitable across all age groups in all weather conditions.

## OBJECTIVES

Objective 1: Continue to maintain existing recreational facilities

Objective 2: Explore additional recreational opportunities to attract visitors and encourage healthy lifestyles of residents

Objective 3: Develop new recreational assets



► **Action Step: Develop a dog park**

There are several sites being considered for a new dog park in the community. One potential area would be located on Old River Road as there are FEMA properties that cannot be developed except for passive recreational uses.

► **Action Step: Renovate the old municipal pool**

The Madison Municipal Pool has been closed for decades. Although the re-opening of the pool was frequently cited by community members as an opportunity to develop recreation in the city further, the damage to the facility after being closed for twenty years has rendered it unsalvageable, and the shower building should be torn down as a result. Plans are in place for the demolition of the most unstable parts of the facility to make room for new opportunities.



The facility could serve as a primitive campground. There is also still a possibility for a small splash pad at the shallow end of pool if the deeper end is filled in.

In 2016, the City of Madison contracted with an outside consultant to gain a better understanding of how dilapidated the pool facility was while exploring the possibility of developing a trailhead and park on the site. The City of Madison should continue to work on the project to further develop recreational opportunities in the area.

► **Action Step: Implement the Madison/Boone Resource and Recreation Action Plan**

The U.S. Department of Agriculture Rural Development awarded funding, through its Rural Placemaking Innovation Challenge, to The Conservation Fund, a national nonprofit, to provide planning, training, and technical assistance to the larger Madison community. The funding will be used to develop the Madison/Boone Resource and Recreation Action Plan. The stated goal of this plan is to “document findings, reflect the future vision and propose actions to achieve that vision.” Through public and private meetings within the plan’s Steering Team, The Conservation Fund hopes to provide a plan that will serve as a new foundation for recreation in Madison to develop a diverse and sustainable economy while respecting Madison’s rich heritage (Source: Draft Madison/Boone Resource and Recreation Action Plan, 2023).

Once finished, Madison should look to implement the plan to further address community concerns in regard to recreational opportunities in the area. In addition to the development of the Little Coal River Wildlife Management Area, the plan could be used to develop local tourism for visitors from Charleston and other nearby communities for day excursions and for out-of-state tourists looking for recreational opportunities. Attracting new groups of tourists could bring in additional money to the local economy and further spur development in the area.

### **Action Step: Provide additional recreational opportunities on conserved lands**

As part of its work in Madison on the Resource and Recreation Action Plan, The Conservation Fund and the West Virginia Department of Natural Resources worked in collaboration to highlight ecologically diverse parcels of land across West Virginia that could be purchased by the state for conservation. One of those properties was a multi-thousand acre parcel close to Madison known as the Workman Branch property. The Conservation Fund purchased the property in the fall of 2020 with the intention of conveying it to the state. Since acquiring it, The Conservation Fund has worked to clean and restore the property's natural ecosystems. After an initial delay, the property is on track to be conveyed to the State of West Virginia, and will be known as the Little Coal River Wildlife Management Area.

Around the same time, The Greenbrier Land Company entered into a lease agreement with DNR to add an adjoining six thousand acre property to the proposed Wildlife Management Area.

Notably, The Conservation Fund is conveying the property with restrictions against the use of motorized vehicles. This initially caused concern within the community due to the large presence of the Hatfield McCoy ATV trail system across southern West Virginia and the economic impact it has had on other communities. However, The Conservation Fund and Department of Natural Resources are working to develop other types of outdoor recreation on the property, namely hiking and bird watching and single track bike trails on certain parts of the parcels. Madison should work with The Conservation Fund and the Department of Natural Resources as plans for the properties continue to develop in order to make citizen's thoughts and ideas known and ensure the land becomes a place that can be used and appreciated by all.



**Action Step: Develop a new city park and recreation area**

The Conservation Fund is in the process of transferring approximately 250 acres along Ruckers Branch to the city with the stipulation that no motorized vehicles can access the property. The city wishes to develop the property for recreational uses such as a dog park, playground, picnic areas, disc golf and easy/intermediate mountain bike trails. The city has applied for a grant from WV DOH for trail planning to help with design of the property. The Conservation Fund is also working on a grant application to WV American Water Company for funds to support the development of a trailhead.

The city should talk to other communities in West Virginia that have developed mountain biking areas. The City of Spencer and Upshur County have successfully built mountain trails in their respective communities.

**Action Step: Construct a stage in Madison City Park**

The city is in the process of applying for grant funding to construct a stage in Madison City Park to host performances and events. As part of the construction of the stage, the city would like to include a coal miners memorial and information regarding the Battle of Blair Mountain.

**Action Step: Update the Little League Field**

The city would like to update the little league field so that tournaments can be hosted in city limits. Hosting tournaments will raise awareness of Madison and increased spending in restaurants and businesses during tournament weekends.

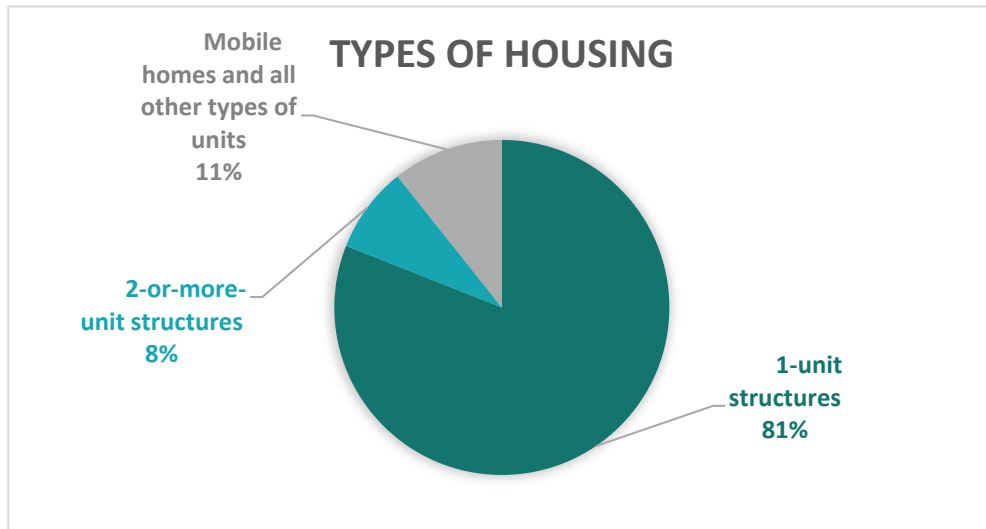




# LAND USE PLAN

## Existing Land Use

The City of Madison is the county seat of Boone County with a total population of 2,913 people. Population density is approximately 381.53 people per square mile. Most residents live on small lots in the established neighborhoods of Madison, with bigger lots available in the newer subdivisions.



The majority of developed land in Madison consists of single family residential as shown on the **Existing Land Use Map**. A sizeable portion of Madison is undeveloped and is considered wooded/vacant. The majority of this land is owned by The Conservation Fund and the Greenbrier Land Company. Much of the undeveloped land is also steep slopes. As Madison is the county seat, there are many public uses located in the city (courthouse, Board of Education buildings, etc). Commercial uses are located mainly in the downtown and along State Route 85. There are a few small areas with industrial development.

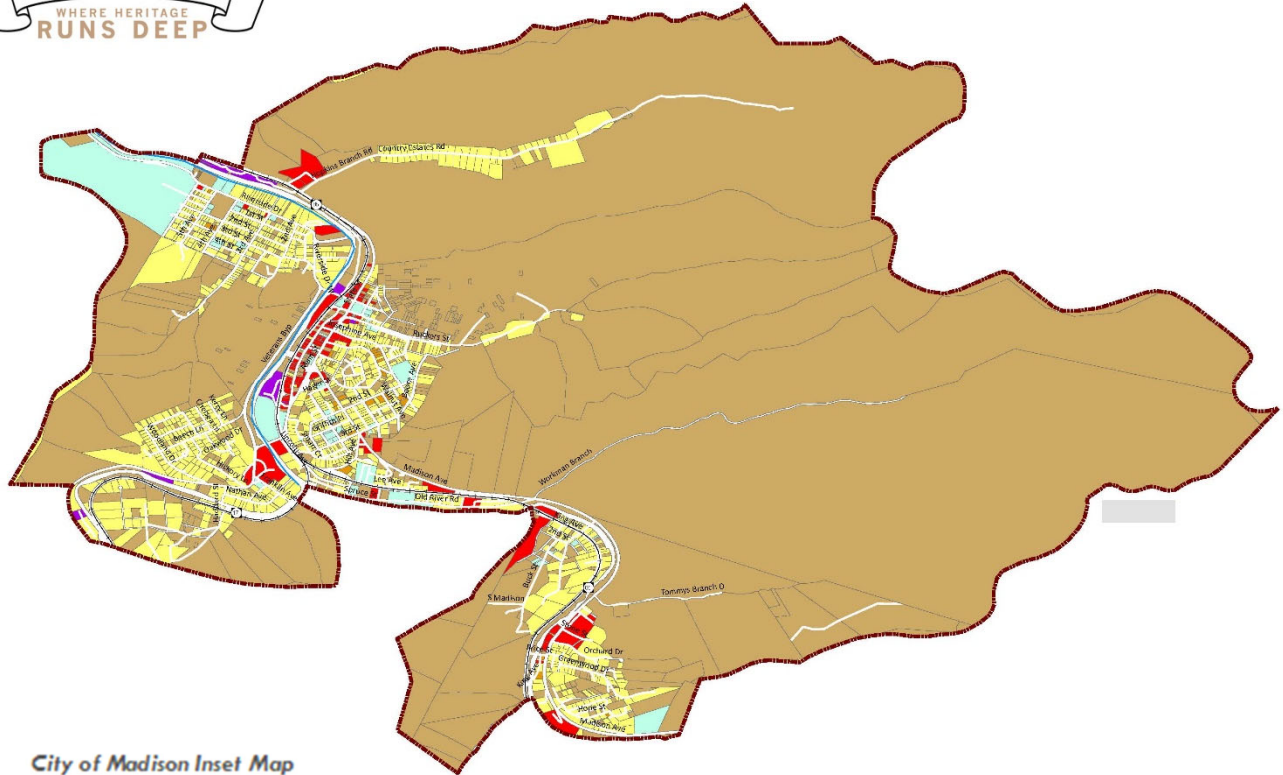


Flooding issues have occurred on Old River Road, Riverside Drive, and Lincoln Avenue in the past. There have also been subsidence issues at the lower end of Main Street.

