



Appendix A

Study Area Methodology



West End Revitalization Strategy Plan

Defining Boundaries Methodology

Scope of Work: Based on initial engagement, data, and field visits, the project team will define the West End's boundaries. The main delivery will be an official map.

Purpose

The City of Staunton directed its consultants to define Staunton's West End boundaries, including the Revitalization Strategy Plan's study area limits. Locally, municipal officials, and residents commonly refer to the "West End," but no formal boundaries exist. The following memo details a methodology for defining the study area and what city blocks fall within the West End.

Background

In 2018, Governor Northam's administration announced that two census tracts in the West End area would receive Federal Opportunity Zone status. This program offers tax incentives to investors that could benefit from revitalization. The Opportunity Zones program incentivizes capital investments in communities that could benefit from revitalization. Some Opportunity Funds may implement a specific project, such as a large apartment building. Other funds may serve more like mutual funds, with a range of investments evolving over time.

The West End Revitalization Strategies Plan will treat the Opportunity Zone boundaries as the "greater West End" because this designation is essential for reinvestment. However, the two Census tracts account for over __ percent of Staunton's landmass. The Zone covers city blocks from the Central Business District and areas westward along Churchville Avenue, West Beverley Street, and Middlebrook Avenue corridors. However, this geography is too large to concentrate cost-effective investments for the current plan. For that reason, the following defines a primary and secondary study area.

Approach

The project team acknowledges that the study boundaries for the Revitalization Strategic Plan may not necessarily align with how the community identifies the Greater West End area. In a kickoff meeting with the City, staff defined desired outcomes:

- Develop a **cohesive vision** that bridges livability and economic development.
- Develop achievable approaches to **revitalize the commercial corridor**.
- Improve the overall **quality of life** in the West End.

These responses imply multiple boundaries. Given that input, the project team recommended three tiers of what defines the West End, for the purposes of this planning process.

1. **Greater West End:** This process should still acknowledge the Federal Opportunity Zone status. This is a formal designation that unlocks resources for the community. Given that designation, the study team recommends that these two census tracts remain as the "Greater West End" area.
2. **Primary Study Area:** As stated earlier, the Opportunity Zone is relatively large. A more compact study area would allow the City to be more efficient with its resources. This boundary could also identify areas in most need of those resources.

3. **Core Study Area:** While there should be a “cohesive vision” for the study area and aim to improve overall “quality of life,” the Revitalization Strategic Plan also focuses on revitalizing the core commercial corridor. Housing is part of the vision, but recommendations will likely focus on economic and business development. With that in mind, this process also includes a core study area for the main commercial corridor.

Considerations

There are logical considerations for defining the study areas. First and foremost, the boundaries should be consistent with census geographies, allowing for the economics staff to collect the appropriate data. Splitting those census areas would create difficulties with the study, as this will be a data-driven process. The best geographies are Census Block Groups, which have the correct and most recent datasets.

Currently (September 2023), the City continues to work on a Brownfields effort in the West End. In that process, a community survey asked residents to define boundaries to this western part of Staunton. For the West End Revitalization Strategy Plan, the project team included those considerations and input.

Data Inputs

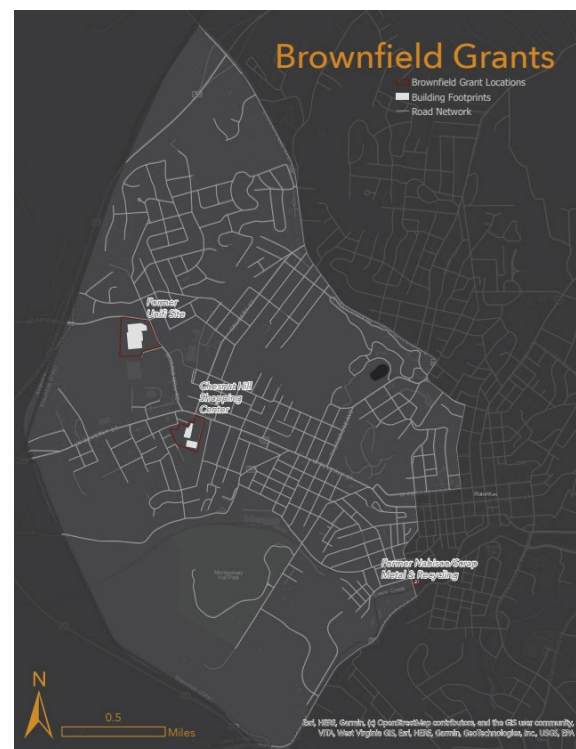
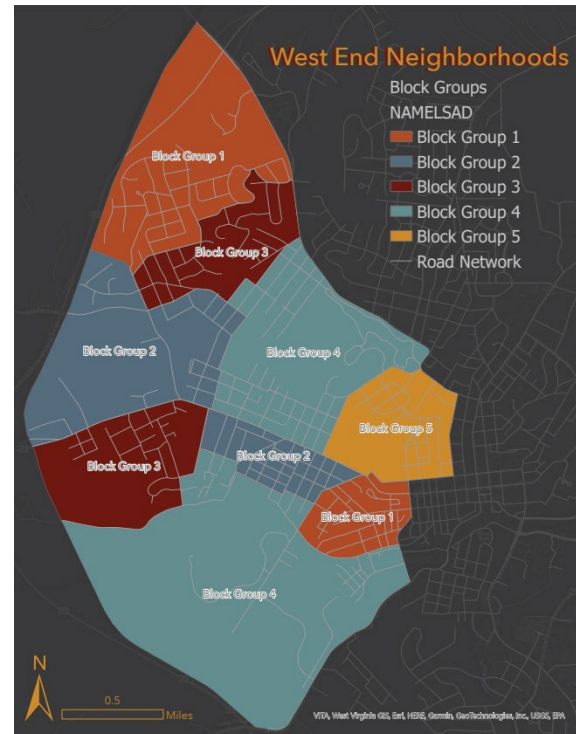
The project team created a map series to define the primary and core study areas. This information helped narrow the Greater West End area to accomplish the desired outcomes communicated during the project kickoff meeting. The following datasets guided this effort.

Census Geographies:

This process should respect the Opportunity Zone limits, with the two Census Tracts. The study areas should also follow the Census Block Group geographies.

Brownfield Grant Locations:

The three brownfield site locations will likely be part of the Revitalization Strategies Plan and its recommendations. With this parallel effort underway, the study boundaries should incorporate the former Unifi Site, Chestnut Hill Shopping Center, and the former Nabisco/Scrap Metal and Recycling Center. Note that the latter is on the border of the Opportunity Zone. The study area should also incorporate the Livia Properties Building, highlighted in the Opportunity Zone materials.



Historic District:

Part of the Newtown Historic District is within the Opportunity Zone Census Tracts. This district represents historic and cultural significance in this part of Staunton and should be a regulatory consideration in the process.

Neighborhood Boundaries:

This task also acknowledges existing neighborhood boundaries. While residents may not necessarily identify with these areas, the neighborhoods provide additional, formalized structure to the boundaries.

Community Facilities:

Public facilities, especially the parks, are part of the community's fabric. Community centers, churches, and other charitable organizations can also be essential partners with plan recommendations to improve "overall well-being."

Land Use and Urban Design:

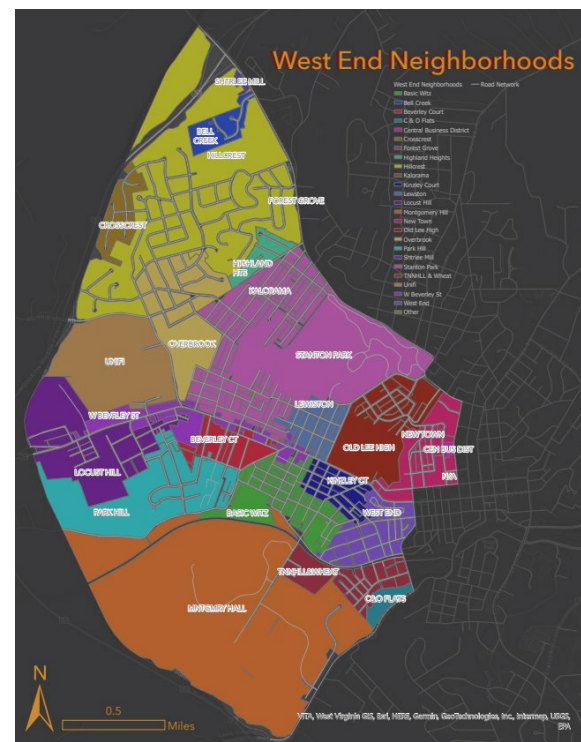
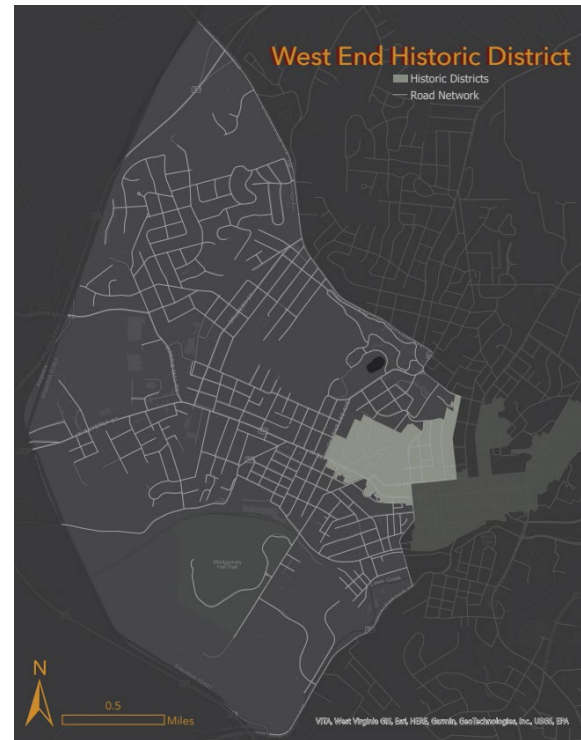
Other datasets included the City's Zoning Map, the Future Land Use Map, Existing Land Uses, and development patterns.

Business Locations:

The core study area should incorporate commercial properties, the brownfield sites, and possible industrial sites.

Fieldwork:

Consultants also conducted fieldwork and a preliminary property conditions assessment. To date, this data collection has been informal and functioned as a windshield survey. An additional site visit will yield more detailed data collection. The project team attempted to focus the study area on those areas of greater need.





Proposed Boundaries

For the tiered areas, the project team recommends the following boundaries.

The Greater West End:

The West End Revitalization Strategy Plan will consider the entire Opportunity Zone area. Analysis may include the two Census Tracts to give context to the primary study area. Some recommendations may involve or influence the Greater West End.

The Primary West End Study Area:

The Primary West End Study Area includes:

- Census Tract 51790000300
 - Block Group 2
 - Block Group 4
 - Block Group 5
- Census Tract 51790000200
 - Block Group 1
 - Block Group 2
 - Block Group 3
 - Part of Block Group 4 (to include Montgomery Park and areas east of Montgomery Avenue)

The Core West End Study Area:

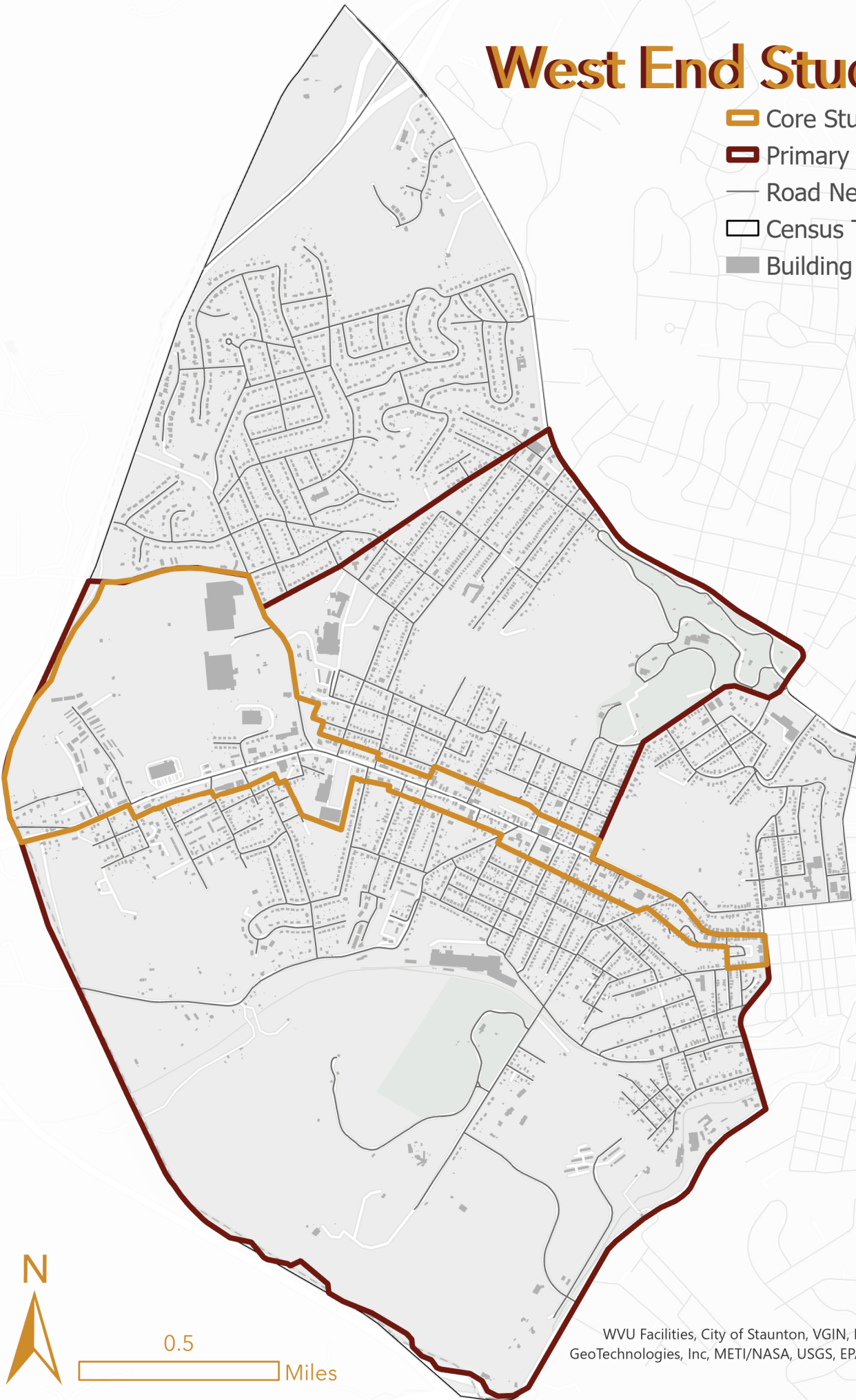
This area focuses on revitalizing the commercial corridor. Most recommendations will focus on this corridor. The area includes:

