



## D. East End

### Past Planning Efforts

**East End Community Renewal Plan (2005)** - an update to the 1990 plan; outlines a program for redevelopment of buildings and property; includes design standards for the Washington Street corridor

**East End Neighborhood Revitalization Plan (1997)** - a supplement to the 1996 Comprehensive Plan; calls for beautification, crime mitigation, historic preservation, building social capital through community events and activities, and describes lack of recreational opportunities

### East End Main Street

The East End is fortunate to have the City of Charleston's—and the State of West Virginia's—first urban Main Street Program. Focused on commercial district revitalization through business promotion, retention, recruitment and historic preservation, East End Main Street has transformed the Washington Street corridor that bisects the East End neighborhood. Now 10 years old, East End Main Street has led the way for 181 building rehabilitations, 26 new businesses, 370 new jobs, and cut the vacancy rate in the district by more than half. In addition to ongoing business assistance initiatives, EEMS projects include:

- East End Bazaar: Constructed of pallets and metal roofing entirely by volunteers, the open air artisan market saw up to 500 customers each Saturday of

its first season and experienced nearly \$20,000 in aggregate sales.

- StreetWorks: The works of local artists are transferred onto banners and bricks for installation in the streetscape. The original works are auctioned to raise funds for future public art projects.
- HallowEast: A four-day Halloween celebration and East End business promotion, HallowEast features a murder mystery cocktail party, a horror-themed art show, a zombie walk and more.
- Façade and Sign Grant Program: East End businesses have been awarded a collective \$20,000 for improvements to building facades and signage, leveraging over \$250,000 of private investment in the district.

### East End Community Association

A re-energized and reorganized East End Community Association convened in the second half of 2012 to tackle neighborhood issues like housing and beautification, public safety and neighborhood events. Among their initiatives are:

- Energy Efficiency in the East End
- East End Yard Sale

*For more information on recent initiatives in the East End, please see the appendix.*

### Opportunities and Challenges

- Lack of identity for transitional area between downtown and East End; rebrand as Midtown Cultural Center and Warehouse District with transitional mixed uses and building types
- Build upon core "Main Street"
- Historic District is a key asset, look for further historic preservation opportunities
- Conveniently located between two major employment centers, an opportunity to entice hospital and capitol workers to live closer to work
- Lack of grocery store
- Improve gateways from downtown, expressway, and capitol
- Create retail gateway at Greenbrier
- Minimize conversion of homes to businesses
- Develop higher density residential to the north of Washington Street
- Explore historic district possibilities north of Washington

- Continue to work with the Charleston Urban Renewal Authority to establish creative temporary uses on their vacant properties within the East End
- Strengthen and expand East End WiFi program and enhance marketing efforts
- Extend Ruffner Walk south to provide a pedestrian connection between the neighborhood and the commercial corridor

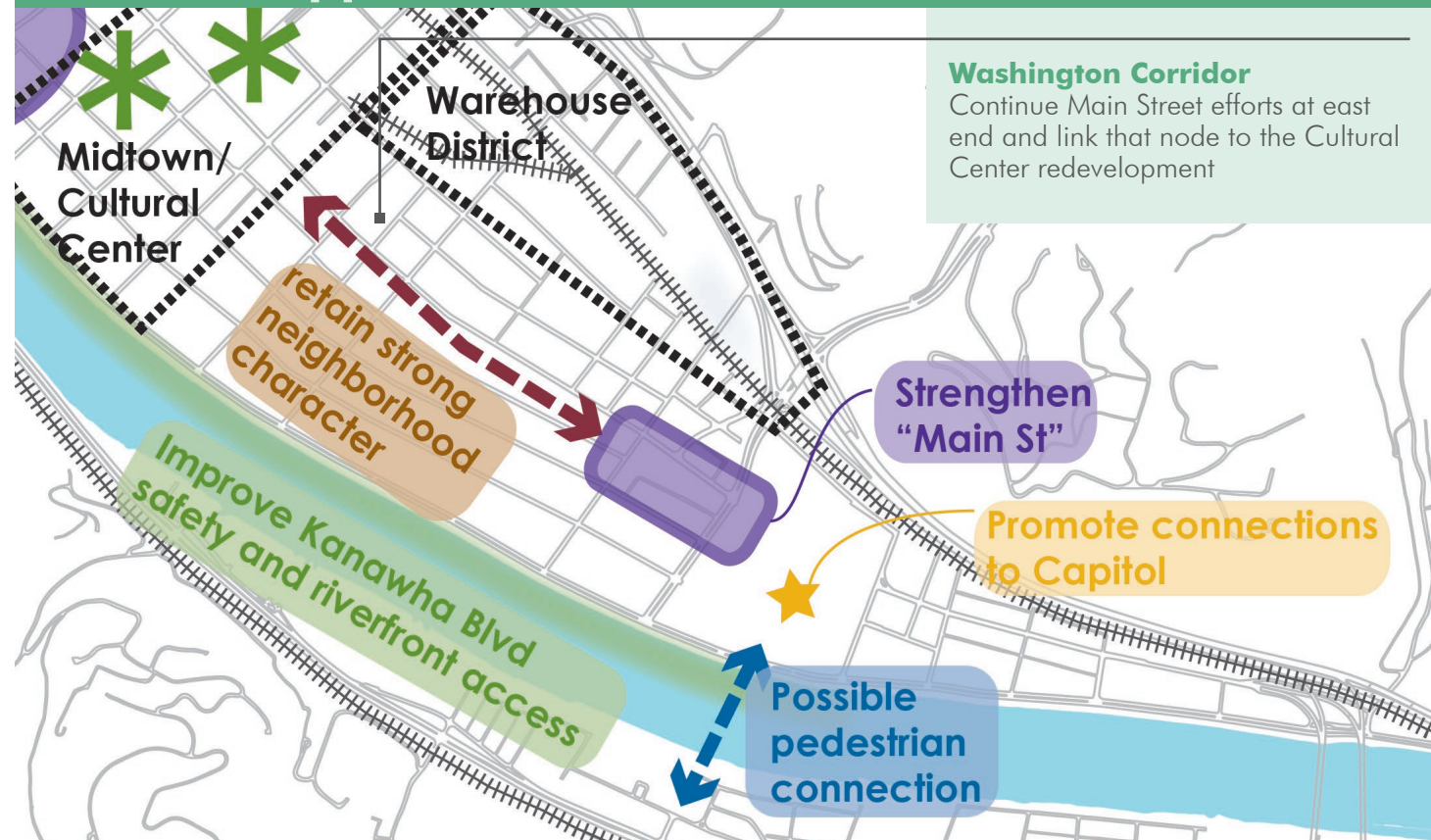
### East End "Main St." Retail Mix

- Urban grocer
- Pharmacy
- Convenience stores
- Liquor store
- Specialty food
- Restaurants
- Quick service eateries
- Personal services (beauty, barber, spa, nails, dry cleaner, travel agent)

### East End Future Land Use



### East End Opportunities



#### Washington Corridor

Continue Main Street efforts at east end and link that node to the Cultural Center redevelopment