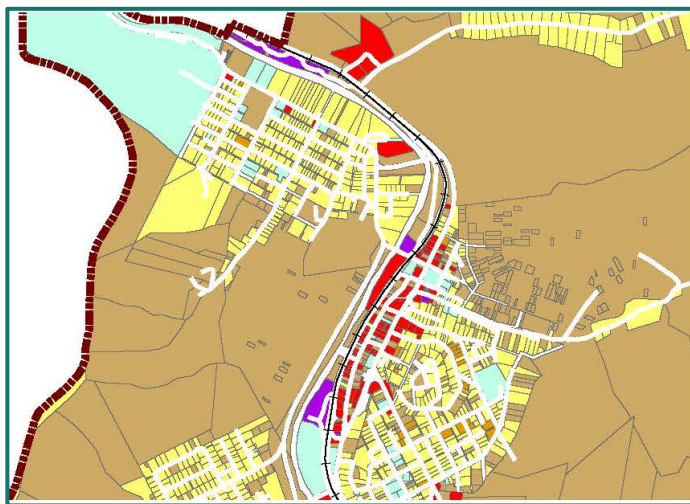




# Existing Land Use Map



City of Madison Inset Map



0 0.25 0.5 1 Miles

Source: WV GIS Technical Center, WV DOT

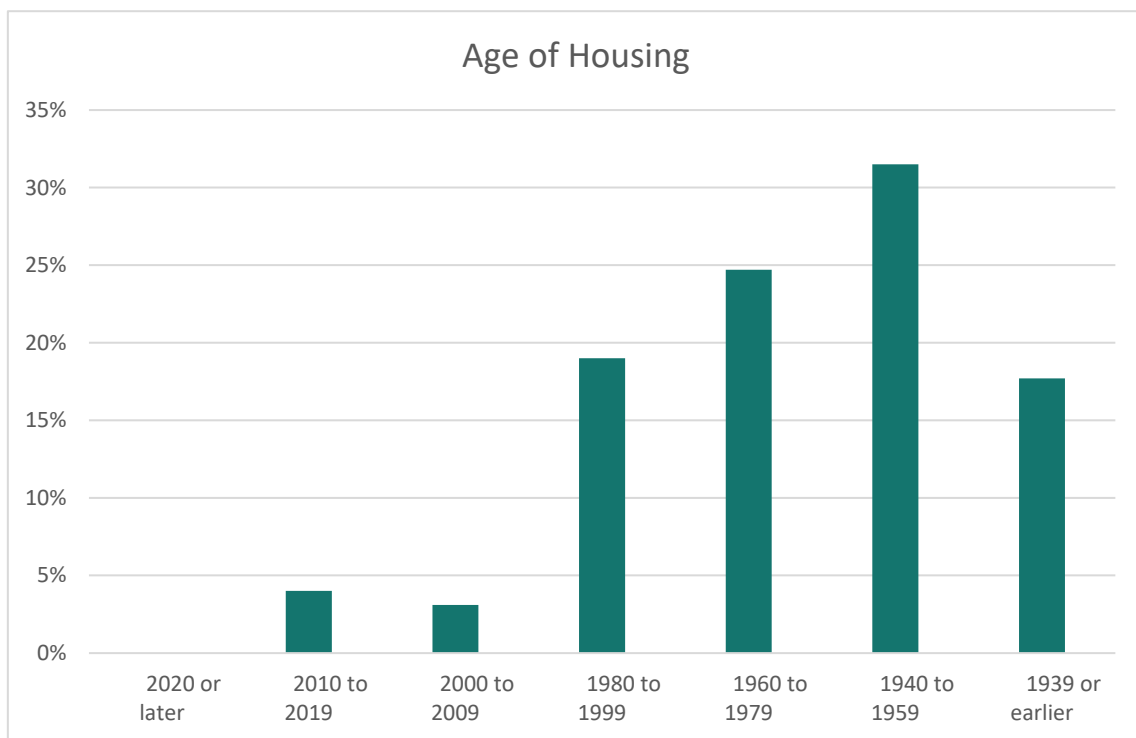
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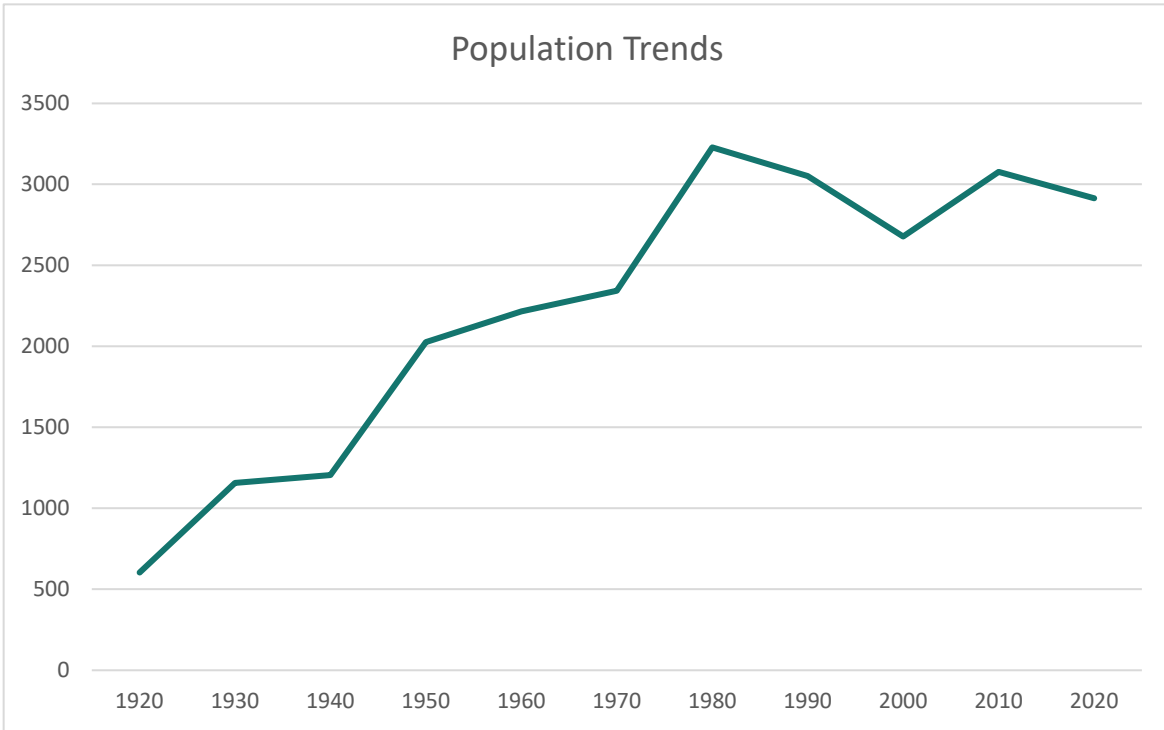
There are a total of 1,395 housing units within city limits according to the 2020 Census. The vacancy rate is approximately 14%. There is affordable housing and universally designed housing accessible to persons with disabilities at the Post Ridge Apartment Complex.

Age of housing is one indicator of housing condition and value. Older housing may require more maintenance and renovation than newer housing. Approximately 74% of homes were built before 1980. The average value of homes in Madison is \$114,700, which is significantly higher than Boone County at \$80,100 but significantly lower than West Virginia at \$240,900.



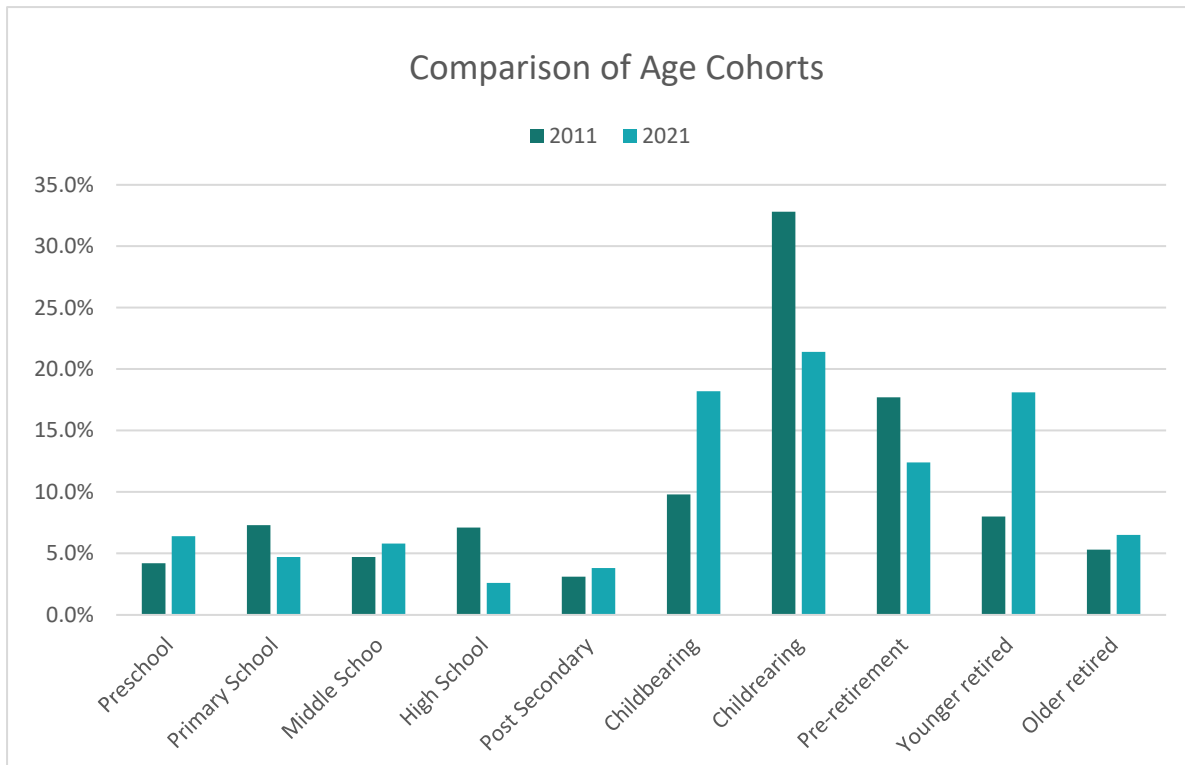
## Future Land Use

Population has increased throughout the years in Madison until 1980, when the population started to decrease. The population decrease is most likely due to the decline in the coal industry, as Boone County was once the state’s largest coal producer. A small population increase occurred from 2000 to 2010 (399 people). However, the city lost approximately 163 residents from 2010 to 2020. Madison’s population will most likely continue to decline given the size of younger demographics.



Population Growth Estimate		
Year	Population	% ±
2010 - 2020	2,913	-5.4%
2020 - 2030	2,672	-8.3%
2030 - 2040	2,467	-7.7%
2040 - 2050	2,364	-4.2%

According to the American Community Survey’s five-year estimates calculated in 2021, the city’s population currently includes more people in the childbearing and childrearing age cohorts than any other cohort. The childbearing age group generally represents the younger “millennials.” These residents are more likely to rent homes rather than own homes when compared to older age cohorts, but they are the most likely to buy homes in the coming years. The childrearing age group generally represents the older “millennials” and younger “generation X.” These residents are often well-established, with high homeownership rates and older children. When comparing the age cohorts estimates from 2021 to those in 2011, however, the city lost many residents in the childrearing cohort. This could indicate that individuals falling within this cohort are moving from the City of Madison.



Looking at recent trends in demographics and the lack of developable land, it is likely that the City of Madison will not need additional housing in the future. At this time, there are no possibilities for former commercial buildings to be redeveloped into housing.

A future land use map was created to help guide development and redevelopment within the town. The future land use map is not a zoning map but a visual illustration of the vision of the town considering broader categories of uses. Future land use categories are shown on the **Future Land Use Map**. As Madison is mostly built out, the future land use map is very similar to the existing land use map.

The City enacted a zoning ordinance in 2017 to regulate land use within city limits. The city is zoned into four zoning districts:

- Residential A
- Residential B
- Business
- Industrial



Updates to the zoning ordinance will be needed to ensure consistency with this comprehensive plan as well as compliance with Chapter 8A of the West Virginia Code.

A subdivision and land development ordinance (SALDO) was also enacted in 2017 to provide uniform standards and procedures for the regulation and control of subdivision and land development (SALDO, 2017).

The City of Madison has identified three Preferred Development Areas for future development and two Renewal Redevelopment Areas for revitalization. Rural lands identified are those that are proposed to be part of the Little Coal River Wildlife Management Area.

#### **Preferred Development Area #1: Madison Avenue**

While most of the City of Madison is built out, there is some land along Madison Avenue that is vacant that could potentially be used for mixed use development. There is no lodging available for visitors to Madison. This area could support various types of lodging opportunities in the future. Other possibilities include small commercial businesses and residential.

#### **Preferred Development Area #2: County Estates Road**

There is vacant land located behind the Kroger located on Country Estates Road that would be an ideal location for new commercial development. This area is zoned Business.

#### **Preferred Development Area #3: Residential Area in Miller Hill**

Miller Hill is an existing subdivision with approximately 20 homes. There are additional lots still available and potentially land that may be sold in the future for another residential subdivision.

#### **Renewal Redevelopment Area #1: Downtown**

As most of the vacancies are in downtown Madison, downtown was identified as an area the city would like to revitalize.

#### **Renewal Redevelopment Area #2: State Street**

State Street is one of the main corridors into the city and needs beautification and revitalization.