- Census Tract 51790000300
 - Block Group 2 (including the school and industrial area)
 - Block Group 4 (South of Gypsy Hill Park)
 - Block Group 5
- Census Tract 51790000200
 - Block Group 1
 - Block Group 2
 - Block Group 3 (including the entire J&DR site and the businesses along the corridor west)

Refer to the following maps for exact boundaries.

West End Study Area

- Core Study Area
- Primary Study Area
- Road Network
- Census Tracts
- Building Footprints

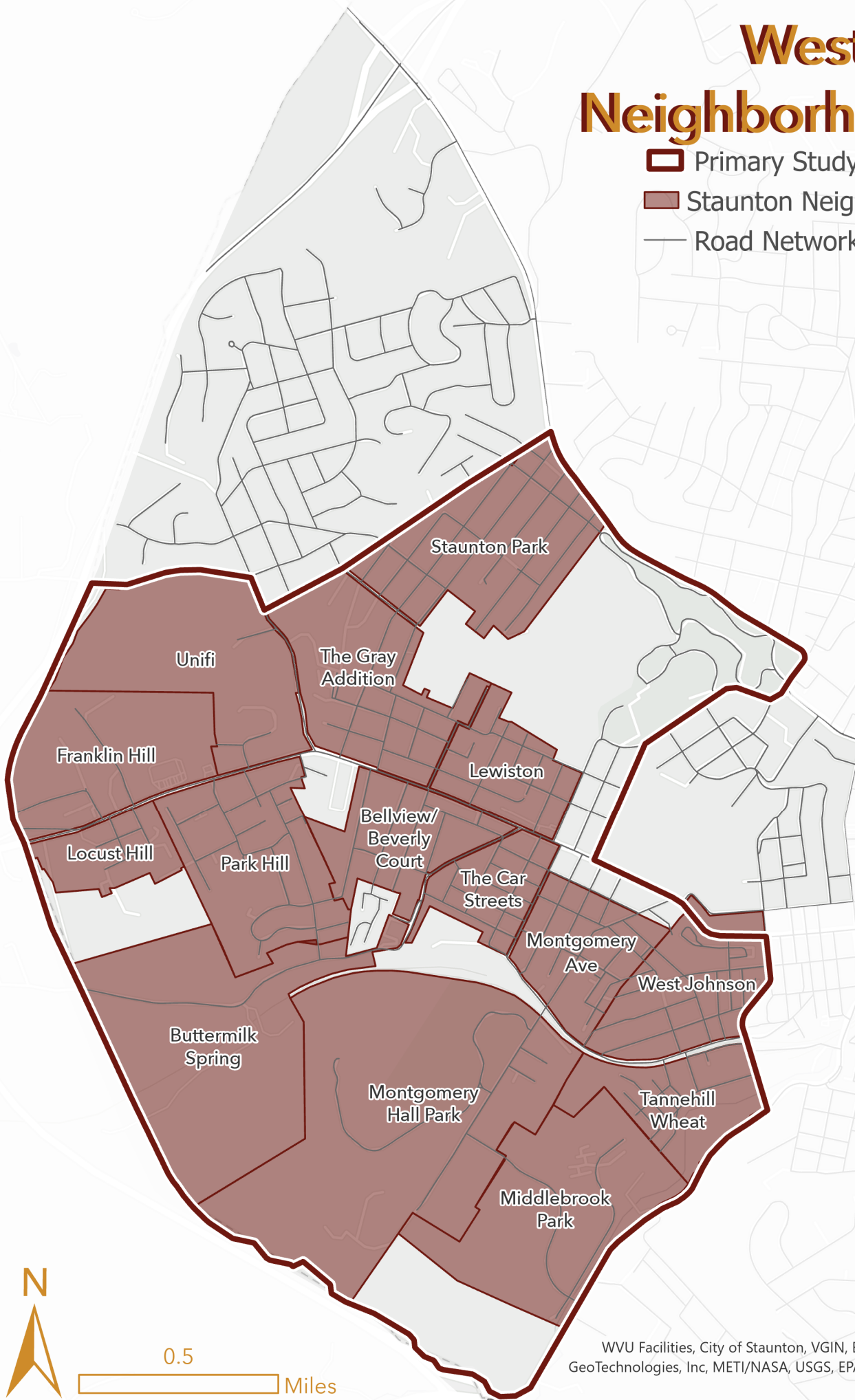


West End Neighborhoods

 Primary Study Area

 Staunton Neighborhoods

 Road Network



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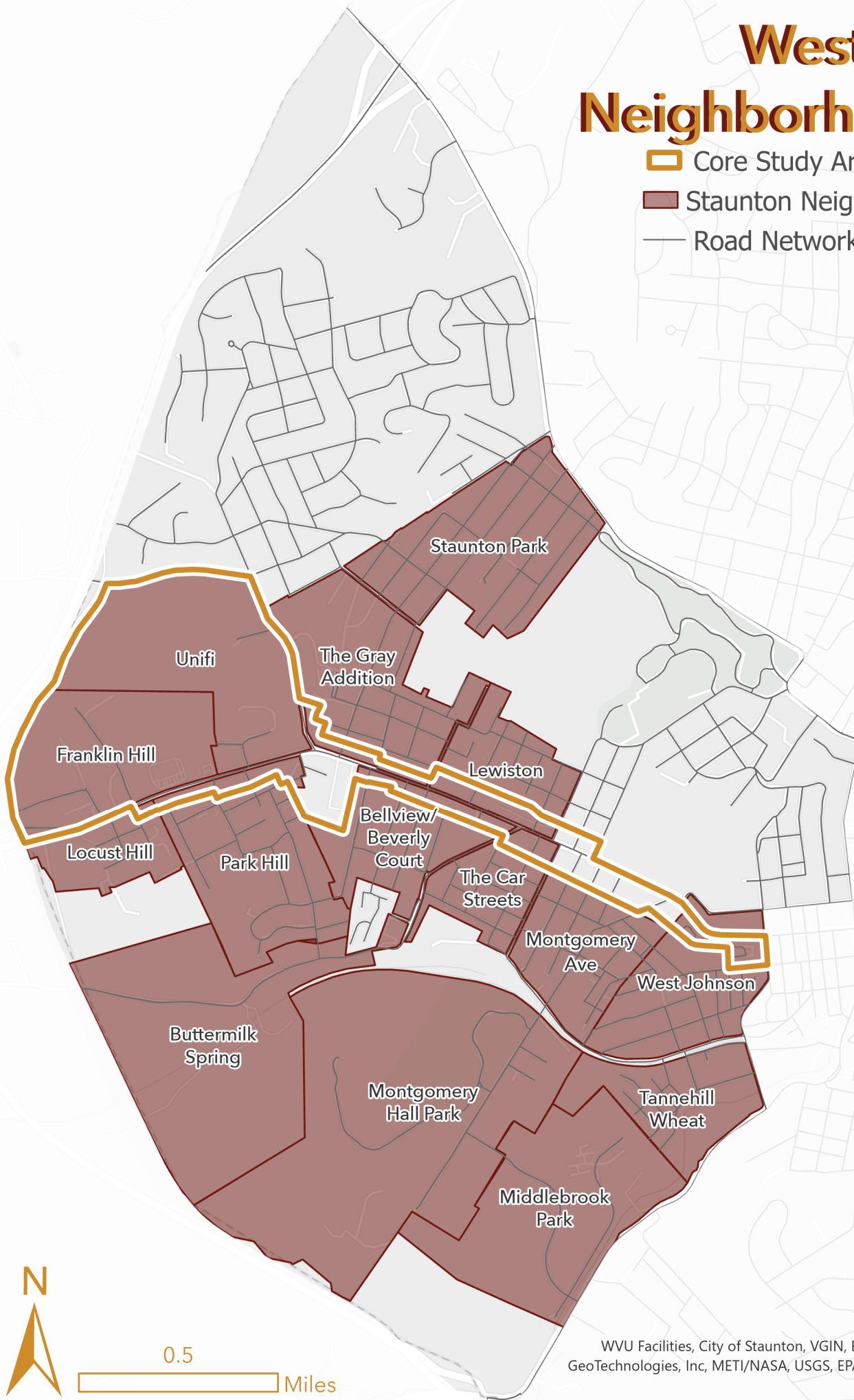
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West End Neighborhoods

