

## **CHAPTER 3: CHARLES TOWN'S VISION FOR THE FUTURE**

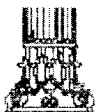
### ***THE NEED FOR A SHARED VISION***

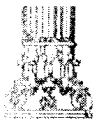
Fostering a shared vision is a critical ingredient needed for Charles Town to successfully manage community development in the 21<sup>st</sup> century. A shared vision is not to be mistaken for a uniform vision - for this would be unobtainable. Charles Town is a community with citizens that have a diversity of beliefs and opinions. Ultimately, a shared vision will include compromises that are made for the best interest of all citizens, rather than a few. Although this document may be changed or amended from time to time, and must be updated within 10 years, the shared vision described herein is intended to endure for a period of at least 20 years.

### ***A SHARED VISION FOR CHARLES TOWN***

The following vision statements lay down the foundation for the goals, objectives, policies and action plans established in this comprehensive plan.

- ❖ **VISION STATEMENT #1: HISTORY**  
Charles Town will strive to be a community that honors its past.
- ❖ **VISION STATEMENT #2: COMMERCE AND INDUSTRY**  
Charles Town will strive to be a center of commerce and industry.
- ❖ **VISION STATEMENT #3: DOWNTOWN**  
Charles Town will strive to have a vibrant downtown.
- ❖ **VISION STATEMENT #4: SAFETY**  
Charles Town will strive to be a safe place to live.
- ❖ **VISION STATEMENT #5: COMMUNITY PRIDE**  
Charles Town will strive to have goals and programs that instill community pride.
- ❖ **VISION STATEMENT #6: AFFORDABLE LIVING**  
Charles Town will strive to be a place where our children and parents can afford to live.
- ❖ **VISION STATEMENT #7: JOBS**  
Charles Town will strive to be a community with good jobs near home.
- ❖ **VISION STATEMENT #8: INFRASTRUCTURE**  
Charles Town will strive to be a place where infrastructure keeps pace with development and new development pays its own way.





❖ **VISION STATEMENT #9: BEAUTIFICATION**

Charles Town will strive to preserve and enhance the overall appearance of the City.

❖ **VISION STATEMENT #10: PLANNING**

Charles Town will strive to influence its immediate surroundings.

❖ **VISION STATEMENT #11: GOVERNMENT**

Charles Town will strive to be a place where local government works efficiently and effectively.

***VISION STATEMENT #1: HISTORY***

As Charles Town's landscape changes in the years ahead we do not want to forget the rich history that brought our ancestors to Charles Town in the first place. If we are creative and pro-active we can preserve the best of our past while enhancing our future. This will certainly involve creating new ordinances & policies, finding new financial resources, such as incentive programs, grants, fees, donations, and the use of other methods that will encourage or require property owners to preserve sensitive lands and/or adaptively reuse historical buildings and structures. The intent is not to create a collection of museums, but to resist the temptation to prematurely declare a building, a block, or a neighborhood obsolete and remove it. Adaptive re-use should be looked at first.

***VISION STATEMENT #2: COMMERCE AND INDUSTRY***

Charles Town will strive to maintain its position as the County Seat for Jefferson County, WV. Charles Town will also encourage existing business to stay and grow in the City while attracting new businesses that offer new opportunities for jobs and local revenues.

***VISION STATEMENT #3: DOWNTOWN***

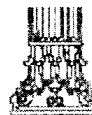
Downtown is the historic center of business and government in Charles Town and Jefferson County. Charles Town will work to maintain and enhance a vibrant downtown. The downtown will consist of businesses that focus on niche markets, provide retail services, cater to local residents, and provide government services. Bringing new residents and businesses to downtown, as well as, finding ways to attract tourism will be a top priority.

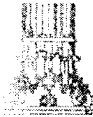
***VISION STATEMENT #4: SAFETY***

Charles Town will aspire to be a community where families, friends, and visitors can walk, ride, or drive in a safe and comfortable atmosphere. We will be vigilant to overcome crime and other hazards. Charles Town will strive to maintain a high quality service from the police, fire, and emergency service providers. Charles Town will work with Jefferson County to prepare mitigation plans for natural and man-made calamities.

***VISION STATEMENT #5: COMMUNITY PRIDE***

Charles Town will promote community pride among residents by supporting social activities and organizations, holding City events, promoting tourism and business, improving ordinances impacting social welfare, and encouraging voting.





**VISION STATEMENT #6: AFFORDABLE LIVING**

Maintaining a complete community with diverse age, background, race, ethnicity, social status, and income is important to Charles Town's overall vitality. Charles Town will identify means and methods for fostering this diversity and recognize that a continuing effort will be needed to ensure that the needs and wants of all citizens are recognized and represented.

**VISION STATEMENT #7: JOBS**

Charles Town's has a vision for its residents to find good jobs at home. There are many Charles Town residents that commute out of the community. With long commutes, the time and participation in community activities is greatly reduced. Greater potential for citizens to obtain a job with good wages necessary to live and raise a family, or to be independent, is a major part of this vision. Charles Town will focus on expanding its economic base with the kind of employment that will meet the skill levels of our citizens. Charles Town will also attempt to attract companies who treat their employees with respect and are willing to train, retain, and educate them.

**VISION STATEMENT #8: INFRASTRUCTURE**

The quality of life for the old as well as the new residents and businesses of the Charles Town community is dependent upon the infrastructure of the community being at least adequate to handle the demands of growth. As demands change, Charles Town envisions that local and state government will work together to recognize what must be accomplished to provide for new or expanded infrastructure. The City of Charles Town expects new developments to pay for the majority of new infrastructure that will be needed. This begins with developers providing the necessary transportation infrastructure, both on and off-site. Other needed infrastructure may include, but is not limited to, parks, city government facilities, storm water facilities, community facilities, emergency services, open spaces, and utilities.

**VISION STATEMENT #9: BEAUTIFICATION**

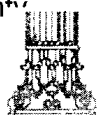
The City has unique neighborhoods, a historic downtown, and a road network that brings a great number of people to it, or through it, during any given year. It is a distinctive and attractive City. Unmanaged and unattractive development can forever change the character and appeal of the City. For some people the first and perhaps the only view of the City that they can encounter is along the major roadway corridors. Maintaining the good, and improving the inadequate appearance of Charles Town, its entrances, the natural environment, and the urban forest are important elements of the City's overall vision.

**VISION STATEMENT #10: PLANNING**

Charles Town has established an Urban Growth Boundary (UGB). The UGB is the projected possible growth area for the City of Charles Town. Some or all of these areas may be annexed into the City in the future if determined to be in the best interest of the City, and subject to the process established in the Charles Town Annexation Policy. This comprehensive plan further refines and recommends the general locations of specific land uses and roads with a land use plan and a transportation plan. All new developments are required to conform to the comprehensive plan, including general conformance to the land use and transportation plans.

**VISION STATEMENT #11: GOVERNMENT**

Charles Town will strive to provide the best government services possible. Cooperative intergovernmental relations between Charles Town, Ranson, and Jefferson County is indispensable for creating common goals that work in the best interest of the region. Likewise, cooperation with the West Virginia Department of Transportation, Jefferson County,





Board of Education, Economic Development Authority, and other local, state and federal government entities is necessary.