Rural areas: land that is not intended for urban growth and set goals, plans and programs for growth and/or decline management in the designated rural area

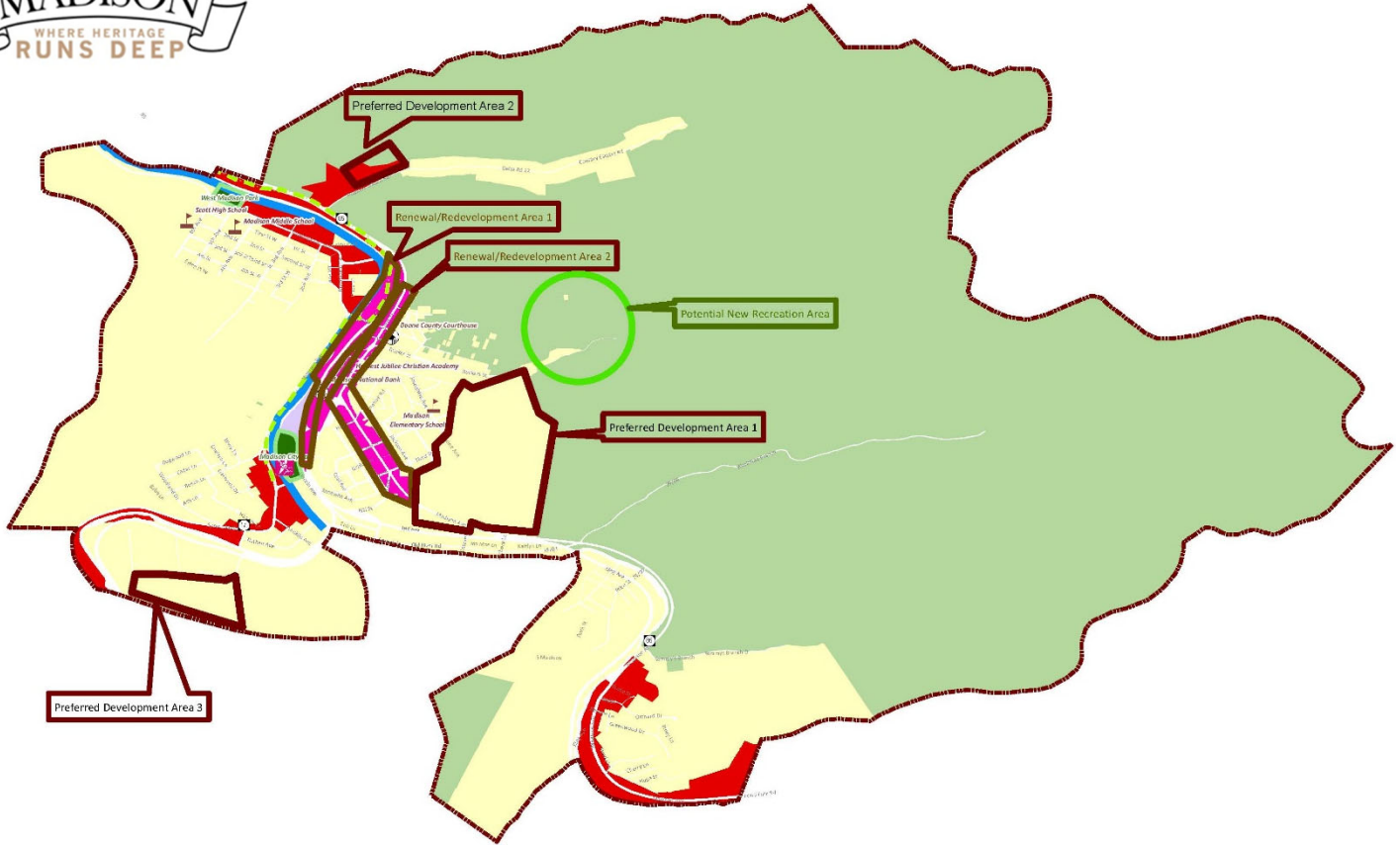
Preferred development areas: areas where incentives may be used to encourage development, infill development, or redevelopment in order to promote well designed and coordinated communities and prevent sprawl

Renewal and/or redevelopment: slums and other blighted areas and set goals, plans, and programs for the elimination of such slums and blighted areas and for community renewal, revitalization, and/or redevelopment

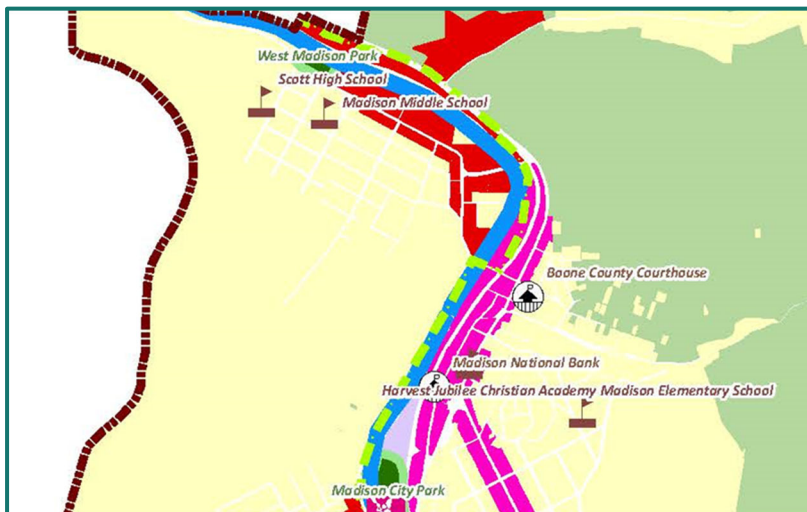




# Future Land Use Map



**Inset Map-Future Land Use Categories Only**



0 0.25 0.5 1 Miles

Source: WV GIS Technical Center, WV DOT

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- | Future Land Use |                   |  |             |
|-----------------|-------------------|--|-------------|
|                 | City of Madison   |  | Rural       |
|                 | Water Access      |  | Parks       |
|                 | National Register |  | Residential |
|                 | Schools           |  | Commercial  |
|                 | City Parks        |  | Mixed Use   |
|                 | Wellness Trail    |  | Industrial  |
|                 | Little Coal River |  |             |
|                 | Roads             |  |             |





## Implementation Plan

Included in this plan is an implementation matrix to guide local elected officials in implementing this comprehensive plan. The matrix should also be consulted when preparing city budgets and developing grant applications.

The implementation matrix details the priority level of each action item, a timeframe for completion, potential partners for financial or technical assistance, estimated costs, and potential funding sources. The implementation matrix should be used immediately to start implementation of the plan and should be updated regularly with the status of each action item and any obstacles that have been encountered. Each action item is listed as either a high, medium, or low priority.

The planning commission also identified a timeframe for each project as some projects may take longer to implement even though they are a high priority. Timeline categories are as follows:

### Priority Level

High: most important to implement

Medium: an important project but not as urgent as high priority projects

Low: project that can be implemented as time and funding permit, but only after high and medium priority projects are implemented



- Ongoing: projects that are in progress
- Immediate: projects that should take less than 1 year to implement
- Mid-term: projects that will take between 1-3 years to implement
- Long-term: projects that will take more than 3 years to implement

The implementation matrix also includes a cost, which is an estimated cost that depends on the size and scope of the project. To help the City with implementation, a list of funding sources can be found in Appendix 3. Local elected officials should work with Boone County and the Town of Danville to find opportunities for cost efficiency and savings. Additionally, the City should collaborate with Region 3 Planning and Development Council to implement and fund projects detailed in the comprehensive plan. The City should look to area foundations and state and federal grant opportunities for help with implementation.



**City of Madison  
Implementation Matrix**

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Recommended Partners	Estimated Costs/Funding Sources
Develop a connection to the Hatfield McCoy Trail	High	Long-term	16	City of Madison	Hatfield-McCoy Regional Recreation Authority; Boone County	Dependent on size and scope of project
Demolish the old ice plant	Low	Long-term	17	Boone County Community and Economic Development Corporation	City of Madison; Boone County; Department of Environmental Protection	Dependent on size and scope of project
Continue to hold and advertise events	High	Ongoing	17	City of Madison	Rev Up-Madison	Dependent on size and scope of project
Replace the windows at the Boone-Madison Library	Low	Mid-term	17	Boone County	Boone County; West Virginia State Preservation Office; Boone County Community Foundation	Dependent on size and scope of project
Utilize the civic center year-round	High	Immediate	18	City of Madison	Rev Up-Madison; Boone County	Dependent on size and scope of project
Regularly update the city website and social media accounts	High	Ongoing	18	City of Madison	N/A	Staff time
Develop a community branding campaign to raise awareness of Madison	High	Ongoing	18-19	City of Madison	Madison Redevelopment Authority; The Conservation Fund	General Fund; Staff time
Clean up the Little Coal River	Low	Ongoing	19	City of Madison	Boone County, Little Coal River Group, Boone Career and Technical Center, Boone Memorial Health, WV DEP, Army Corp of Engineers	Dependent on size and scope of project
Continue to be involved in partnerships	Medium	Ongoing	19	City of Madison	Boone County; Town of Danville	Staff time
Enact West Virginia Code Section 8-12-16	High	Mid-term	19-20	City of Madison	WVU Law Land Use Clinic	General Fund; Staff time
Enforce vacant property registry	Medium	Long-term	20	City of Madison	N/A	Staff time
Complete a vacant and dilapidated property survey	Medium	Long-term	20	City of Madison	Northern WV Brownfields Assistance Center	Staff time
Update and modernize the existing nuisance ordinance, in particular by adding provisions to address drug houses	Medium	Ongoing	20	City of Madison	WVU Law Land Use Clinic	General Fund; Staff time
Create a monthly home contest to improve pride in properties	Low	Long-term	20	City of Madison	Rev Up-Madison	General Fund; Donations; Staff time
Continue to work on beautification projects	Medium	Long-term	20	City of Madison	Rev Up-Madison	Dependent on size and scope of project
Develop a Sidewalk Plan	High	Ongoing	26	City of Madison	DOH	Dependent on size and scope of project
Improve pedestrian safety by installing crosswalks	Medium	Long-term	27	City of Madison	DOH	Dependent on size and scope of project
Continue the walking trail	Medium	Ongoing	27	City of Madison	DOH	Dependent on size and scope of project
Resurface State Route 85	Low	Long-term	27	WV DOH	City of Madison; Boone County	Dependent on size and scope of project

**City of Madison  
Implementation Matrix**

Recommendation	Priority	Timeframe	Reference page #	Responsible Party	Recommended Partners	Estimated Costs/Funding Sources
Purchase generators	Low	Ongoing	27	City of Madison	Boone County	Dependent on size and scope of project
Purchase police equipment	High	Immediate	27	City of Madison	N/A	General fund; Grants
Install fire hydrants	Low	Long-term	28	City of Madison	Madison VFD	General Fund; Grants
Purchase fire equipment	Medium	Ongoing	28	City of Madison	Madison VFD	General Fund; Grants
Develop a dog park	Medium	Long-term	32	City of Madison	Boone County Community and Economic Development Corporation; The Conservation Fund	General Fund; Grants
Renovate the old municipal pool	Medium	Ongoing	32	City of Madison	The Conservation Fund	General Fund; Grants
Implement the Madison/Boone Resource and Recreation Action Plan	Medium	Long-term	32	City of Madison	Boone County; The Conservation Fund	Grants
Provide additional recreational opportunities on conserved lands	Medium	Long-term	33	City of Madison	DCNR; The Conservation Fund; Greenbrier Land Company; WVU Smith Outdoor Economic Development Collaborative	Grants
Develop a new city park and recreation area	Medium	Long-term	34	City of Madison	The Conservation Fund; WVU Smith Outdoor Economic Development Collaborative; International Mountain Biking Association	General Fund; Grants
Construct a stage in Madison City Park	Medium	Mid-term	34	City of Madison	Madison Development Authority; Coal Museum	General fund; Grants
Update the Little League Field	Medium	Immediate	34	City of Madison	Little League Association	Dependent on size and scope of project



# Appendix 1: Public Input Procedures


## City of Madison, West Virginia Planning Commission The Comprehensive Plan Procedures for Public Input

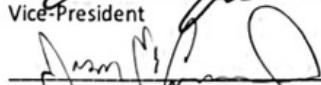
Pursuant to the requirements of W. Va. Code § 8A-3-6(c), the Planning Commission of the City of Madison, West Virginia ("Madison Planning Commission") hereby adopts the following procedures to encourage and promote public participation in the drafting of the Madison Comprehensive Plan ("comprehensive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

- (1) The Madison 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 Madison Planning Commission has completed a draft of the comprehensive plan, and before the Madison 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 Madison 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 Madison City Hall.
- (3) Public notice of Madison 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 Madison Planning Commission's ability to engage in additional public participation efforts as the Madison Planning Commission deems appropriate. No provision herein shall prohibit the Madison Planning Commission from amending these procedures.

Adopted this 4 day of October, 2023.