 Core Study Area

 Staunton Neighborhoods

 Road Network



West End 2022 Census Block Groups

 Primary Study Area

 Block Group 1

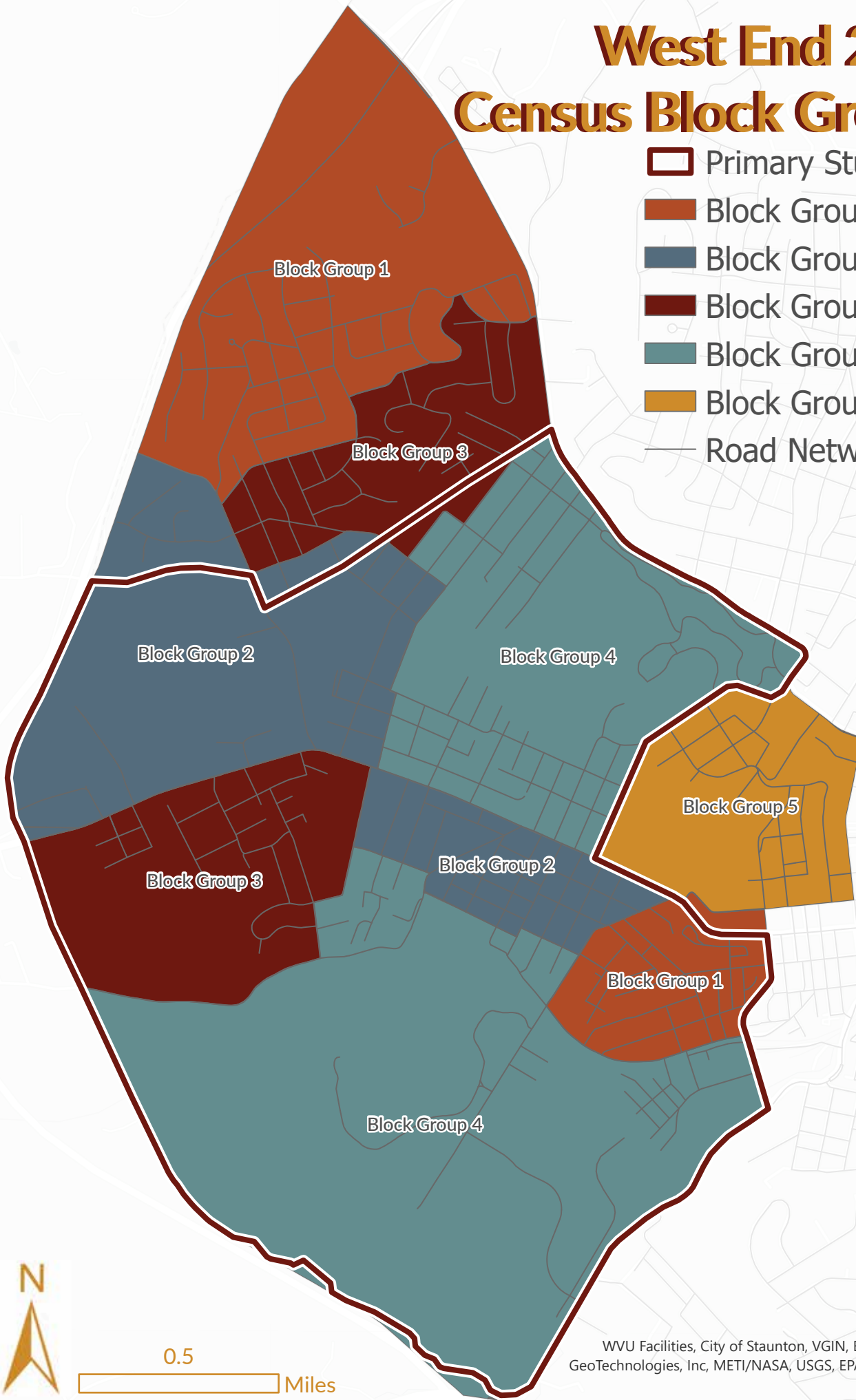
 Block Group 2

 Block Group 3

 Block Group 4

 Block Group 5

 Road Network



West End 2022 Census Block Groups

 Core Study Area

 Block Group 1

 Block Group 2

 Block Group 3

 Block Group 4

 Block Group 5

 Road Network

Block Group 1

Block Group 3

Block Group 2

Block Group 4

Block Group 5

Block Group 3

Block Group 2

Block Group 1

Block Group 4



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West End Brownfield Grants

- Primary Study Area
- Brownfield Grants
- Building Footprints
- Road Network



West End Brownfield Grants

- Core Study Area
- Brownfield Grants
- Building Footprints
- Road Network



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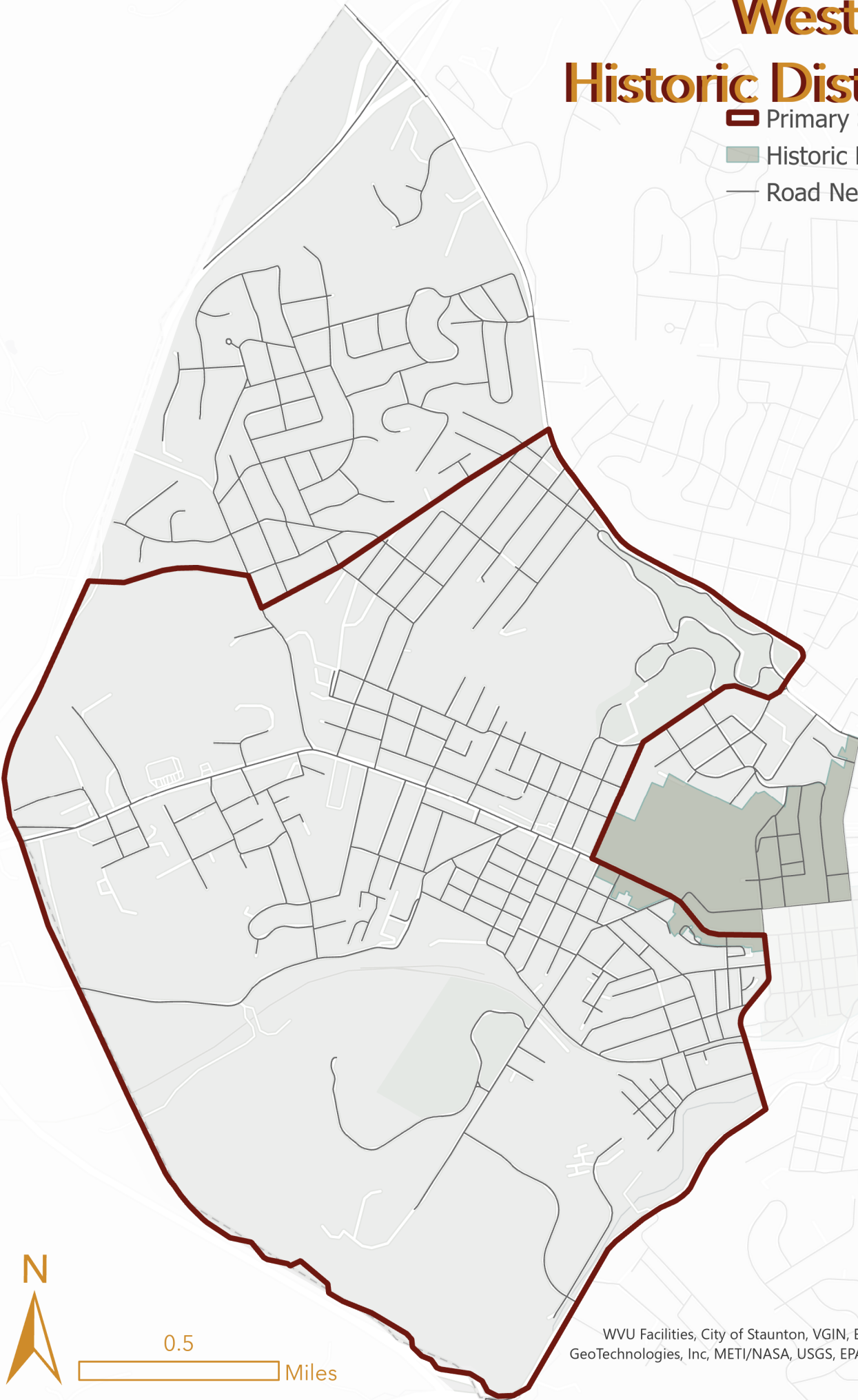
WVU Facilities, City of Staunton, VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS

West End Historic Districts

 Primary Study Area

 Historic Districts

 Road Network



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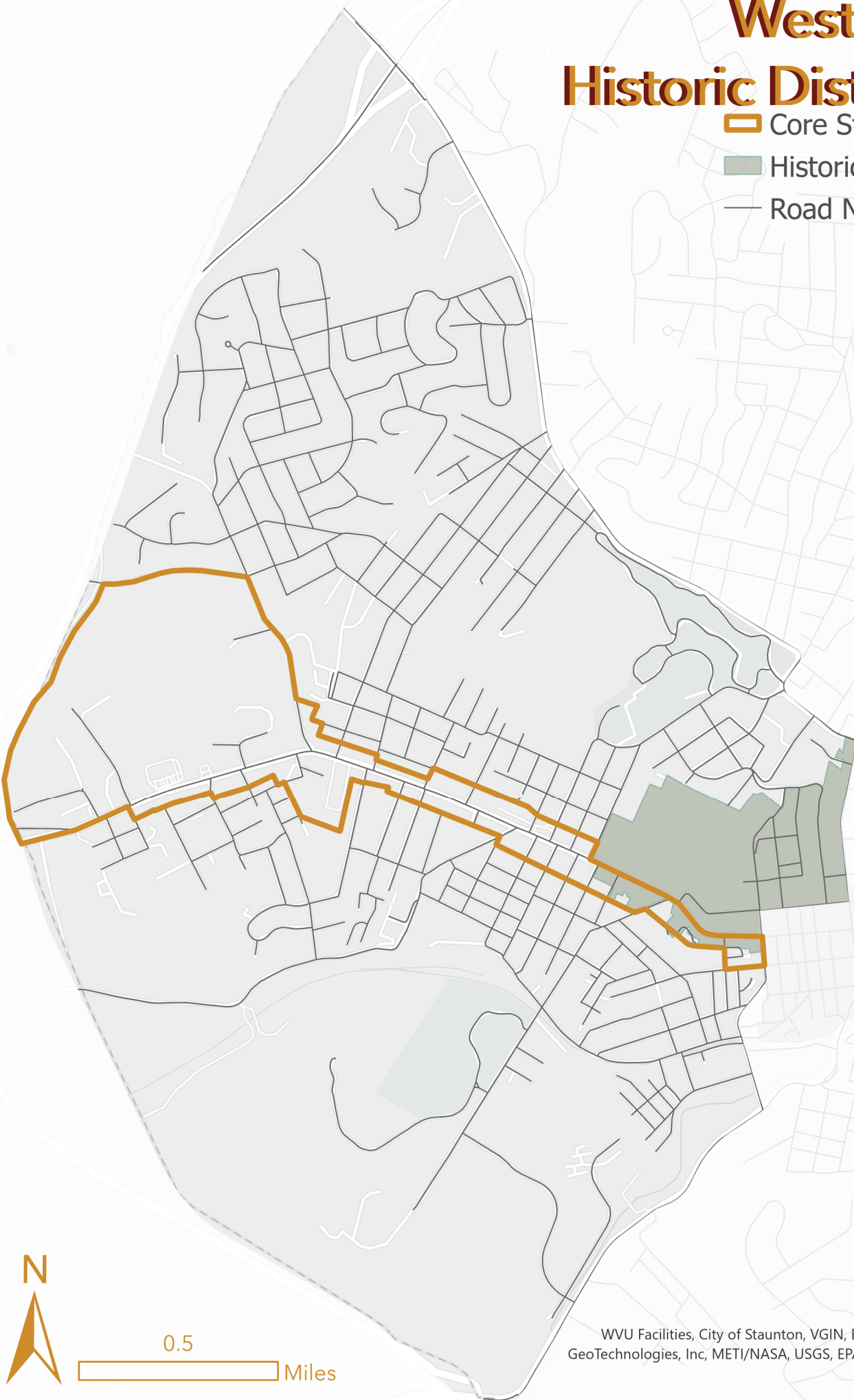
WVU Facilities, City of Staunton, VGIN, Esri, TomTom, Garmin, SafeGraph,
GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA,
USFWS

West End Historic Districts

 Core Study Area

 Historic Districts

 Road Network



West End Community Facilities

- Primary Study Area
- Park
- Charitable Organization
- Church
- Community Center
- Fire Station
- Road Network