  
\_\_\_\_\_  
President

  
\_\_\_\_\_  
Vice-President

  
\_\_\_\_\_  
Member

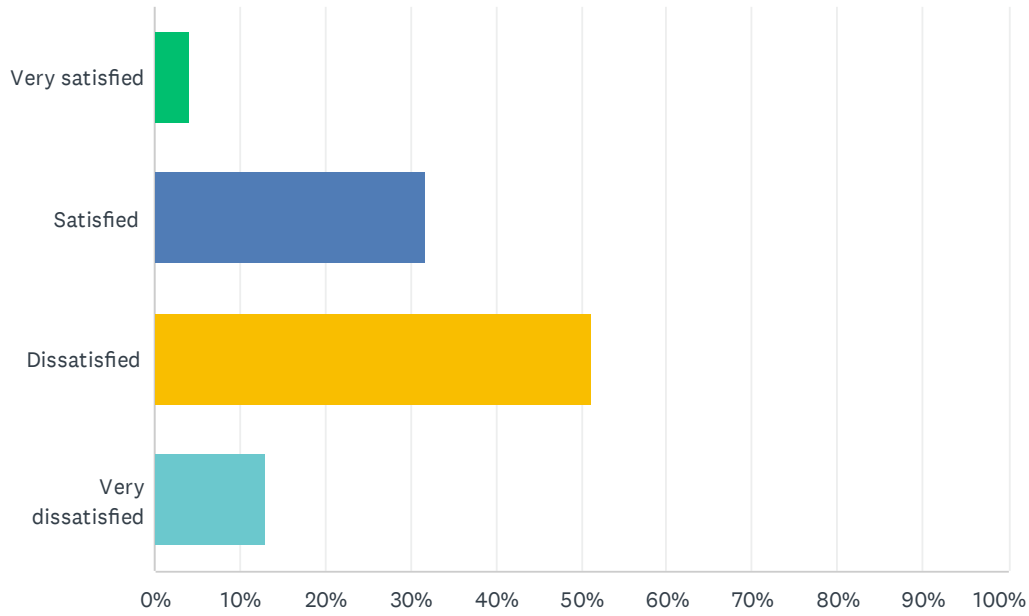
\_\_\_\_\_  
Member

\_\_\_\_\_  
Member

**Appendix 2:**  
**Online Survey Results**

# Q1 How do you feel about the quality of life in Madison?

Answered: 123 Skipped: 2



ANSWER CHOICES	RESPONSES
Very satisfied	4.07% 5
Satisfied	31.71% 39
Dissatisfied	51.22% 63
Very dissatisfied	13.01% 16
TOTAL	123



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

	EXCELLENT	GOOD	FAIR	POOR	TOTAL
Availability of recreation	2.44% 3	13.82% 17	30.08% 37	53.66% 66	123
Fire protection	30.08% 37	43.09% 53	17.07% 21	9.76% 12	123
Police protection	17.07% 21	42.28% 52	31.71% 39	8.94% 11	123
Job opportunities	0.00% 0	1.61% 2	24.19% 30	74.19% 92	124
Pedestrian Safety	5.69% 7	27.64% 34	47.97% 59	18.70% 23	123
Infrastructure (water/sewer)	3.25% 4	42.28% 52	36.59% 45	17.89% 22	123
Enforcement of ordinances	4.20% 5	35.29% 42	32.77% 39	27.73% 33	119
Housing options	0.81% 1	18.55% 23	36.29% 45	44.35% 55	124
Sidewalks	1.64% 2	28.69% 35	40.16% 49	29.51% 36	122
Road/Street condition	0.00% 0	11.38% 14	32.52% 40	56.10% 69	123
Visual appearance of Madison	1.63% 2	16.26% 20	39.84% 49	42.28% 52	123
Getting information about city events and matters	5.69% 7	26.83% 33	37.40% 46	30.08% 37	123
Availability of retail	1.64% 2	9.02% 11	23.77% 29	65.57% 80	122
Traffic circulation	3.25% 4	27.64% 34	39.02% 48	30.08% 37	123
Public transportation	0.00% 0	4.88% 6	21.14% 26	73.98% 91	123
Emergency management	12.20% 15	56.91% 70	21.14% 26	9.76% 12	123
Activities for senior citizens	2.48% 3	11.57% 14	33.06% 40	52.89% 64	121
Overall effectiveness of government	6.50% 8	21.95% 27	41.46% 51	30.08% 37	123
Activities for youth	4.92% 6	12.30% 15	22.95% 28	59.84% 73	122
Historic preservation	4.10% 5	23.77% 29	46.72% 57	25.41% 31	122

### Q3: Of the things listed below, what is the one that you feel is MOST important for Madison to improve?

ANSWER CHOICES	RESPONSES	
Availability of recreation	19.51%	24
Fire protection	1.63%	2
Police protection	1.63%	2
Job opportunities	24.39%	30
Pedestrian Safety	0.81%	1
Infrastructure (water/sewer)	2.44%	3
Enforcement of ordinances	0.81%	1
Housing options	2.44%	3
Sidewalks	0.81%	1
Road/Street condition	13.01%	16
Visual appearance of Madison	6.50%	8
Getting information about city events and matters	0.00%	0
Availability of retail	13.01%	16
Traffic circulation	0.00%	0
Public transportation	0.00%	0
Emergency management	0.81%	1
Activities for senior citizens	0.00%	0
Overall effectiveness of government	3.25%	4
Historic preservation	0.00%	0
Activities for youth	8.94%	11
<b>TOTAL</b>		<b>123</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	Need access to high speed internet...satellite internet >\$125/month for 2.64	5/16/2022 2:33 PM
2	Safety and appearance - we cannot recruit businesses or tourist to an area that has multiple backpackers/homeless and drug dealers walking the streets. It has to be stopped.	4/29/2022 7:12 AM
3	Longer bike paths, B ball court	4/28/2022 6:53 AM
4	You should be able to select more than one on this	4/27/2022 7:40 PM
5	Need to be ATV SXS friendly and have access to the Hatfield and McCoy trails	4/27/2022 6:35 PM

6	Streets and roads	4/27/2022 4:49 PM
7	There are no activities for the youth of this areas. To see a movie, play games, or just hang out they have to drive to Logan or Charleston. No reason for them to want to be or stay here.	4/27/2022 11:19 AM
8	Taxes are too high for individuals and businesses.	4/27/2022 11:09 AM
9	Indoor pool or workout facilities.	4/27/2022 11:00 AM
10	The roads are terrible and calling and asking for help to fix them get us no where we pay for an inspection sticker that is to help fix the roads and yet they don't fix them. I have had to replace tires and ball joints in my newer car that should never have went out all becuz of the terrible roads I live on leftwich Ave and coming and going of that road is very disappointing period u want us to keep paying for inspection stickers and make our cars road worthy then make the roads car worthy	4/27/2022 10:24 AM



## Q4 In your opinion, what is the most important service that the city provides to its residents?

Answered: 87 Skipped: 38

#	RESPONSES	DATE
1	Several different ones Fire, police, safety	5/28/2022 12:10 PM
2	Garbage pick up	5/25/2022 7:08 AM
3	Police	5/25/2022 6:49 AM
4	Trash collection is the best service they offer. The price is affordable.	5/25/2022 2:33 AM
5	Fire	5/25/2022 12:25 AM
6	First responders	5/24/2022 10:24 PM
7	Attracting new business to our area to create new jobs. Families are forced to move away from here to find employment so they can provide a life for their family.	5/16/2022 2:33 PM
8	SOLID WASTE DISPOSAL	5/2/2022 12:25 PM
9	police	5/1/2022 11:02 PM
10	garbage pickup	4/30/2022 4:18 PM
11	The only thing I know we have is trash service	4/30/2022 10:57 AM
12	Infrastructure/protection from crime	4/30/2022 1:45 AM
13	Police	4/29/2022 2:39 PM
14	At this time, the garbage pick up is a nice perk provided to the residents. The current leadership is definitely trying to expand the activities (Riverfest, etc.), which are great steps toward improving Madison.	4/29/2022 7:12 AM
15	Public services such as internet, utilities, schools, law and fire services.	4/29/2022 12:06 AM
16	Residents basically provide for one another. The city does basically nothing for the residents.	4/28/2022 10:29 PM
17	Police protection	4/28/2022 10:20 PM
18	Emergency services	4/28/2022 8:13 PM
19	Trash pickup	4/28/2022 7:17 PM
20	--A physical infrastructure — roads, bridges, parks, etc. --An institutional infrastructure — courts, institutions supporting commercial and financial transactions, property recording, patents, etc. --Physical protection — police --Basic Services — water, sewage, fire protection, primary education, etc. --Disaster Prevention & Recovery — support to citizens in the event of flood, fire, earthquake, epidemic, disability, etc. --Protection from people acting in ways that unreasonably injure their neighbors	4/28/2022 3:44 PM
21	Parades	4/28/2022 2:49 PM
22	Police	4/28/2022 11:17 AM
23	Police, Fire, EMS	4/28/2022 9:50 AM
24	EMT	4/28/2022 8:57 AM
25	Fire & Police	4/28/2022 8:33 AM
26	Coal festival	4/28/2022 7:04 AM
27	Thr good Fite services	4/28/2022 6:53 AM

28	Emergency Services	4/28/2022 6:31 AM
29	?	4/28/2022 5:00 AM
30	Super garbage service	4/27/2022 11:31 PM
31	Police protection	4/27/2022 10:54 PM
32	Garbage service is excellent and access to the civic center and parks.	4/27/2022 10:42 PM
33	Police protection	4/27/2022 10:36 PM
34	Fire protection	4/27/2022 8:38 PM
35	quality of life	4/27/2022 8:12 PM
36	Fire	4/27/2022 8:01 PM
37	Public transport	4/27/2022 7:15 PM
38	Police protection	4/27/2022 6:51 PM
39	Fire and EMT	4/27/2022 6:39 PM
40	Emergency services	4/27/2022 6:34 PM
41	Wellness trail	4/27/2022 6:20 PM
42	Protection	4/27/2022 6:14 PM
43	The food pantries	4/27/2022 5:29 PM
44	I don't know of any. ♂	4/27/2022 4:44 PM
45	Garbage pickup and street maintenance.	4/27/2022 4:40 PM
46	Trash service	4/27/2022 3:17 PM
47	none	4/27/2022 3:01 PM
48	emergency services	4/27/2022 2:08 PM
49	The trash service is so important!! Thank you for it	4/27/2022 2:06 PM
50	Garage pickup. Which this is the only service that I know of that they provide to their residents, for a fee.	4/27/2022 1:27 PM
51	Housing	4/27/2022 1:24 PM
52	walking trail	4/27/2022 1:11 PM
53	911/fire	4/27/2022 12:57 PM
54	The most important service they provide is to keep the town clean and safe.	4/27/2022 12:53 PM
55	Law enforcement and upkeep of roadways but that doesn't happen	4/27/2022 12:48 PM
56	Fire and police protection	4/27/2022 12:42 PM
57	Fire and police	4/27/2022 12:29 PM
58	QRT and addiction services	4/27/2022 12:27 PM
59	Dont know	4/27/2022 12:20 PM
60	Fire department	4/27/2022 12:18 PM
61	Police/Fire departments	4/27/2022 12:00 PM
62	Trash pick up	4/27/2022 11:53 AM
63	Safety	4/27/2022 11:53 AM
64	Overall consistency from government.	4/27/2022 11:35 AM
65	Garbage pickup	4/27/2022 11:29 AM

66	Trash pick up	4/27/2022 11:29 AM
67	Our city doesn't really provide anything for the working class. They are continuously making it more accessible to addicts and recovering addicts. I'm all about helping them recover, but putting them in the middle of town where all of the drugs are is not the answer.	4/27/2022 11:21 AM
68	I moved here a few years ago and so far the only benefit I have found is being close to Charleston and the trash service is excellent.	4/27/2022 11:19 AM
69	Fire and Police protection	4/27/2022 11:19 AM
70	Trash pick up the guys are great	4/27/2022 11:17 AM
71	EMS	4/27/2022 11:16 AM
72	Fire/police	4/27/2022 11:13 AM
73	Fire and police.	4/27/2022 11:09 AM
74	It should provide opportunities for residents to have a successful flourishing life. However the lack of opportunities is overwhelming.	4/27/2022 11:08 AM
75	Safety	4/27/2022 11:00 AM
76	Help	4/27/2022 10:47 AM
77	EMS and Fire protection	4/27/2022 10:42 AM
78	Trash pick up and brush and big item haul off. Winter snow plowing .maintaining walking trail,city park maintained ,police drive thru community (need more often and friendly)	4/27/2022 10:41 AM
79	Garbage, and protection	4/27/2022 10:41 AM
80	Of all the things on the list everyone is effected by the roads and their conditions is horrible	4/27/2022 10:36 AM
81	Fire EMS	4/27/2022 10:33 AM
82	Trash	4/27/2022 10:32 AM
83	Trash service	4/27/2022 10:26 AM
84	Of course the police and fire departments and emt	4/27/2022 10:24 AM
85	Police enforcement	4/27/2022 10:19 AM
86	Safety	4/27/2022 10:17 AM
87	Fire/police/public works	4/27/2022 10:14 AM



## Q5 In your opinion, what does the city lack in accomplishing?

Answered: 93 Skipped: 32

#	RESPONSES	DATE
1	Jobs	5/28/2022 12:10 PM
2	Moving toward the future	5/25/2022 7:08 AM
3	Activities for all ages.	5/25/2022 6:49 AM
4	Binging businesses into Madison	5/25/2022 2:33 AM
5	Stores and sit down restaurants. We spend our money in Charleston because there is nothing here.	5/25/2022 12:25 AM
6	Getting rid of abandoned houses and or buildings yes it costs money but isn't that why we do community services for	5/24/2022 10:24 PM
7	Fixing the road conditions. They're horrible everywhere in Madison. It's very upsetting to Constantly have to replace tires when I pay property taxes as high as they are in Madison!	5/24/2022 10:06 PM
8	Need more job opportunities...access to quality internet	5/16/2022 2:33 PM
9	Please stop parades with sirens and horn blaring at night. My son goes to bed at 830 and these ridiculous parades scare him awake and then take forever to go back down.	5/11/2022 9:45 PM
10	STREET REPAIR	5/2/2022 12:25 PM
11	appearance	5/1/2022 11:02 PM
12	getting rid of back packers	4/30/2022 4:18 PM
13	We need place to eat and shop it's ridiculous that you have to drive to another county to eat out or shop. Kroger shelves are always empty of the evening when working people get home and are able to shop. I have to drive to another county to work and shop and pay taxes to this county which is outrageous and sadly the county I work in and shop and go for recreation the taxes are much cheaper.	4/30/2022 10:57 AM
14	Providing people with a reason to visit. Too many dilapidated buildings and terrible looking houses	4/30/2022 1:45 AM
15	Drainage system	4/29/2022 2:39 PM
16	Safety and appearance of Madison. Even if the hatfield McCoy trail head opens, I fear that people will only come once - I certainly wouldn't return to a small town that had sketchy backpackers and homeless walking around. Perhaps More police patrols downtown Madison. Perhaps a city ordinance of no backpacks (for safety of the residence). Perhaps a no bicycle ordinance past 8pm - safety of the residence and vehicles (you shouldn't be riding a bike at night without lights anyway). I ride my bike through town all the time, during the day. Tickets and arrests (or at least investigation by the police of anyone breaking the laws - I'm certain there would be drugs found on the ones breaking the law). Severe penalties for defecating in public. I do not know the answer for cleaning up our town, but have been thinking of ideas. Perhaps supply them with a one way bus ticket south (I would happily contribute). There are 10+ backpackers every night and early morning. Drug deals happen on the street. These same people defecate in public. They steal electricity from businesses that have outlets on the outside. It is an absolute embarrassment.	4/29/2022 7:12 AM
17	The retail stores and appearance of Madison is diminishing. Restoring our town can bring in tourism which would raise the value of our town and provide a community we could all participate and benefit in.	4/29/2022 12:06 AM
18	Overall appearance. Aesthetically has declined over the past 20 years. Catering to the youth. Bringing in job opportunities. Basically lack in every category.	4/28/2022 10:29 PM

19	Streets, sidewalks, restaurants that serve adult beverages	4/28/2022 10:20 PM
20	Need new businesses, economic growth and expansion. Services for the homeless	4/28/2022 8:13 PM
21	Activities other than sports for young people & families.	4/28/2022 7:17 PM
22	The side roads are in poor condition	4/28/2022 3:44 PM
23	Non-threatening police presence	4/28/2022 2:49 PM
24	Cleaning up main st	4/28/2022 11:17 AM
25	Jobs, Condition of Roads, and the price to pay for trash pickup. The county transfer station needs to reopen!!!!!!	4/28/2022 9:50 AM
26	RECREATION	4/28/2022 8:57 AM
27	Adding new business's	4/28/2022 8:33 AM
28	Nothing ever changes for the better	4/28/2022 7:04 AM
29	Bringing in new businesses	4/28/2022 6:53 AM
30	Growth	4/28/2022 6:31 AM
31	Following thru with complaints & enforcing ordinance	4/28/2022 5:57 AM
32	Homeless	4/28/2022 5:00 AM
33	Working to obtain businesses, the Economic Development Authority is focused more on entertainment events	4/27/2022 11:31 PM
34	Paving roads	4/27/2022 10:54 PM
35	Acquiring grant money to invest to attract business.	4/27/2022 10:42 PM
36	Businesses available	4/27/2022 10:36 PM
37	Road upkeep	4/27/2022 8:38 PM
38	everything. absolutely everything	4/27/2022 8:12 PM
39	Old buildings look horrible	4/27/2022 8:01 PM
40	Brining in new jobs and fixing the roads	4/27/2022 7:40 PM
41	Housing options	4/27/2022 7:15 PM
42	Things for teens	4/27/2022 6:51 PM
43	Street's are in terrible condition.	4/27/2022 6:39 PM
44	ATV SxS access to the town ex. Man, Matewan Gilbert are all friendly	4/27/2022 6:35 PM
45	Fire Department seems to take forever and lots of burnt buildings around.	4/27/2022 6:34 PM
46	Fixing roads and lack of recreation	4/27/2022 6:20 PM
47	Jobs	4/27/2022 6:14 PM
48	Affordable safe housing, things to do	4/27/2022 5:29 PM
49	Road upkeep. Especially with how expensive my personal property taxes are.	4/27/2022 4:44 PM
50	Job opportunities	4/27/2022 4:40 PM
51	Recreation, businesses, restaurants	4/27/2022 3:17 PM
52	clean	4/27/2022 3:01 PM
53	road maintenance	4/27/2022 2:08 PM
54	The road/streets are a mess. Country Estates is a mess. West Madison, which is seen by out of towners going up ball games is awful. All streets need paved not just patched.	4/27/2022 2:06 PM
55	Removing dilapidated buildings or enforcing property owners to keep property maintained.	4/27/2022 1:27 PM

56	Anything. There's nothing to do in Madison	4/27/2022 1:24 PM
57	recreation	4/27/2022 1:11 PM
58	Retail/grocery store and no jobs	4/27/2022 12:57 PM
59	Opportunity. I'm not certain how much of a role the city has in jobs that provide a decent living wage, but there is always more people needing work. We need opportunities for younger kids up to middle age adults. Events such as basketball tournaments being hosted by the city, adult dodgeball or frisbee golf tournaments, corn hole tournaments, cooking tournaments, and so much more things that young teens to middle age adults can enjoy.	4/27/2022 12:53 PM
60	Jobs, ease for people to open business, support for local businesses	4/27/2022 12:51 PM
61	Upkeep of roadways and appearance	4/27/2022 12:48 PM
62	Nothing comes to mind	4/27/2022 12:42 PM
63	Jobs	4/27/2022 12:29 PM
64	Youth activities	4/27/2022 12:27 PM
65	Community support	4/27/2022 12:20 PM
66	Bringing businesses to the area, clothing and home goods. Since magic mart is gone there's nothing that has everything in one place like a mini Walmart	4/27/2022 12:18 PM
67	Fire protection. The volunteer fire department is lacking on response and trustworthiness. It's hard to rely on them when you don't know if anyone is going to show up. It's time for the city of Madison to be like Charleston or Logan and have some paid firefighters on duty 24/7.	4/27/2022 12:00 PM
68	Structure and leadership	4/27/2022 11:53 AM
69	NA	4/27/2022 11:53 AM
70	We need more to do.	4/27/2022 11:35 AM
71	Job/ decent retail	4/27/2022 11:29 AM
72	More retail options, more community based events	4/27/2022 11:29 AM
73	Providing things for our youth! Put in a bowling alley, swimming pool, skating rink, movie theater.	4/27/2022 11:21 AM
74	In this county the roads are terrible, I am afraid to walk through town alone due to homeless asking for money or following me, events are not announced well so we do not know about most of them before hand, there are no job or growth opportunities, taxes have continued to rise since I have lived here with no improvements at all. Seriously considering moving due to this.	4/27/2022 11:19 AM
75	Physical recreation and food options, everything really	4/27/2022 11:17 AM
76	Just about everything, housing, jobs, attractions	4/27/2022 11:16 AM
77	Issues with thieves, drug dealers. We watch as they are (sometimes) arrested and set free just to commit the crime repeatedly. We had a cyclist/runner who made drops for a couple years, hanging out with local businesses as the Normal.	4/27/2022 11:13 AM
78	Businesses, tourism, and infrastructure.	4/27/2022 11:09 AM
79	Tax money should be placed back into development to cause this town to thrive. But instead this city is on its death bed.	4/27/2022 11:08 AM
80	Activities other than sports for children.	4/27/2022 10:52 AM
81	Nothing	4/27/2022 10:47 AM
82	Jobs and restaurants	4/27/2022 10:42 AM
83	Pot hole repair	4/27/2022 10:41 AM
84	More attention to the activities available. Tournaments, such as baseball, soccer, and	4/27/2022 10:41 AM

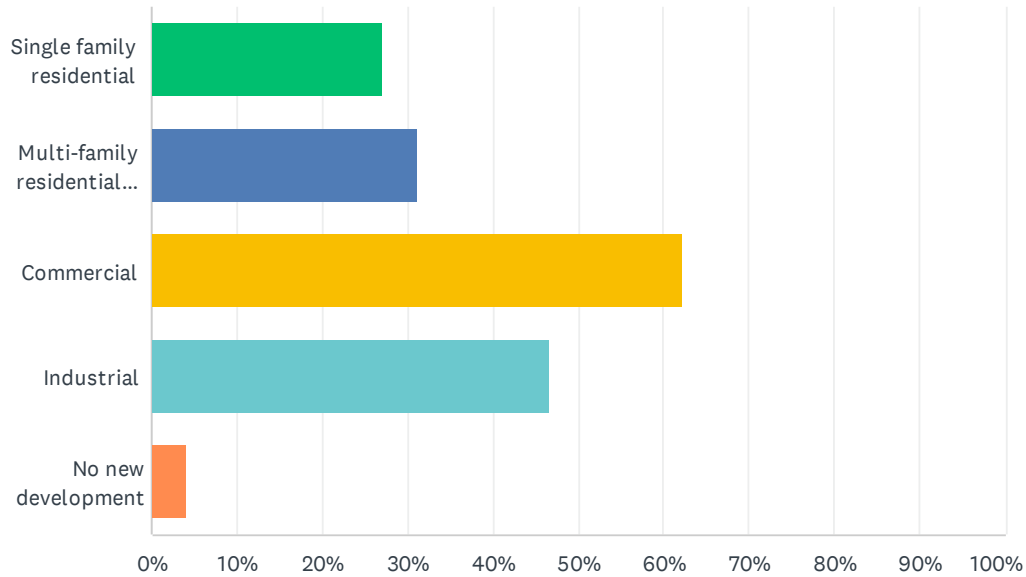


basketball would be phenomenal economic influx. We have the facilities with Scott, Madison Little League, Madison Civic Center and others to have multiple tournaments a year and bring in traffic to the area. More traffic means more economical development.