West End Community Facilities

 Core Study Area

 Park

 Charitable Organization

 Church

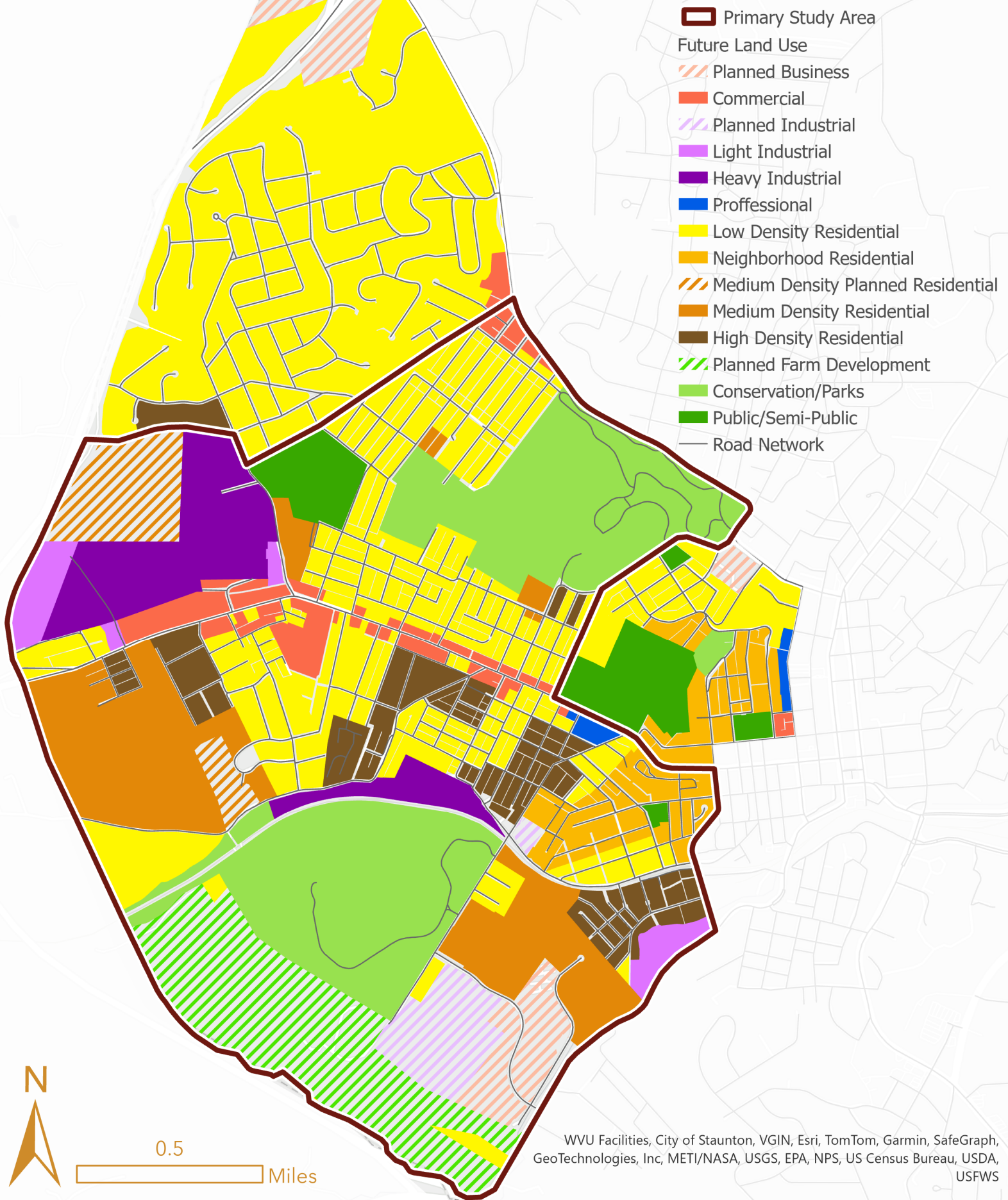
 Community Center

 Fire Station

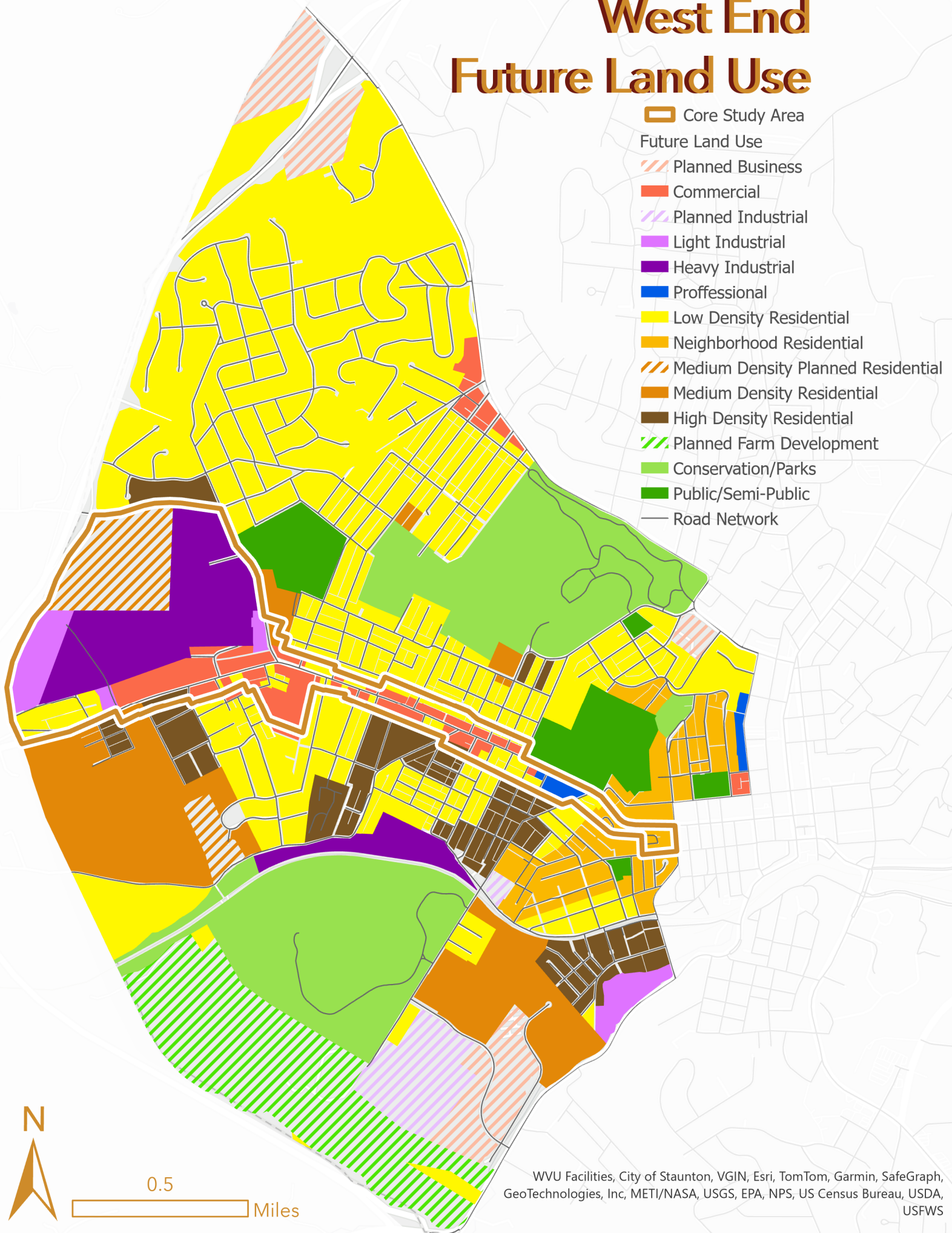
 Road Network



West End Future Land Use



West End Future Land Use



West End Zoning

 Primary Study Area

Zoning

 Local Buissness

 Local Business (Conditional)

 General Business

 General Business (Conditional)

 Planned Business

 Light Industrial

 Light Industrial (Conditional)

 Heavy Industrial

 Heavy Industrial (Conditional)

 Proffessional

 Low Density Residential

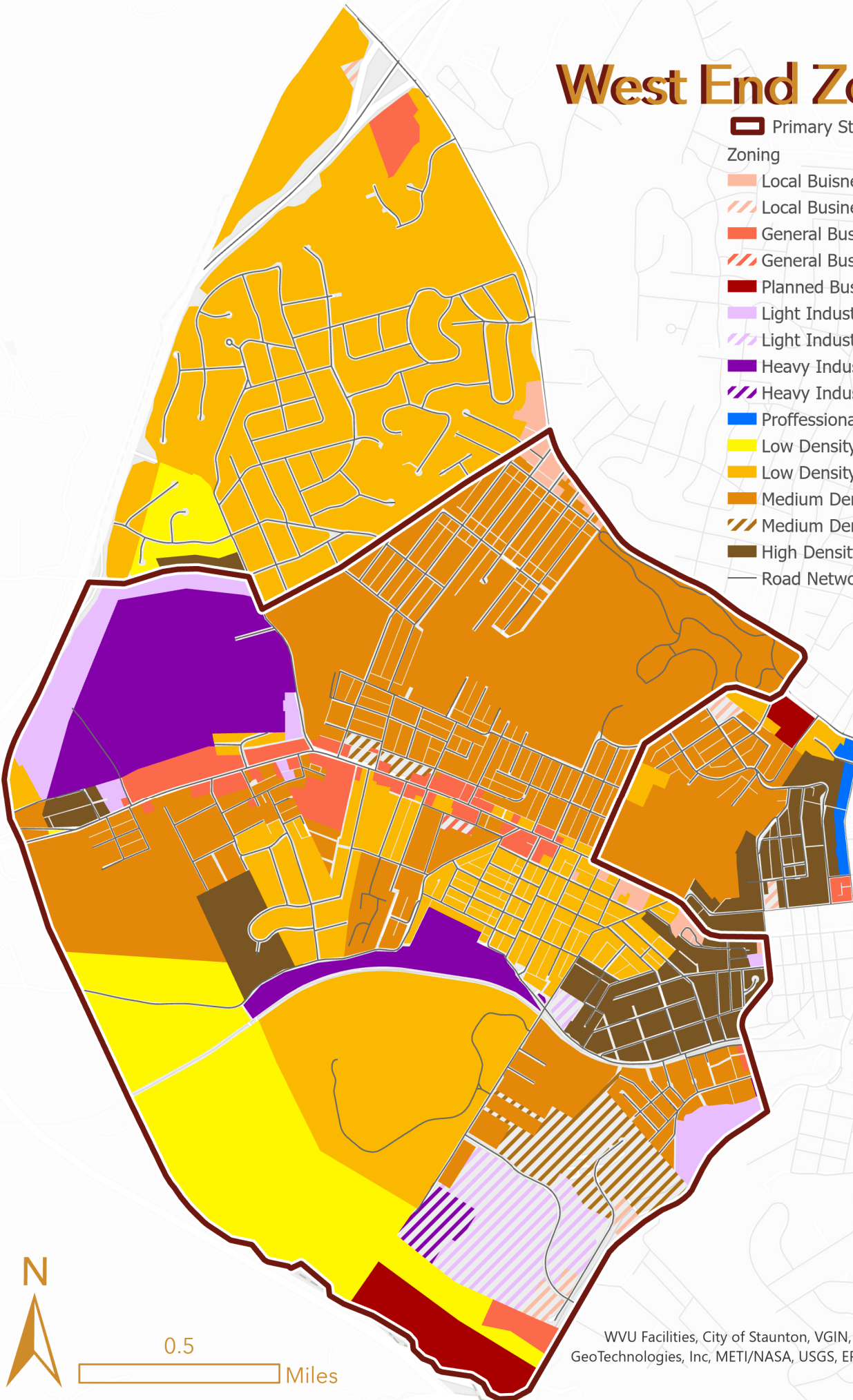
 Low Density Residential

 Medium Density Residential

 Medium Density Residential (Conditional)

 High Density Residential

 Road Network

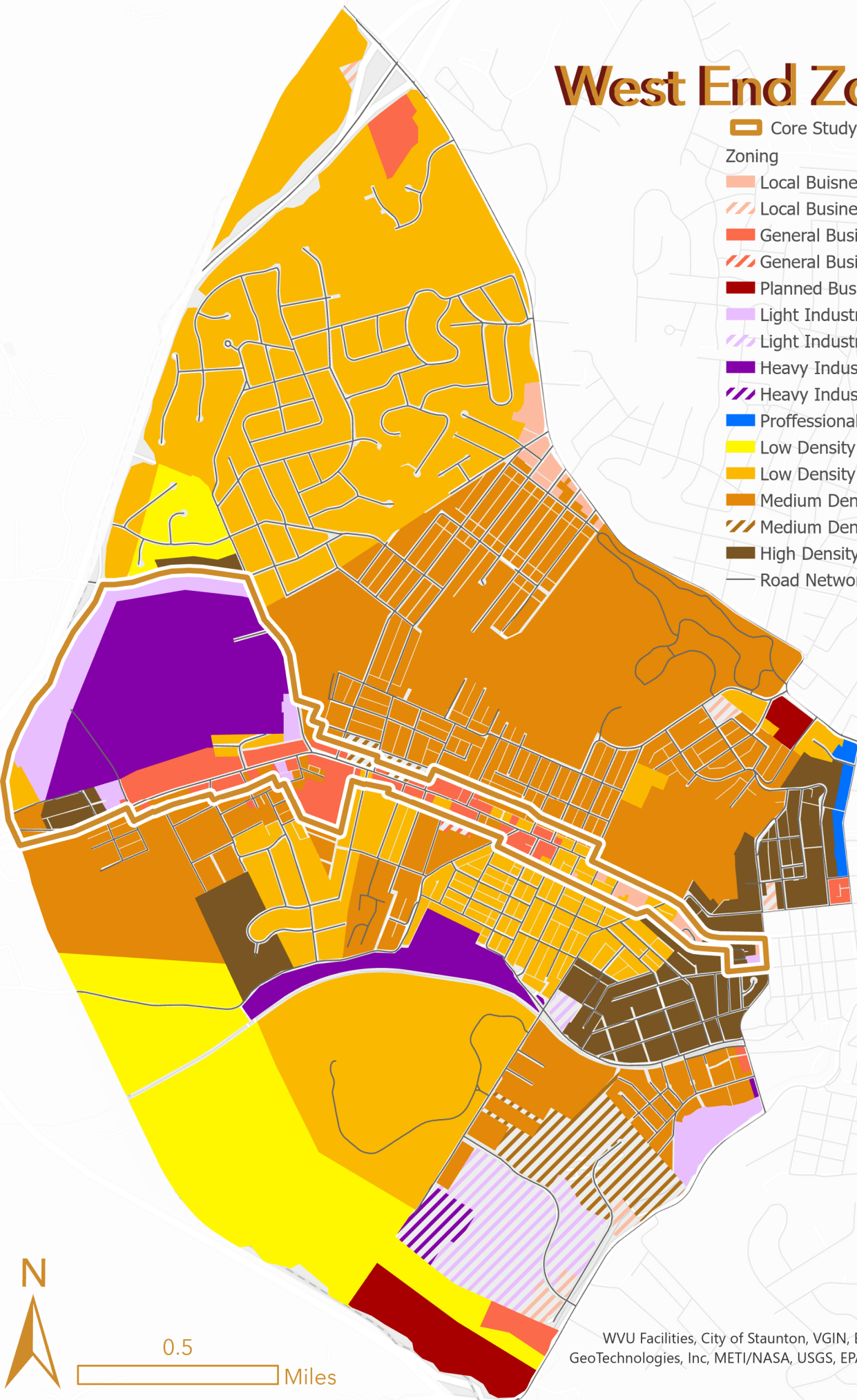


West End Zoning

Core Study Area

Zoning

- Local Buissness
- Local Business (Conditional)
- General Business
- General Business (Conditional)
- Planned Business
- Light Industrial
- Light Industrial (Conditional)
- Heavy Industrial
- Heavy Industrial (Conditional)
- Proffessional
- Low Density Residential
- Low Density Residential
- Medium Density Residential
- Medium Density Residential (Conditional)
- High Density Residential
- Road Network