85	Tearing down all of these abandoned buildings and structures. Most of these places are really eye sores or where people on drugs are obviously doing the drugs.	4/27/2022 10:38 AM
86	Need to fix the roads. There are huge pot holes that do damage to your car. The park across from Scott high gets little to no maintenance. The mulch is thin. There's trash everywhere. Every time my kids go there I have to take a trash bag and clean the park so they can safely play. The walking trail needs to be maintained. It's rough.	4/27/2022 10:36 AM
87	Word of events	4/27/2022 10:33 AM
88	Attracting business	4/27/2022 10:32 AM
89	Community engagement and participation in decision making.	4/27/2022 10:26 AM
90	Road work nothing is ever done	4/27/2022 10:24 AM
91	Fixing the roads in city managed areas. We pay too much on taxes to live "in the city" for our roads to look as bad as they do. The city supervisor who lacks tremendously, lives in an area that pays a significant amount of taxes, but the roads are neglected. He chooses to drive the city SUV to talk to friends and see if their neighbors have made any updates instead of actually doing his job. He is also a huge reason the people no longer like to use the civic center. It unfortunately, isn't all because of the most recent ordinance.	4/27/2022 10:19 AM
92	Bringing in new businesses.	4/27/2022 10:17 AM
93	The city is in poor shape. We need new opportunities for businesses and we need to keep up with infrastructure.	4/27/2022 10:14 AM

## Q6 What type of new development would you like to see in Madison? Please check all that apply.

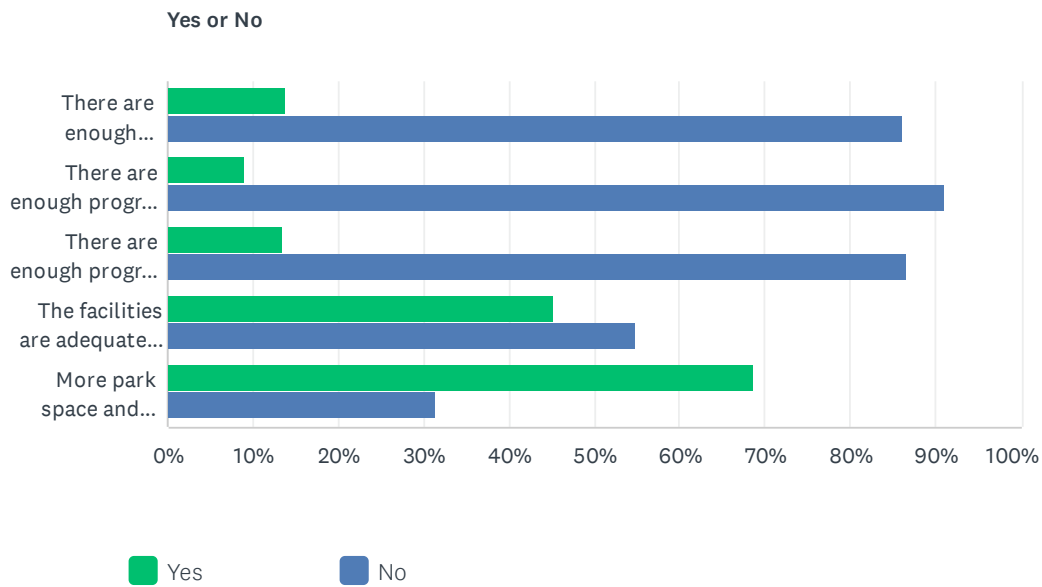
Answered: 122 Skipped: 3



ANSWER CHOICES	RESPONSES	
Single family residential	27.05%	33
Multi-family residential (includes townhouses, condos, and apartments)	31.15%	38
Commercial	62.30%	76
Industrial	46.72%	57
No new development	4.10%	5
Total Respondents: 122		

### Q7 What is your opinion about the recreation provided in Madison? Please answer yes or no.

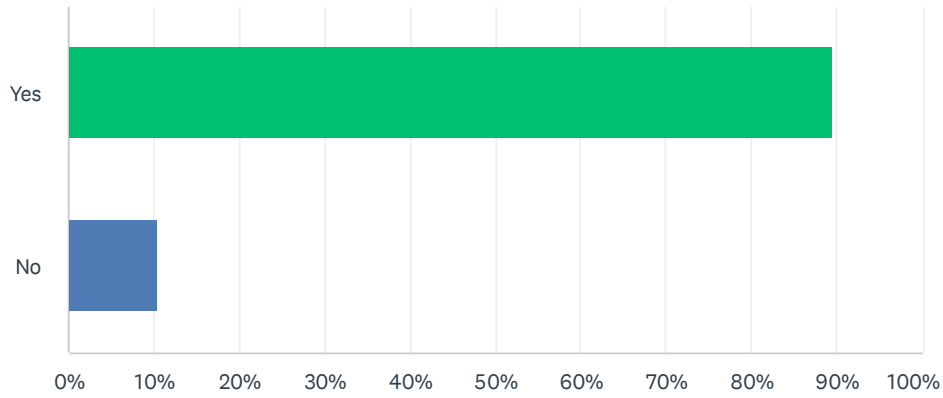
Answered: 123 Skipped: 2



Yes or No			
	YES	NO	TOTAL
There are enough recreational facilities for families	13.82% 17	86.18% 106	123
There are enough programs and facilities for teens and children	9.02% 11	90.98% 111	122
There are enough programs and facilities for senior citizens	13.33% 16	86.67% 104	120
The facilities are adequately maintained	45.30% 53	54.70% 64	117
More park space and facilities are needed	68.60% 83	31.40% 38	121

### Q8 Are you concerned about the amount of abandoned and dilapidated buildings. Please answer yes or no.

Answered: 125 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	89.60%	112
No	10.40%	13
TOTAL		125



## Q9 How can the city increase communication to its residents?

Answered: 83 Skipped: 42

#	RESPONSES	DATE
1	Social media, texts or automated phone calls	5/28/2022 12:10 PM
2	None	5/25/2022 7:08 AM
3	Social media.	5/25/2022 6:49 AM
4	Utilize Facebook more	5/25/2022 12:25 AM
5	Mail social media newsletters	5/24/2022 10:24 PM
6	Keep sharing on social media, newspaper for the citizens without internet access or choose not to use	5/16/2022 2:33 PM
7	Public meetings (Council meetings)	5/2/2022 12:25 PM
8	mailings	5/1/2022 11:02 PM
9	just get residents involved	4/30/2022 4:18 PM
10	Local paper or decent radio station	4/30/2022 10:57 AM
11	More consistent Facebook, maybe libel meetings in an outdoor setting? With entertainment? Or fun? Call it a community day	4/30/2022 1:45 AM
12	Community digital sign	4/29/2022 2:39 PM
13	Social media and flyers/billboards	4/29/2022 7:12 AM
14	We need a next door community app, we need more information via the city Facebook pages, Twitter, or mail inserts. I have no idea who is running for office other than signs in yards. I don't know any community events happening because the website for the city of Madison has no resources or dates for events.	4/29/2022 12:06 AM
15	Transparency and social media. This isn't the 90s anymore.	4/28/2022 10:29 PM
16	Newspaper and social media	4/28/2022 10:20 PM
17	Billboards, cable advertising, social media	4/28/2022 8:13 PM
18	Radio (in addition to WZAC), a digital sign	4/28/2022 7:17 PM
19	Use social media more actively	4/28/2022 3:44 PM
20	Mailers	4/28/2022 2:49 PM
21	Move everyone to danville	4/28/2022 11:17 AM
22	Call them about meetings they can or should attend to go to tell their concerns or post about everything on your social platform	4/28/2022 9:50 AM
23	Word of mouth, flyers, banners, paper	4/28/2022 8:57 AM
24	Not sure but the old banners across state street is always a winner. Not everyone stays on Facebook	4/28/2022 8:33 AM
25	Be more proactive	4/28/2022 7:04 AM
26	Local media	4/28/2022 6:31 AM
27	?	4/28/2022 5:00 AM
28	City clerks advertising on social media, City Facebook page and citybweb site, submitting info to Community News in CVN and local radio station. All these are free.	4/27/2022 11:31 PM

29	Social media, posters Websites	4/27/2022 10:54 PM
30	Social media and maybe a town hall every 6 months.	4/27/2022 10:42 PM
31	Promote on local news channels	4/27/2022 10:36 PM
32	Social media posts, signage, television and radio advertising	4/27/2022 8:38 PM
33	they should just do the right thing for citizens we shouldn't have to tell them what to do	4/27/2022 8:12 PM
34	Tv radio	4/27/2022 8:01 PM
35	Public address systems. City-Wide cell phone notifications	4/27/2022 7:40 PM
36	I'm not sure	4/27/2022 7:15 PM
37	Facebook announcement	4/27/2022 6:51 PM
38	Have more Town Hall meetings.	4/27/2022 6:39 PM
39	N/A already do a good job	4/27/2022 6:34 PM
40	Unsure	4/27/2022 6:14 PM
41	Posts on Facebook, twitter, posting events on eventbrite	4/27/2022 5:29 PM
42	Inform even the ones who didn't grow up in this area. Seems like it's all about who you are and who you know.	4/27/2022 4:44 PM
43	Banners, live stream city council meetings	4/27/2022 3:17 PM
44	phone calls	4/27/2022 3:01 PM
45	use of billboards and flyers	4/27/2022 2:08 PM
46	Social media liaison is needed. No one reads the newspaper.	4/27/2022 2:06 PM
47	Social media Inform sooner, not just the week of an event. Signs in town	4/27/2022 1:27 PM
48	As sad as it is Facebook is probably the best way	4/27/2022 1:24 PM
49	i don't know	4/27/2022 1:11 PM
50	No idea	4/27/2022 12:57 PM
51	Social media with postings of any/all events going on with a calendar (if this is already being done then bring more awareness to where to go to find out this information.) monthly flyer with events sent via mail. Surveys such as this one. Involvement in more social media platforms to spread information more effectively.	4/27/2022 12:53 PM
52	Social media	4/27/2022 12:48 PM
53	Facebook is the best way and they already do a good job at that.	4/27/2022 12:42 PM
54	Social media	4/27/2022 12:29 PM
55	Update the information board.	4/27/2022 12:27 PM
56	Post all minutes of County Commission meeting on A County wide Web page	4/27/2022 12:20 PM
57	Facebook, flyers	4/27/2022 12:18 PM
58	Perhaps more Facebook posts.	4/27/2022 12:00 PM
59	Facebook,electronic board,flyers at P.O	4/27/2022 11:53 AM
60	Na	4/27/2022 11:53 AM
61	Monthly newsletter sent out to mailing address	4/27/2022 11:35 AM
62	Social media	4/27/2022 11:29 AM
63	Mail, not everyone is on Facebook.	4/27/2022 11:21 AM
64	Put out more signs, hand out flyers at local stores, increase social media posts.	4/27/2022 11:19 AM

65	It does a good job	4/27/2022 11:17 AM
66	Social media presence is more modern	4/27/2022 11:16 AM
67	It seems communication is readily available to those interested.	4/27/2022 11:13 AM
68	Facebook, phone app, email list.	4/27/2022 11:09 AM
69	I do not know. I like that the city is using social media and this is adequate for a younger population. However the elderly may not have this type of access to the same information.	4/27/2022 11:08 AM
70	Yes	4/27/2022 11:00 AM
71	Banners	4/27/2022 10:52 AM
72	Help with homes	4/27/2022 10:47 AM
73	Local radio, community bulletin board, flyers in mail boxes	4/27/2022 10:41 AM
74	We live in a digital world and the city does a great job of using social media, but what about those that do not have access or aren't willing to use social media. I don't know the answer	4/27/2022 10:41 AM
75	Let the residents have voices in decisions like this survey.	4/27/2022 10:38 AM
76	Newsletters, Facebook	4/27/2022 10:36 AM
77	Facebook posts, mail notes, interaction with the community	4/27/2022 10:33 AM
78	Better use of website	4/27/2022 10:32 AM
79	Have an active social media presence that is consistent and engaging with people.	4/27/2022 10:26 AM
80	Listening when ur called please just out all situations and complains big or small they all matter to all of us	4/27/2022 10:24 AM
81	Make calls with water main breaks, not all people choose to have Facebook.	4/27/2022 10:19 AM
82	A city newsletter to every address each month	4/27/2022 10:17 AM
83	Mail flyers, public banners, social media.	4/27/2022 10:14 AM

## Q10 How do you get information about events?

Answered: 96 Skipped: 29

#	RESPONSES	DATE
1	Facebook, internet	5/28/2022 12:10 PM
2	Facebook	5/25/2022 7:08 AM
3	Facebook or flyers at Kroger's.	5/25/2022 6:49 AM
4	Facebook	5/25/2022 2:33 AM
5	Usually Facebook	5/25/2022 12:25 AM
6	I don't see anything when the city does any events	5/24/2022 10:24 PM
7	City Facebook pages	5/24/2022 9:56 PM
8	Facebook	5/16/2022 2:33 PM
9	Word of mouth	5/2/2022 12:25 PM
10	Facebook pages	5/1/2022 11:02 PM
11	facebook	4/30/2022 4:18 PM
12	I never know anything going on in this county	4/30/2022 10:57 AM
13	Facebook if I see it while scrolling	4/30/2022 1:45 AM
14	Posted on Fb after the event	4/29/2022 2:39 PM
15	Facebook	4/29/2022 7:12 AM
16	I hope someone posts something about it on Facebook or I don't get the information	4/29/2022 12:06 AM
17	Friends on Facebook.	4/28/2022 10:29 PM
18	Social media	4/28/2022 10:20 PM
19	Social media	4/28/2022 8:13 PM
20	Facebook	4/28/2022 7:17 PM
21	Facebook, Rotary	4/28/2022 3:44 PM
22	Facebook	4/28/2022 2:49 PM
23	Coal valley news	4/28/2022 11:17 AM
24	Facebook	4/28/2022 9:50 AM
25	Online	4/28/2022 8:57 AM
26	Usually after the fact	4/28/2022 8:33 AM
27	Other people	4/28/2022 7:04 AM
28	FB	4/28/2022 6:53 AM
29	Social media	4/28/2022 6:31 AM
30	Facebook usually	4/28/2022 5:57 AM
31	Social media	4/28/2022 5:00 AM
32	Social media and from friends	4/27/2022 11:31 PM
33	Facebook	4/27/2022 10:54 PM

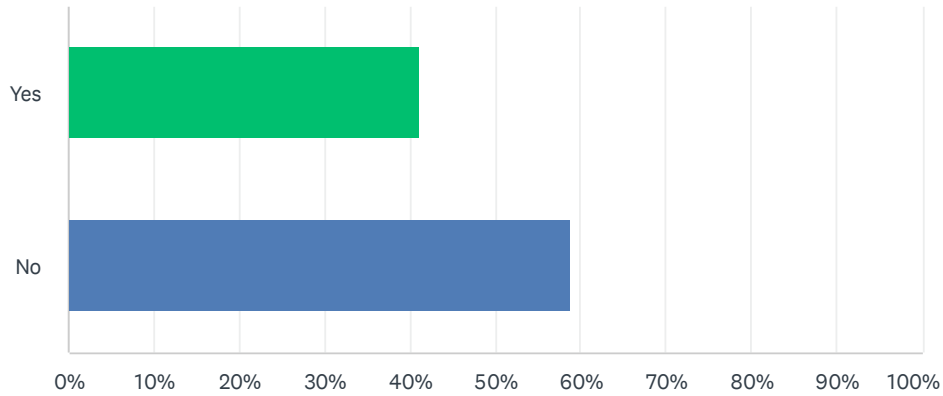


34	Facebook CVN	4/27/2022 10:36 PM
35	Usually the day of on Facebook from a shared post of a friend.	4/27/2022 8:38 PM
36	facebook i guess what events?	4/27/2022 8:12 PM
37	Facebook	4/27/2022 8:01 PM
38	Normally from facebook or other people. Willing to help with certain events. My response to the below question is NOT all inclusive.	4/27/2022 7:40 PM
39	Facebook	4/27/2022 7:15 PM
40	Word of mouth	4/27/2022 6:51 PM
41	Facebook	4/27/2022 6:39 PM
42	Facebook	4/27/2022 6:34 PM
43	Facebook	4/27/2022 6:28 PM
44	Facebook	4/27/2022 6:20 PM
45	City of Madison fb	4/27/2022 6:14 PM
46	Facebook if I can find any	4/27/2022 5:29 PM
47	Social media.	4/27/2022 4:44 PM
48	Facebook mostly	4/27/2022 4:40 PM
49	Social media	4/27/2022 3:17 PM
50	signs	4/27/2022 3:01 PM
51	Social Media	4/27/2022 2:06 PM
52	Social media	4/27/2022 1:55 PM
53	Word of mouth	4/27/2022 1:27 PM
54	Usually Facebook	4/27/2022 1:24 PM
55	facebook	4/27/2022 1:11 PM
56	Facebook	4/27/2022 1:02 PM
57	Facebook	4/27/2022 12:57 PM
58	I don't. Most stuff I see is from parents/community members/participants that post stuff things they are being involved in.	4/27/2022 12:53 PM
59	Social media	4/27/2022 12:48 PM
60	Facebook	4/27/2022 12:42 PM
61	I don't	4/27/2022 12:29 PM
62	Facebook	4/27/2022 12:27 PM
63	Internet, by mouth	4/27/2022 12:20 PM
64	Facebook and flyers	4/27/2022 12:18 PM
65	Facebook	4/27/2022 12:00 PM
66	Facebook	4/27/2022 11:53 AM
67	Facebook	4/27/2022 11:53 AM
68	Facebook	4/27/2022 11:35 AM
69	Word of mouth/ sometimes social media	4/27/2022 11:29 AM
70	Social media	4/27/2022 11:29 AM

71	Facebook	4/27/2022 11:21 AM
72	Sometime they post on social media but misty hear say through other people.	4/27/2022 11:19 AM
73	Facebook, Signs at the Benjamin Price Bridge	4/27/2022 11:19 AM
74	Facebook	4/27/2022 11:17 AM
75	Facebook	4/27/2022 11:16 AM
76	Internet,social media,coal valley news.	4/27/2022 11:13 AM
77	Facebook	4/27/2022 11:09 AM
78	Mostly through Facebook.	4/27/2022 11:08 AM
79	facebook	4/27/2022 11:02 AM
80	Paper, facebook	4/27/2022 11:00 AM
81	Facebook	4/27/2022 10:52 AM
82	Facebook the day if the event	4/27/2022 10:52 AM
83	News paper or social media	4/27/2022 10:47 AM
84	Facebook	4/27/2022 10:42 AM
85	Face book	4/27/2022 10:41 AM
86	Social media	4/27/2022 10:41 AM
87	Facebook	4/27/2022 10:38 AM
88	I get a minimal amount from others posting on facebook	4/27/2022 10:36 AM
89	Facebook or word of mouth.	4/27/2022 10:33 AM
90	Word of mouth	4/27/2022 10:32 AM
91	Facebook	4/27/2022 10:26 AM
92	Alice rider lol	4/27/2022 10:24 AM
93	Facebook, this should change. Provide a better outlet	4/27/2022 10:19 AM
94	Facebook and word of mouth	4/27/2022 10:17 AM
95	Social media, online news	4/27/2022 10:14 AM
96	facebook	4/27/2022 10:13 AM

# Q11 The city is always in need of volunteers to help with projects festivals, etc. Would you be willing to help?

Answered: 114 Skipped: 11



ANSWER CHOICES	RESPONSES
Yes	41.23% 47
No	58.77% 67
TOTAL	114

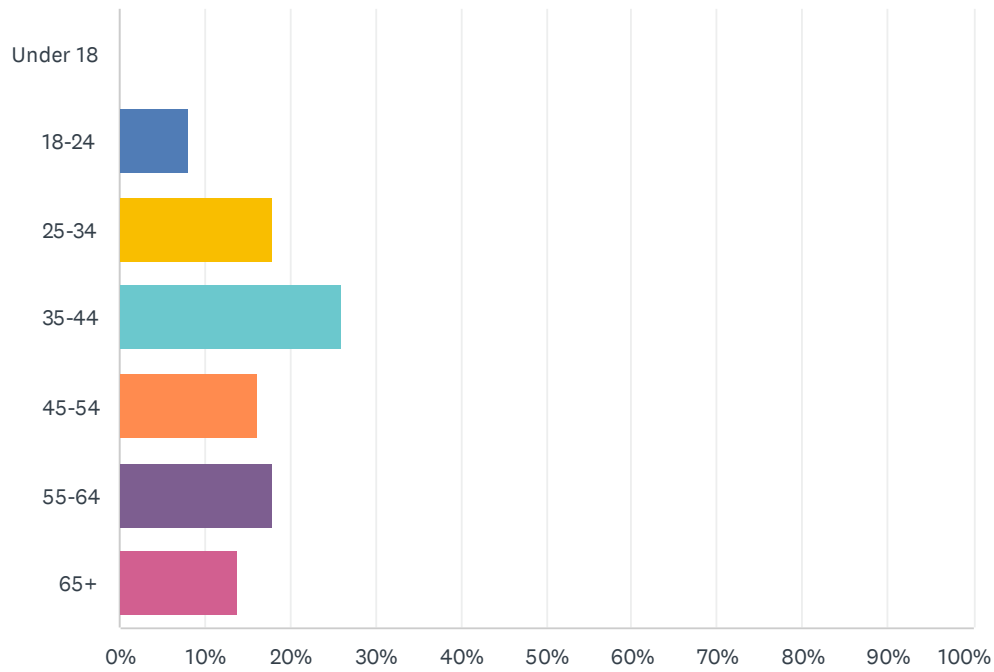
#	PLEASE PROVIDE AN EMAIL ADDRESS IF YOU ARE WILLING TO VOLUNTEER.	DATE
1	Emails were given to the planning commission and were removed from the appendices for privacy reasons	5/24/2022 10:24 PM
2		5/16/2022 2:33 PM
3		4/30/2022 1:45 AM
4		4/29/2022 7:12 AM
5		4/29/2022 12:06 AM
6		4/28/2022 8:13 PM
7		4/28/2022 3:44 PM
8		4/27/2022 11:31 PM
9		4/27/2022 10:54 PM
10		4/27/2022 7:40 PM
11		4/27/2022 7:15 PM
12		4/27/2022 6:51 PM
13		4/27/2022 6:20 PM
14		4/27/2022 5:29 PM
15		4/27/2022 1:27 PM
16		4/27/2022 1:11 PM
17		4/27/2022 12:51 PM

18	4/27/2022 12:42 PM
19	4/27/2022 11:35 AM
20	4/27/2022 11:21 AM
21	4/27/2022 11:19 AM
22	4/27/2022 11:13 AM
23	4/27/2022 11:09 AM
24	4/27/2022 11:08 AM
25	4/27/2022 10:47 AM
26	4/27/2022 10:41 AM
27	4/27/2022 10:38 AM
28	4/27/2022 10:33 AM
29	4/27/2022 10:26 AM
30	4/27/2022 10:24 AM
31	4/27/2022 10:17 AM



# Q12 How old are you?

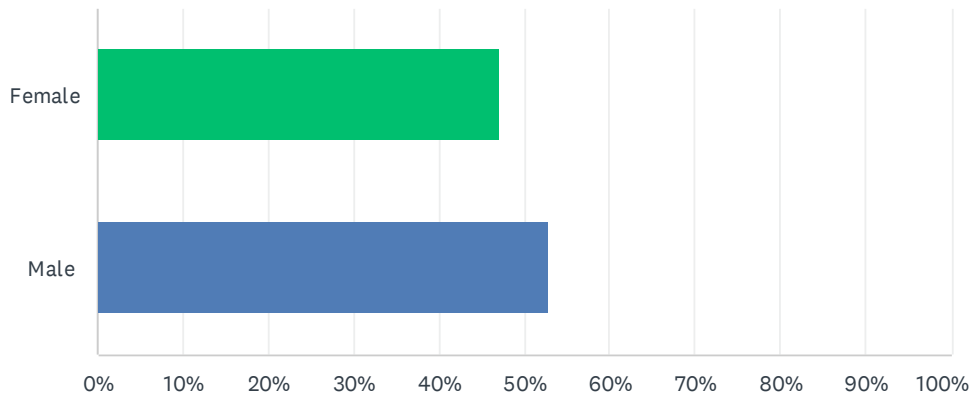
Answered: 123 Skipped: 2



ANSWER CHOICES	RESPONSES	
Under 18	0.00%	0
18-24	8.13%	10
25-34	17.89%	22
35-44	26.02%	32
45-54	16.26%	20
55-64	17.89%	22
65+	13.82%	17
<b>TOTAL</b>		<b>123</b>