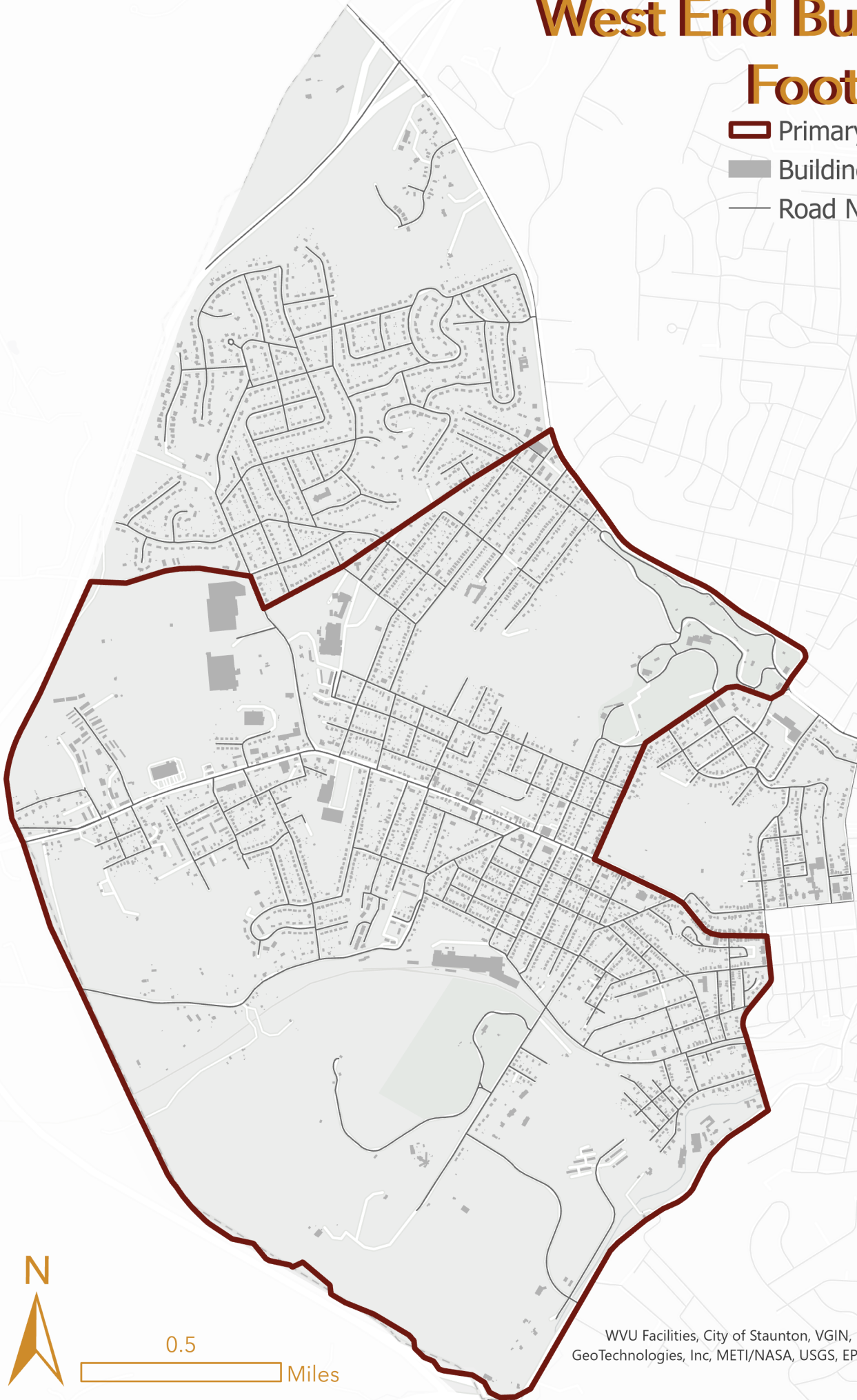
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WVU Facilities, City of Staunton, VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS

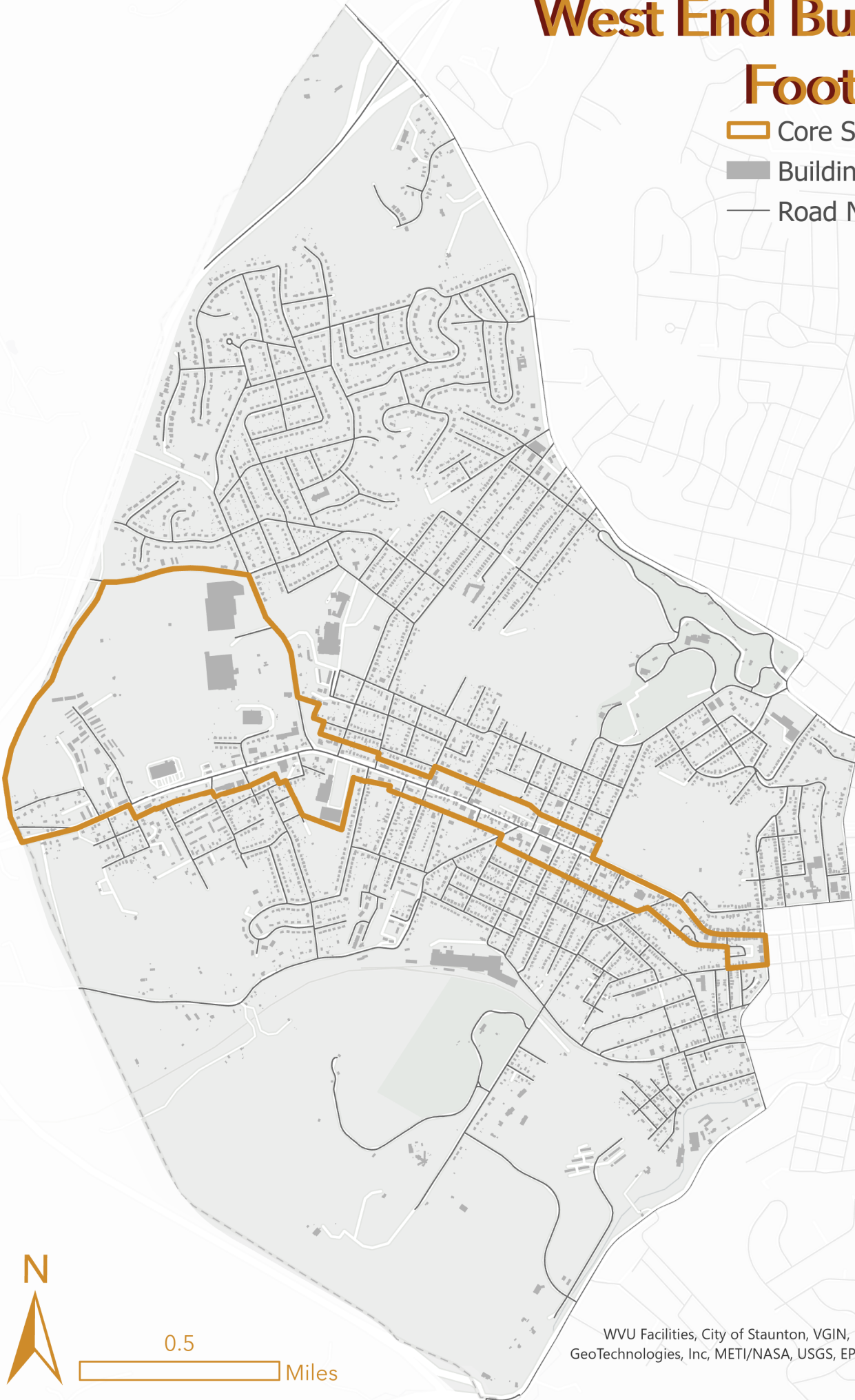
West End Building Footprints

- Primary Study Area
- Building Footprints
- Road Network



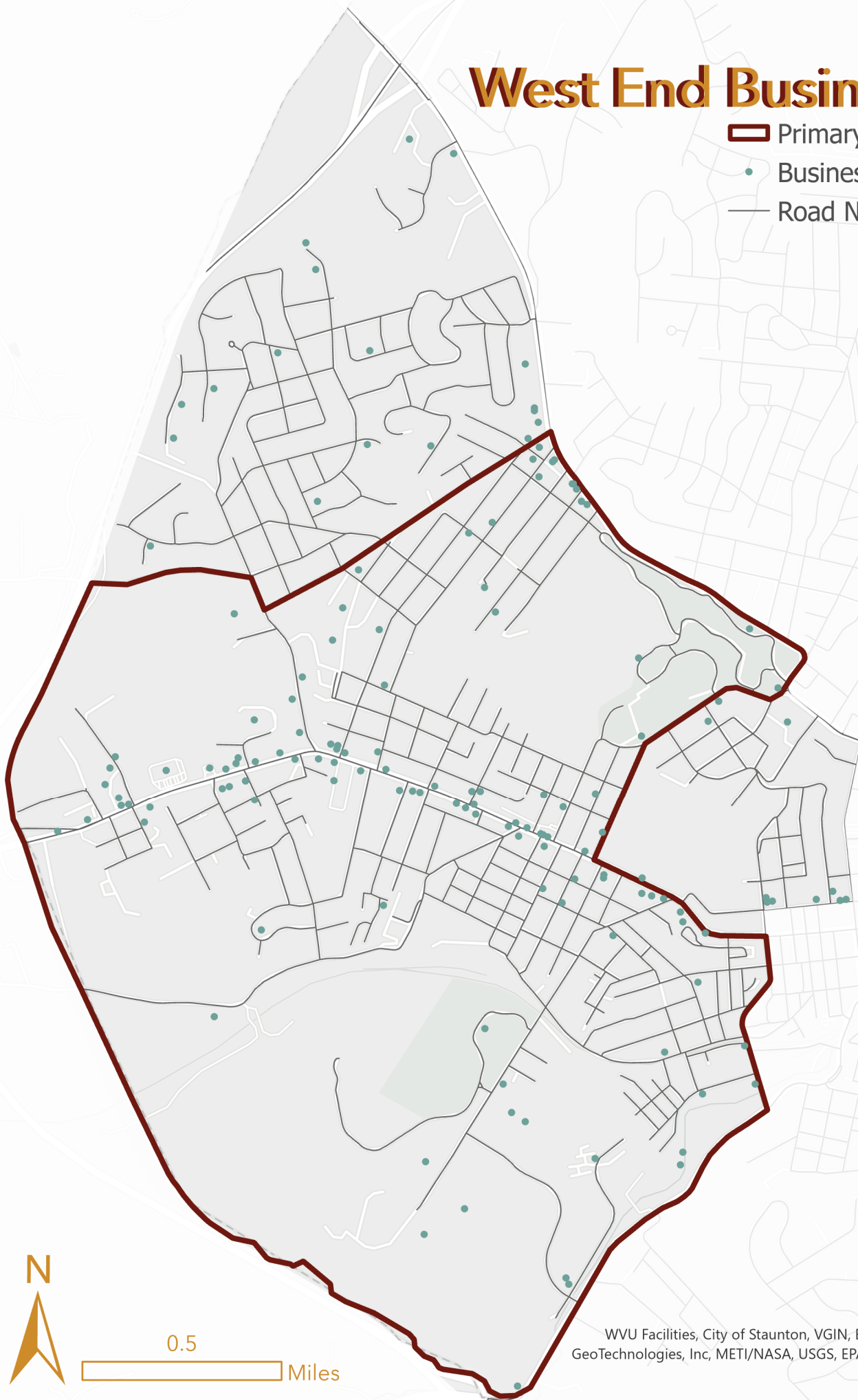
West End Building Footprints

- Core Study Area
- Building Footprints
- Road Network



West End Businesses

- Primary Study Area
- Businesses
- Road Network



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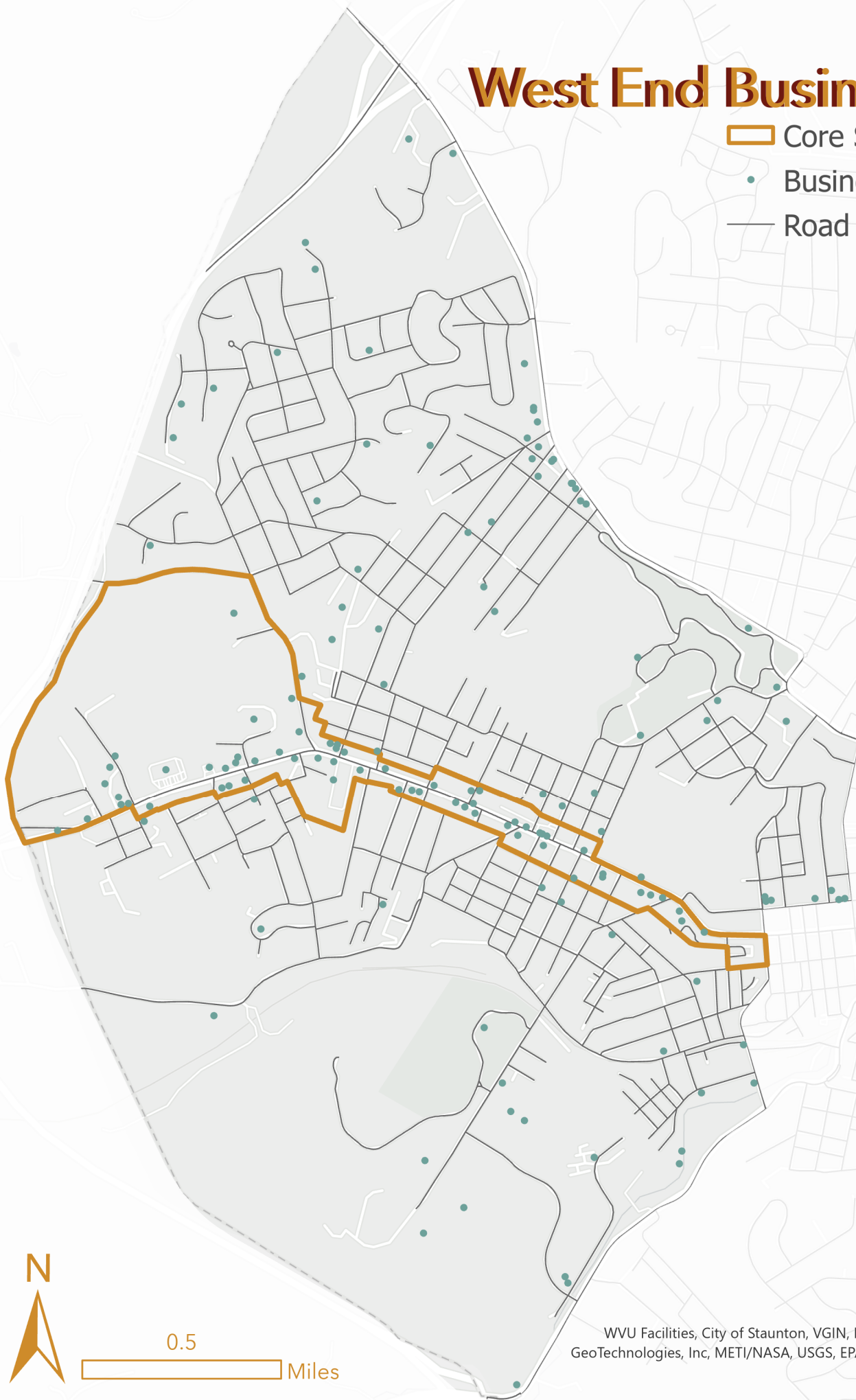
WVU Facilities, City of Staunton, VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS

West End Businesses

Core Study Area

Businesses

Road Network



WVU Facilities, City of Staunton, VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS

West End Elevation

Primary Study Area

Digital Elevation Model

Feet

1,389.998 - 1,456.206

1,456.207 - 1,502.408

1,502.409 - 1,534.65

1,534.651 - 1,557.149

1,557.15 - 1,572.85

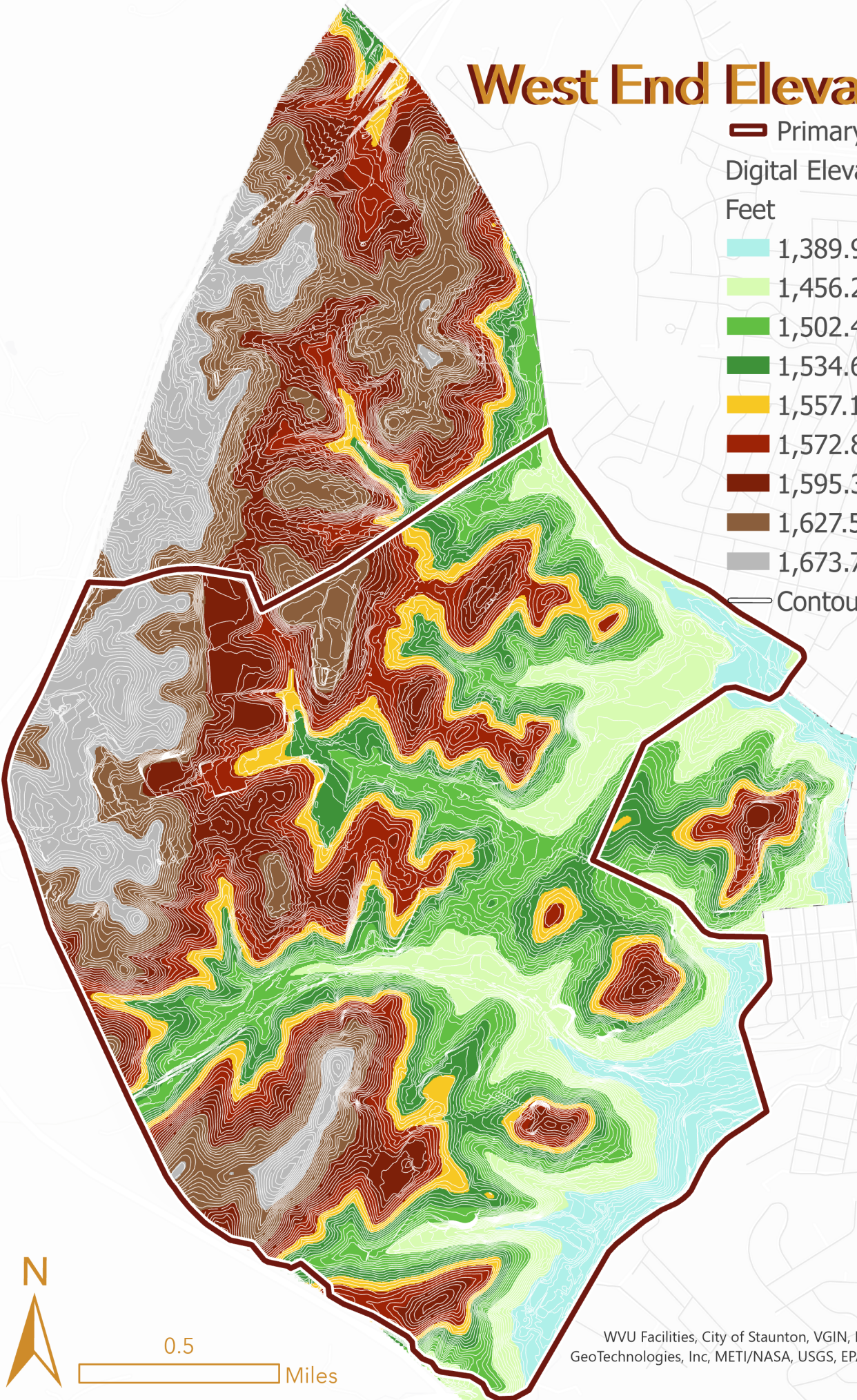
1,572.851 - 1,595.349

1,595.35 - 1,627.59

1,627.591 - 1,673.793

1,673.794 - 1,740.002

Contours



West End Elevation

Core Study Area

Digital Elevation Model

Feet

1,389.998 - 1,456.206

1,456.207 - 1,502.408

1,502.409 - 1,534.65

1,534.651 - 1,557.149

1,557.15 - 1,572.85

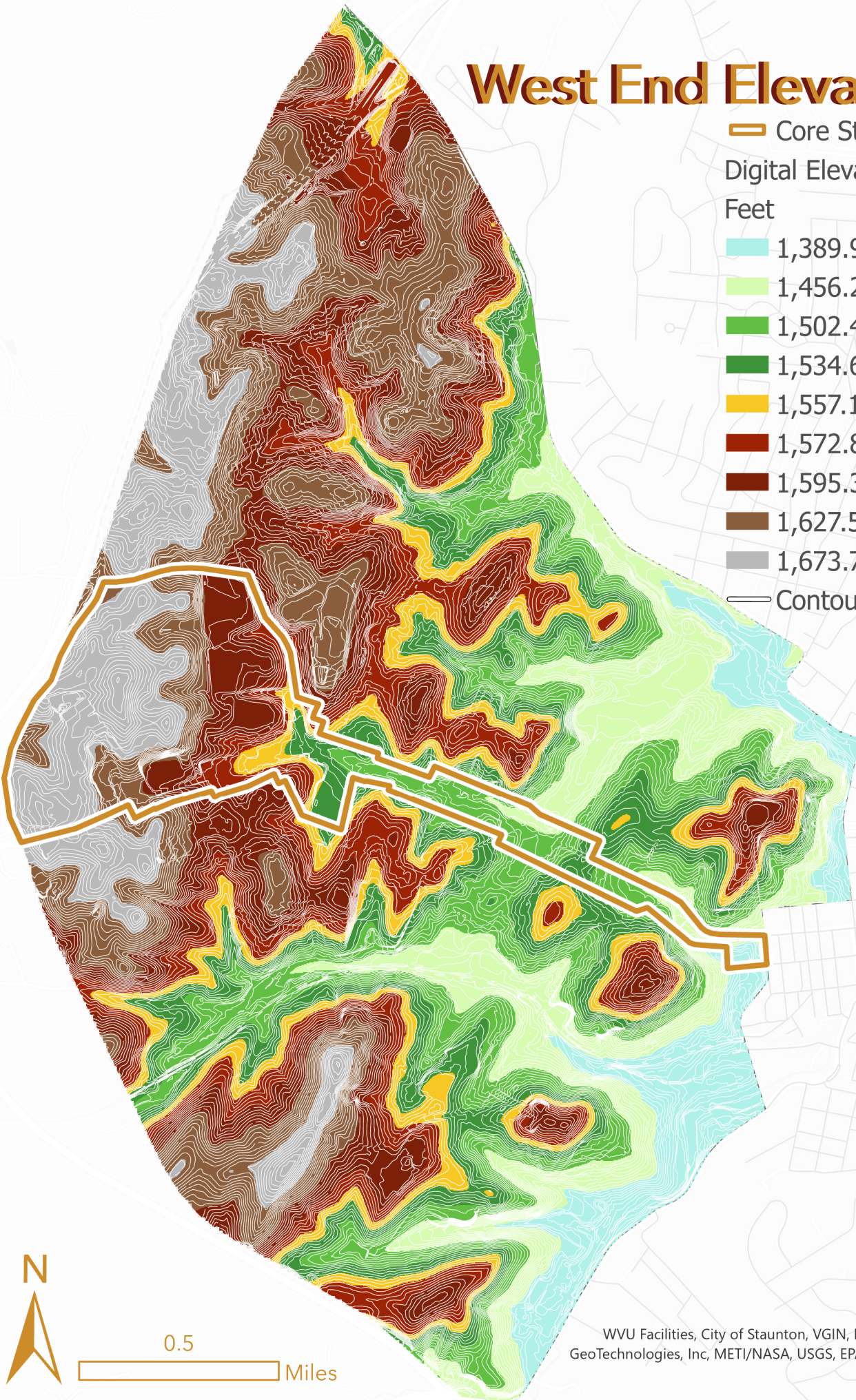
1,572.851 - 1,595.349

1,595.35 - 1,627.59

1,627.591 - 1,673.793

1,673.794 - 1,740.002

Contours



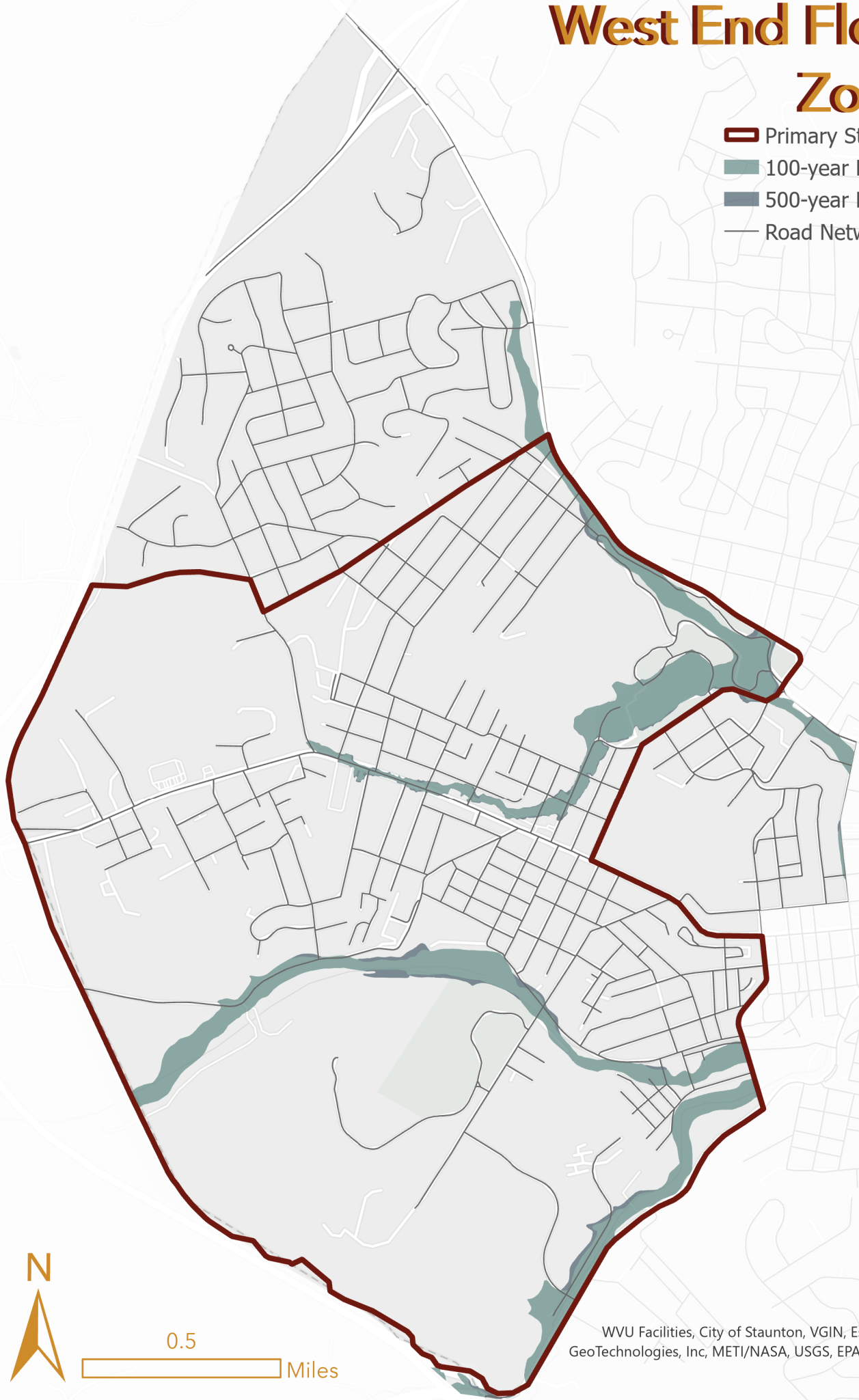
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Miles

WVU Facilities, City of Staunton, VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS

West End Flood Zones

- Primary Study Area
- 100-year Flood Zone
- 500-year Flood Zone
- Road Network



0.5

Miles

WVU Facilities, City of Staunton, VGIN, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA, USFWS

West End Flood Zones

- Core Study Area
- 100-year Flood Zone
- 500-year Flood Zone
- Road Network



West End Parcels'

Land Value

 Primary Study Area

Parcels

Land Value / Acreage

Insufficient Data

 0 - 50000

 50010 - 100000

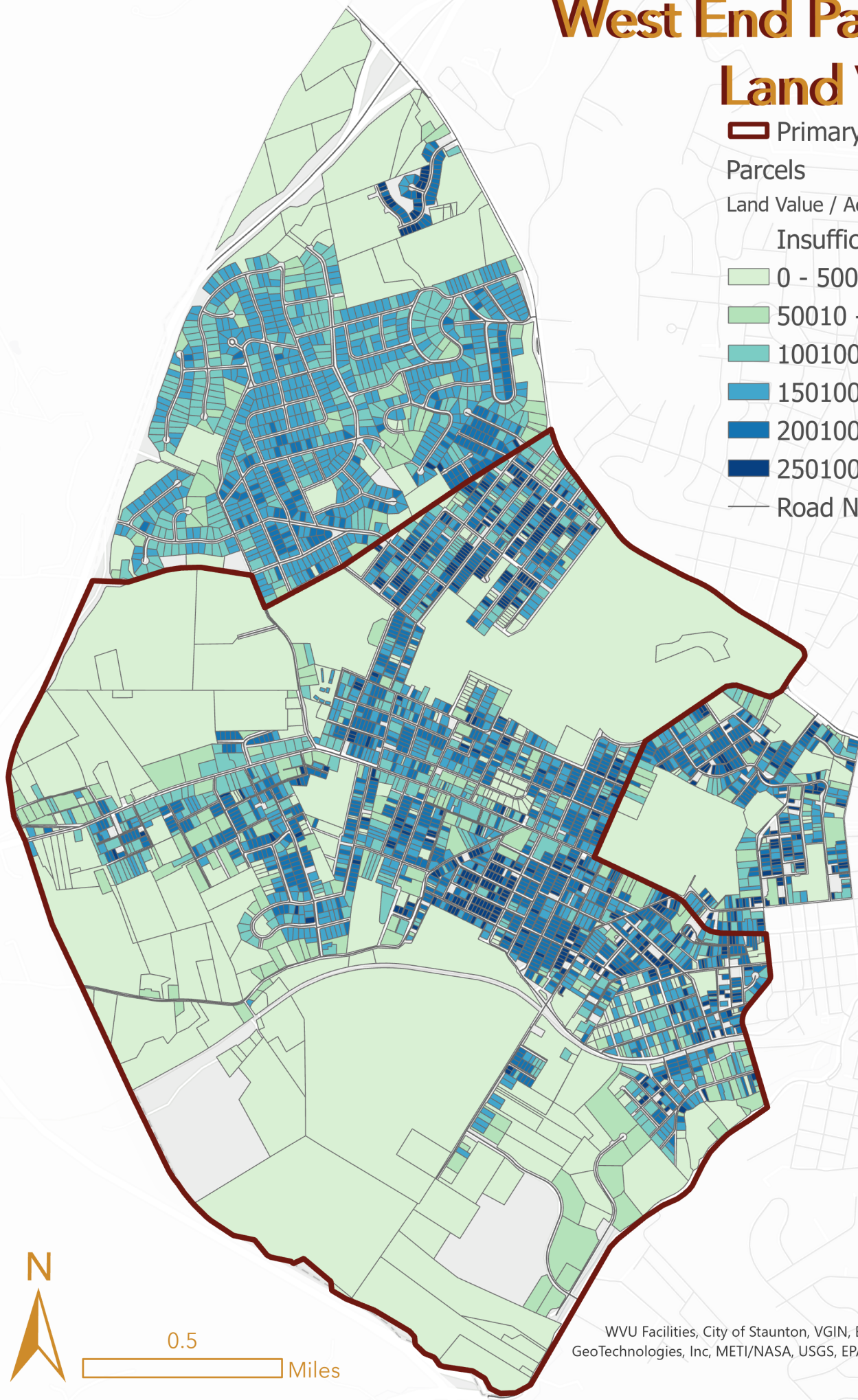
 100100 - 150000

 150100 - 200000

 200100 - 250000

 250100 - 300000

 Road Network



West End Parcels'

Land Value

 Core Study Area

Parcels

Land Value / Acreage

Insufficient Data

 0 - 50000

 50010 - 100000

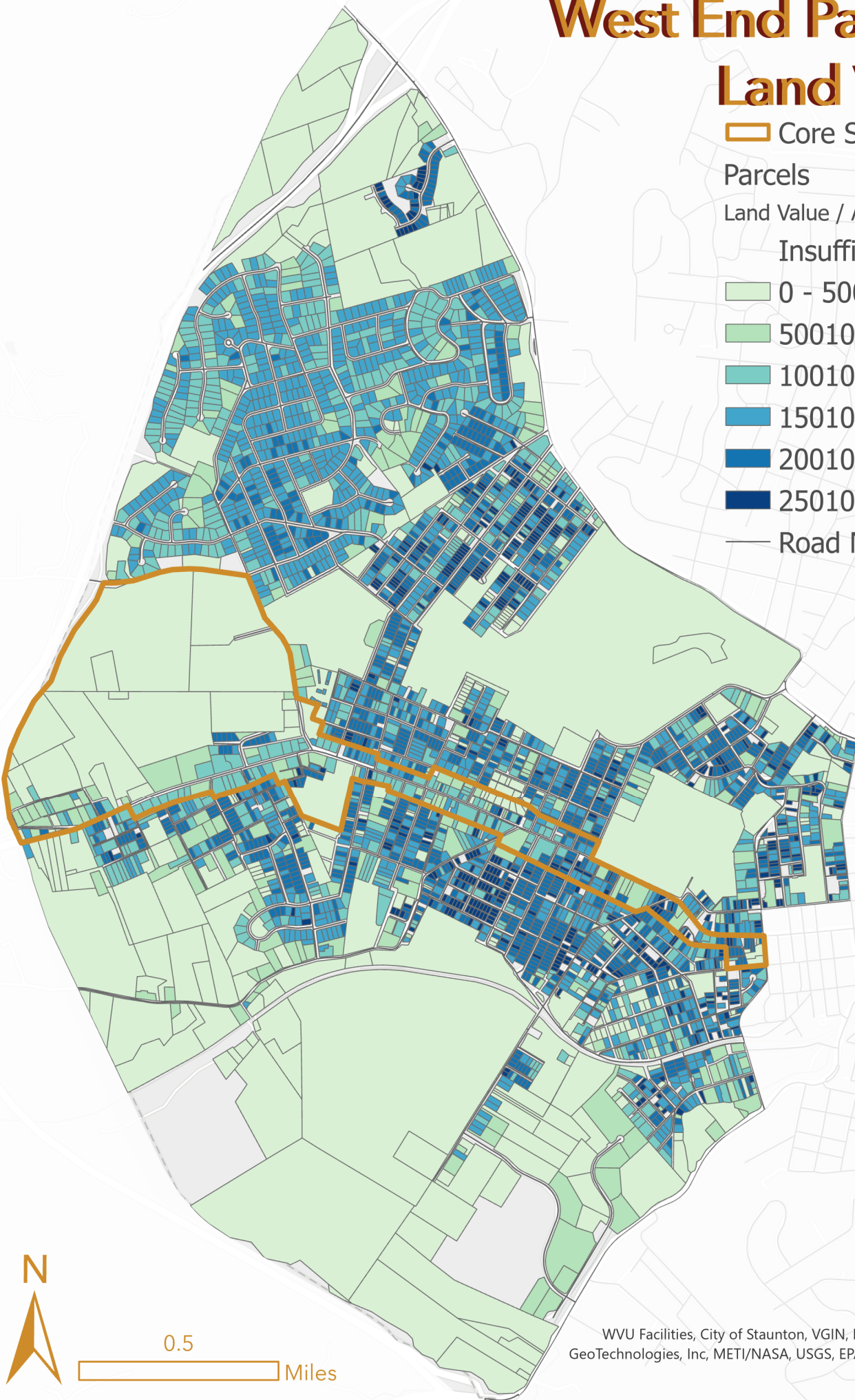
 100100 - 150000

 150100 - 200000

 200100 - 250000

 250100 - 300000

 Road Network



West End Parcels'

Total Value

 Primary Study Area

Parcels

Total Value / Acreage

Insufficient Data

 0 - 100000

 100100 - 250000

 250100 - 500000

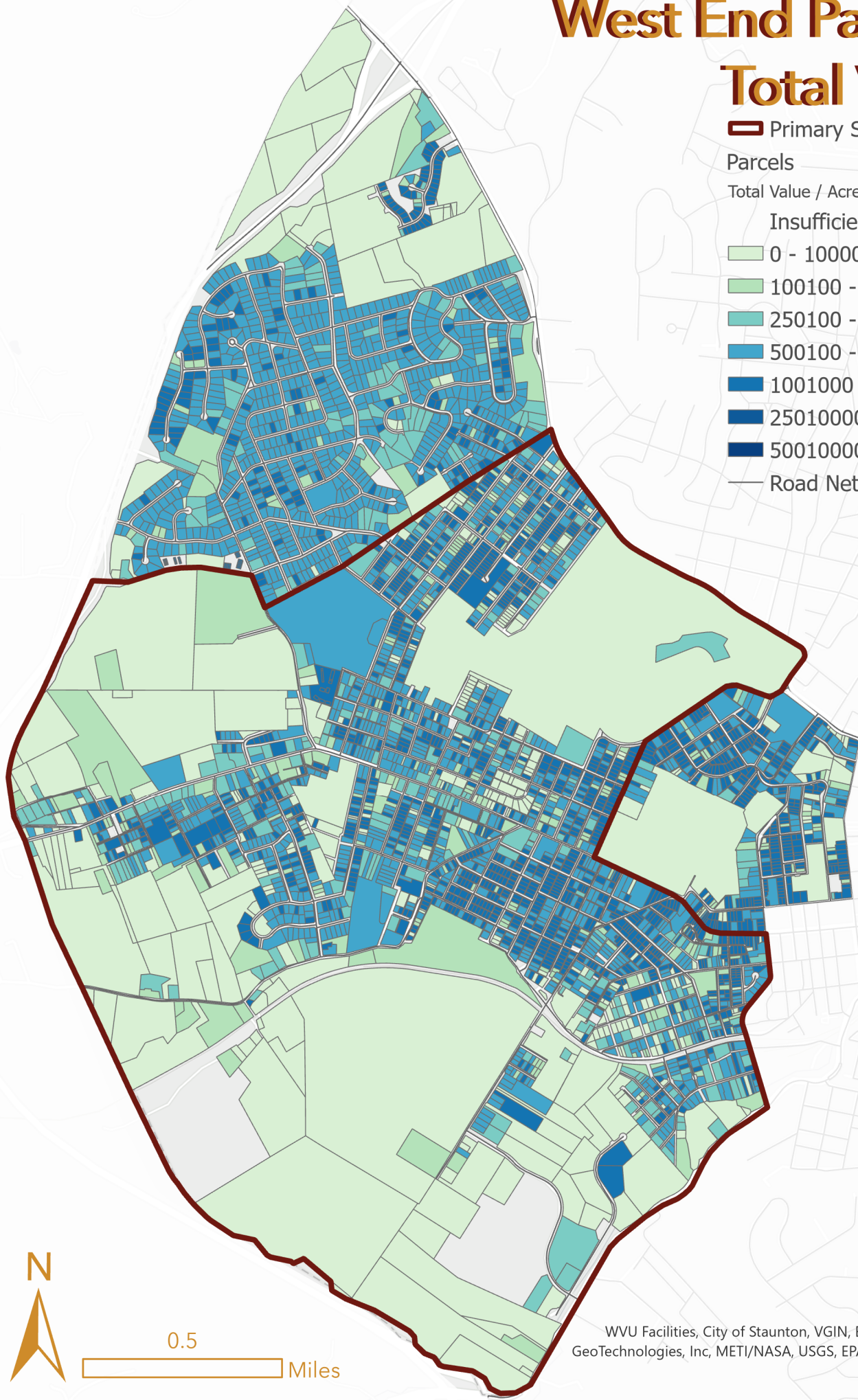
 500100 - 1000000

 1001000 - 25000000

 25010000 - 50000000

 50010000 - 150000000

 Road Network



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Miles

West End Parcels'