### Q13 What is your gender?

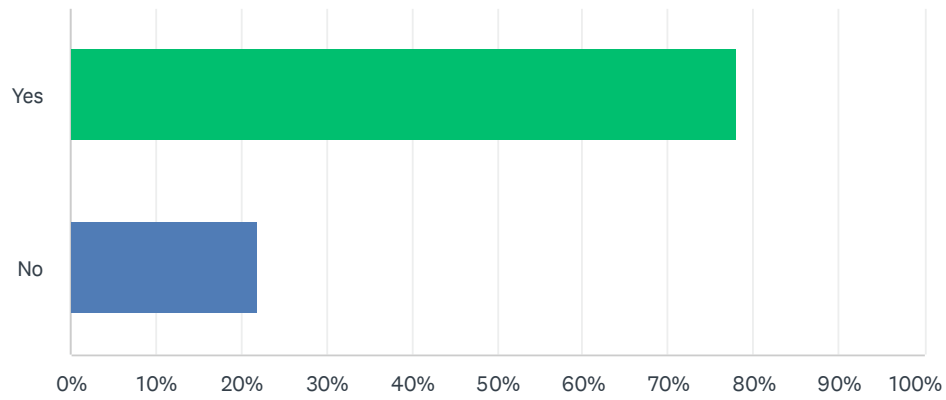
Answered: 123 Skipped: 2



ANSWER CHOICES	RESPONSES	
Female	47.15%	58
Male	52.85%	65
TOTAL		123

### Q14 Do you live in Madison?

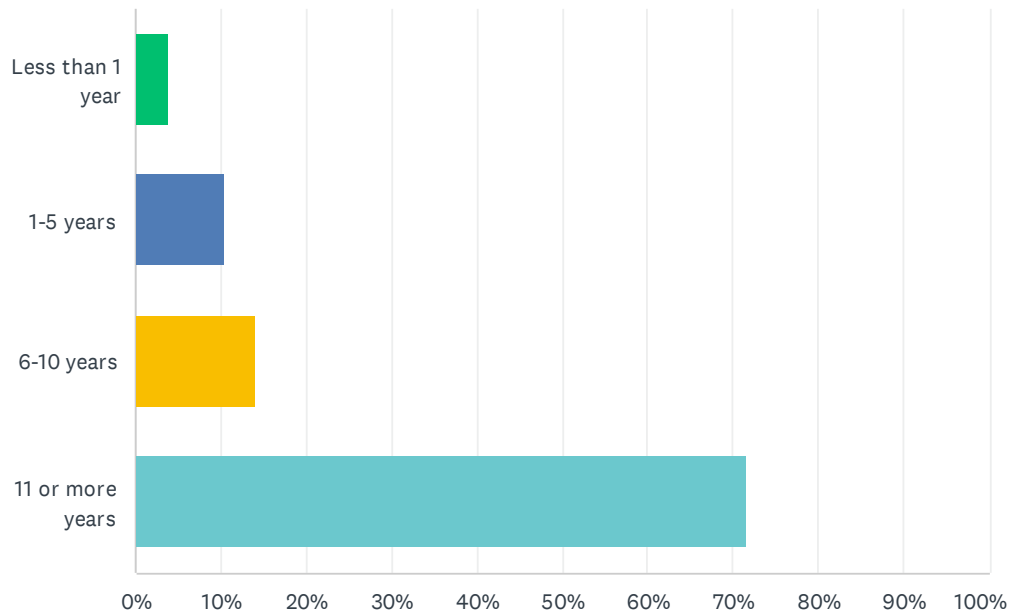
Answered: 123 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	78.05%	96
No	21.95%	27
TOTAL		123

## Q15 How long have you been a resident of Madison?

Answered: 106 Skipped: 19



ANSWER CHOICES	RESPONSES
Less than 1 year	3.77% 4
1-5 years	10.38% 11
6-10 years	14.15% 15
11 or more years	71.70% 76
TOTAL	106



## Appendix 3: Funding Sources

The following information regarding funding sources was obtained from various federal, state, and non-profit websites. Each website has additional information and application forms. The following list is not a comprehensive list but a summary of grants and/or loans that are most commonly awarded in West Virginia.

### 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 five general goals:

1. Invest in entrepreneurial and business development strategies that strengthen Appalachia's economy.
2. Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.
3. Invest in critical infrastructure – especially broadband, transportation, including the Appalachian Development Highway System; and water/wastewater systems.
4. Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets.
5. Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.

Project activities include infrastructure projects (water, wastewater, broadband, workforce development, entrepreneurial and business development, and local leadership and community capacity building)

### 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 awards grants in education, economic development, community development and health and human services in West Virginia.

### Community Development Block Grant (CDBG)

The West Virginia Community Development Block Grant (CDBG) provides grants to local governments (towns, cities, and counties) that do not receive CDBG direct funding from U.S.

Department of Housing and Urban Development. The primary objective of CDBG funding is to develop sustainable communities by providing decent housing, a suitable living environment, and expanded economic opportunities principally for persons of low to moderate income.

### Community Facilities Direct Loan & Grant Program (USDA)

This program provides affordable funding (low interest loans, grants, or a combination of the two) to develop essential community facilities in rural areas. An essential community facility is defined as a facility that provides an essential service to the local community for the orderly development of the community in a primarily rural area, and does not include private, commercial or business undertakings.

Funds can be used to purchase, construct, and / or improve essential community facilities, purchase equipment and pay related project expenses. Examples of essential community facilities include:

- Health care facilities such as hospitals, medical clinics, dental clinics, nursing homes or assisted living facilities
- Public facilities such as town halls, courthouses, airport hangars or street improvements
- Community support services such as child care centers, community centers, fairgrounds or transitional housing
- Public safety services such as fire departments, police stations, prisons, police vehicles, fire trucks, public works vehicles or equipment
- Educational services such as museums, libraries or private schools
- Utility services such as telemedicine or distance learning equipment
- Local food systems such as community gardens, food pantries, community kitchens, food banks, food hubs or greenhouses

### Land and Water Conservation Fund (WV Department of Commerce)

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. Assisted or acquired parklands are bound by perpetual restrictive covenants that obligate the project sponsor to operate and maintain the defined project area as a public outdoor recreational facility.

Proposed projects must be consistent with the Statewide Comprehensive Outdoor Recreation Plan (SCORP). Park renovations, expansions to promote active lifestyles, innovate community cores, attract or retain visitors to an area, develop trailheads or preserve other natural areas to impact community health objectives or develop brownfields renewal efforts will receive funding priority. Additional priority will be made for projects targeting one or more of the

project characteristics noted above that utilize a community coalition or consortium approach towards achieving the project goal. Project consortiums can include, but not be limited to, participation in the West Virginia Development Office's Main Street Program, Certified Development Community Program, or other programs of the Governor's Office of Healthy Lifestyles, West Virginia Department of Highways, or Northern or Southern West Virginia Brownfields Assistance Centers.

Eligible activities:

- 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

### Rails to Trails Conservancy

The Trail Grants Program emphasizes strategic investments that support significant regional and community trail development goals. The program supports organizations and projects that will create more opportunities for people to connect with trails in their neighborhoods—either through activities and events, or through improved, connected trail infrastructure.

### Recreational Trails Fund Program (WV DOT)

The Recreational Trails Program is available for the construction, upgrade or maintenance of both motorized and non-motorized recreational trails. This is an 80% federal, 20% local reimbursement program that may recognize "in-kind" matches for the local share.

### Recycling and Litter Program Grants (WV DEP)

#### *Recycling Assistance Grant Program*

The funds are available to any county, municipality, the public or private entity in West Virginia that is interested in planning and implementing recycling programs, related public educational programs or need assistance in recycling market efforts.

#### *Litter Control Grant Program*

The Litter Control Grant is a matching fund that assists municipalities and county government agencies with community cleanup and litter enforcement projects.

#### *Covered Electronic Devices Grant Program*

Grants that are used for the purpose of conducting electronic collection events and programs. Only municipalities, county commissions or county solid waste authorities are eligible to apply for these grants.

### **Rural Community Development Initiative Grants (USDA)**

RCDI grants are awarded to help non-profit housing and community development organizations, low-income rural communities and federally recognized tribes support housing, community facilities and community and economic development projects in rural areas.

### **Rural Placemaking Innovation Challenge (USDA)**

The Rural Placemaking Innovation Challenge (RPIC) is for eligible entities to help provide planning support, technical assistance and training to foster placemaking activities in rural communities.

Qualified entities can use the funds to help rural communities create plans to enhance capacity for broadband access; preserve cultural and historic structures; and support the development of transportation, housing, and recreational spaces.

### **State Historic Preservation Office Grants (WV Department of Arts, Culture & History)**

The State Development Grant Program is for rehabilitation of properties that are listed on the National Register of Historic Places or a contributing property in a historic district or/and archaeological development of a site listed on the National Register of Historic Places.

The Survey & Planning Grant Program is for conducting architectural/archaeological surveys, National Register nominations, predevelopment plans, heritage education projects, etc.

The Endangered Historic Properties Fund Program is to provide emergency funding through a grant for the preservation of threatened and endangered historic and prehistoric structures and sites.



### Transportation Alternatives Program (WV DOT)

The Transportation Alternatives (TA) is a funding source for local community development. This is an 80% federal, 20% local reimbursement grant program for non-traditional transportation related projects. Examples include railway depot restoration, pedestrian and bicycle facilities and rail trails. This and other grant programs have also become part of West Virginia's Federal-aid transportation program since passage of the original ISTEA in 1991.

### Water & Waste Disposal Loan & Grant Program (USDA)

This program provides funding for clean and reliable drinking water systems, sanitary sewage disposal, sanitary solid waste disposal, and storm water drainage to households and businesses in eligible rural areas.

Funds may be used to finance the acquisition, construction or improvement of:

- Drinking water sourcing, treatment, storage and distribution
- Sewer collection, transmission, treatment and disposal
- Solid waste collection, disposal and closure
- Storm water collection, transmission and disposal

In some cases, funding may also be available for related activities such as:

- Legal and engineering fees
- Land acquisition, water and land rights, permits and equipment
- Start-up operations and maintenance
- Interest incurred during construction
- Purchase of facilities to improve service or prevent loss of service
- Other costs determined to be necessary for completion of the project

### Youth Engagement through Public Art Grant (WV Department of Arts, Culture & History)

Provides up to \$5,000 in support for public art projects that engage local youth in the planning and/or implementation of the project. Eligible organizations include West Virginia 501(c)(3) youth or arts organizations, schools, and local governments.

## Appendix 4: Sources

*Pictures in the plan were taken by staff at the WVU Land Use Clinic and/or from Facebook.*

Boone County Emergency Management website, <http://www.boonewv.com/> Accessed 2023.

Boone County Schools website, <https://www.boonecountyboe.org/> Accessed 2022-2023.

Boone Memorial Health website, <https://www.bmh.org/> Accessed June 2022.

City of Madison (2012). Comprehensive Plan: Madison, West Virginia. WVU Extension Service and Davis College.

City of Madison Facebook Page, <https://www.facebook.com/cityofmadisonwv> Accessed 2021-2023.

City of Madison website, <https://madisonwv.org/Accessed 2022-2023>.

Draft Madison/Boone Resource and Recreation Action Plan. (2023) The Conservation Fund.

Hatfield McCoy Trails website, <https://trailsheaven.com/> Accessed 2022-2023.

Little Coal River Branch/Coal River Facebook Group Page,  
<https://www.facebook.com/groups/1323496667711053/> Accessed 2022-2023.

Morris, Jeffrey. (2016, May 12). West Virginia officials announce progress on Hobet mine site redevelopment efforts. Eyewitness News, 2016. Retrieved from  
<https://wchstv.com/news/local/west-virginia-officials-announce-progress-on-hobet-mine-site-redevelopment-efforts>

Perry, Phil. (2021, March 10). 'Streetscape Project' will begin later this month. Coal Valley News, 2021. Retrieved from [https://www.coalvalleynews.com/news/streetscape-project-will-begin-later-this-month/article\\_ee4063a0-7d9a-5379-8cb3-e466e739dd92.html](https://www.coalvalleynews.com/news/streetscape-project-will-begin-later-this-month/article_ee4063a0-7d9a-5379-8cb3-e466e739dd92.html)

The Coal Heritage Museum website, <https://wvcoalmuseum.org> Accessed June 2022.

TriRiver Transit website, <https://tririver.org/> Accessed June 2022.

U.S. Department of the Census website, <https://data.census.gov/cedsci/> Accessed 2019-2023.

West Virginia Code, Chapter 8A: Land Use Planning website, <http://www.legis.state.wv.us> Accessed September 2013.

**Appendix 5:**  
**Adoption Materials**

*To be added after comprehensive plan is adopted*