Total Value

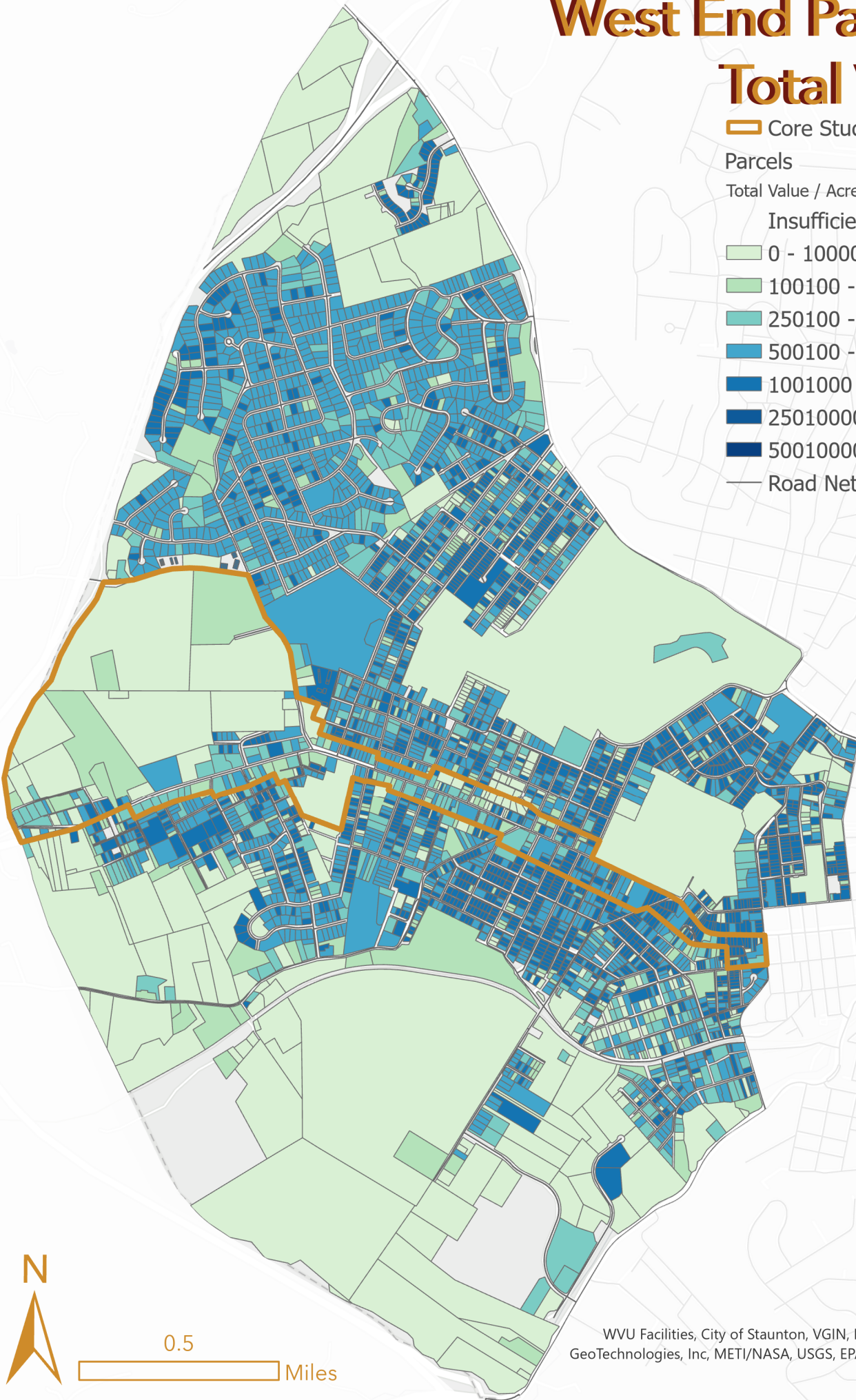
Core Study Area

Parcels

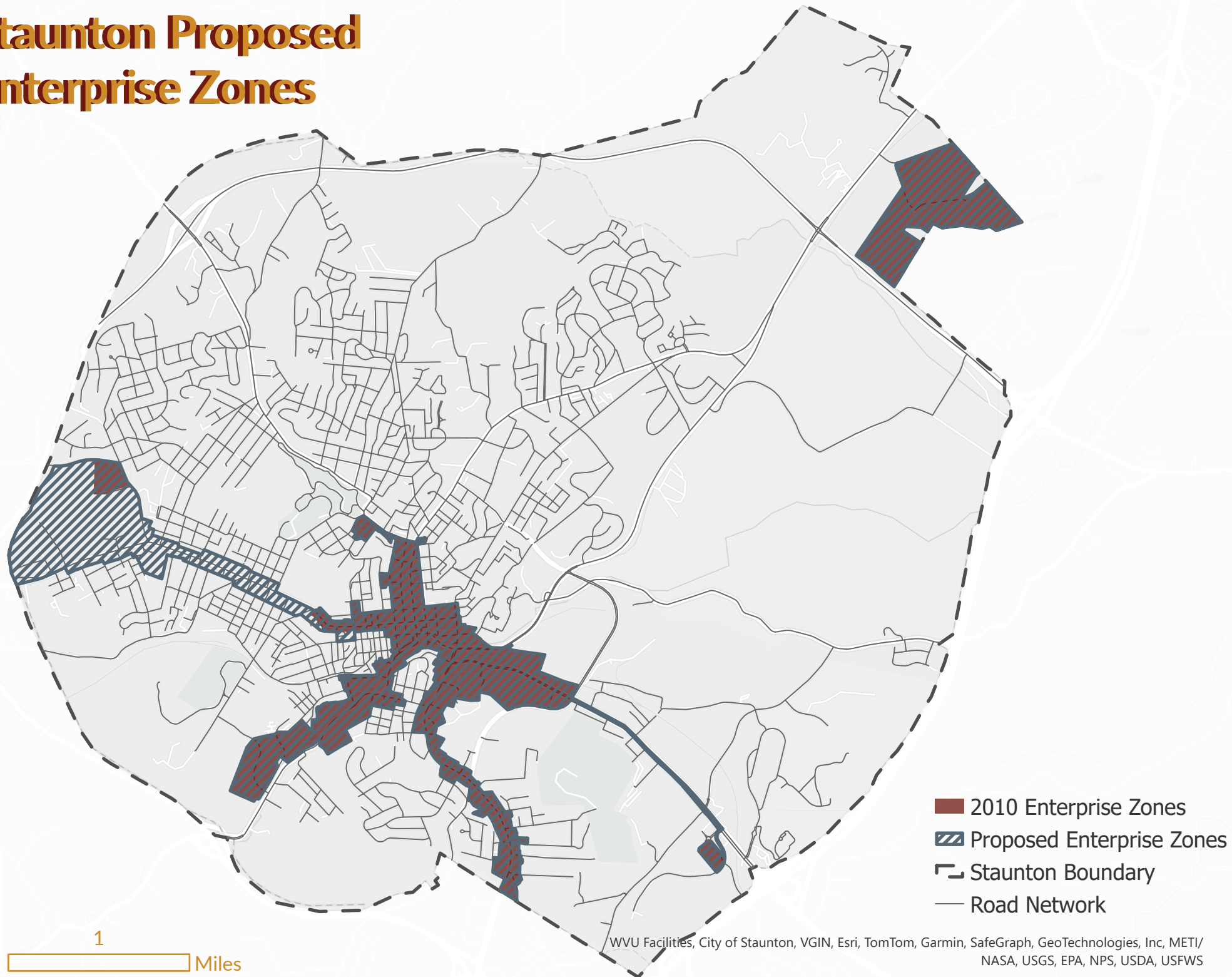
Total Value / Acreage

Insufficient Data

- 0 - 100000
- 100100 - 250000
- 250100 - 500000
- 500100 - 1000000
- 1001000 - 25000000
- 25010000 - 50000000
- 50010000 - 150000000
- Road Network



Staunton Proposed Enterprise Zones

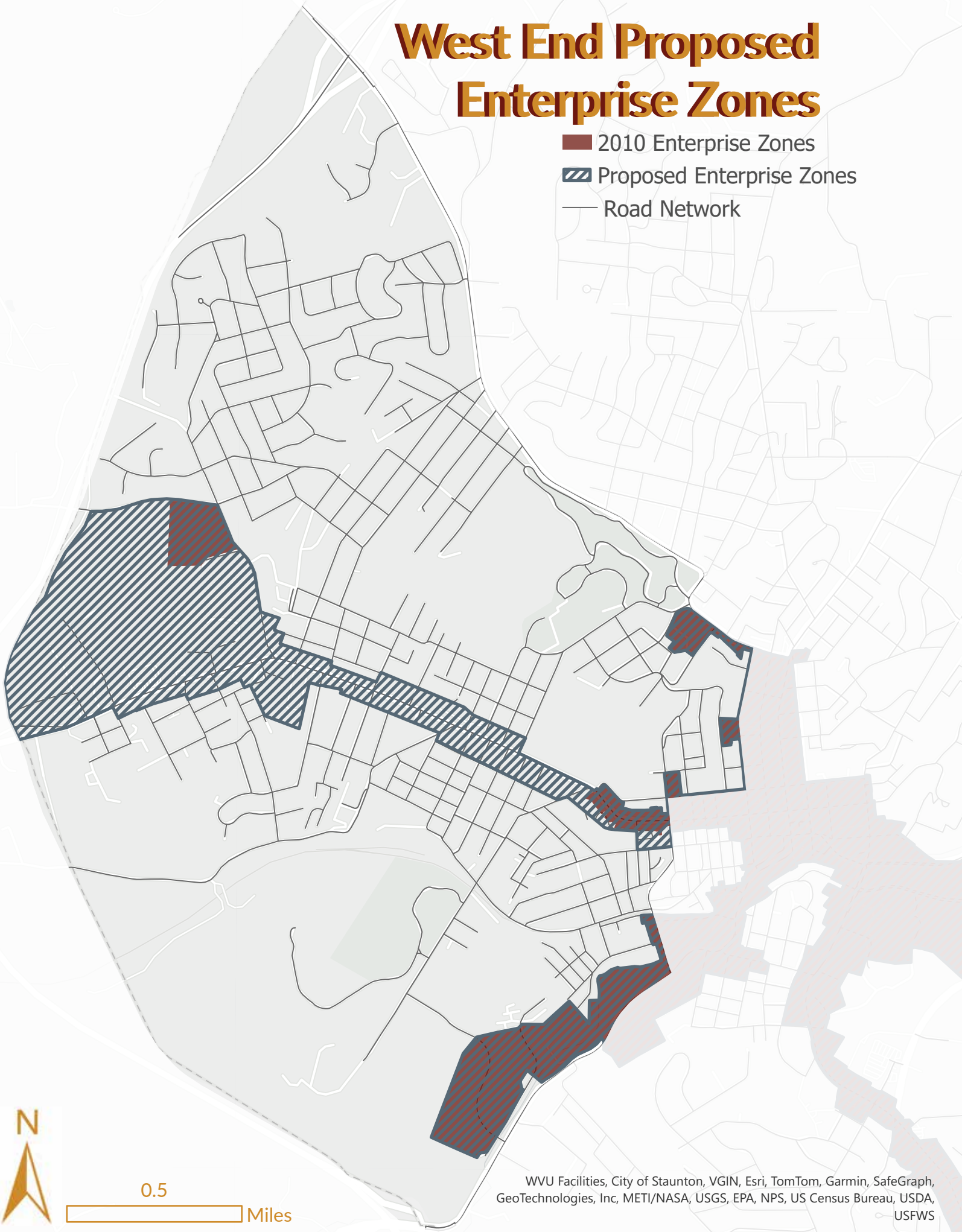


West End Proposed Enterprise Zones

■ 2010 Enterprise Zones

▨ Proposed Enterprise Zones

— Road Network



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Miles

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