

Comprehensive Plan

CITY OF MORGANTOWN

ADOPTED JUNE, 2013



AN ORDINANCE AMENDING ARTICLE 1301 OF THE MORGANTOWN PLANNING AND ZONING CODE PERTAINING TO THE COMPREHENSIVE PLAN FOR THE PHYSICAL DEVELOPMENT OF THE CITY OF MORGANTOWN; TO DELETE REFERENCES TO THE 1998 COMPREHENSIVE PLAN; AND, TO ADOPT THE 2013 COMPREHENSIVE PLAN.

WHEREAS, West Virginia State Code Chapter 8A, Article 3 provides for municipalities to prepare and adopt comprehensive plans to promote the health, safety, morals, order, convenience, prosperity, and general welfare of the inhabitants, as well as efficiency and economy in the process of development;

WHEREAS, thinking both locally and regionally, the City of Morgantown undertook a collaborative process in developing a unified Regional Vision entitled "Crossroads – It's Time to Chart Our Future" to coordinate land use and transportation planning, which serves as the foundation for three plans – the City of Morgantown's Comprehensive Plan, the Town of Star City's Comprehensive Plan, and the Morgantown-Monongalia Metropolitan Planning Organization's Long-Range Transportation Plan; and,

WHEREAS, the Morgantown Planning Commission has caused to be prepared a Comprehensive Plan Update and has duly recommended said plan to City Council for consideration and action thereon.

NOW, THEREFORE, BE IT ORDAINED by the Morgantown City Council that Article 1301 of the Morgantown Planning and Zoning Code be amended as follows (deleted matter struck through; new matter underlined):

**ARTICLE 1301
Comprehensive Plan**

1301.01 TITLE.

This article shall be known and may be cited as, the "Comprehensive Plan".

1301.02 PURPOSE OF ARTICLE.

The purpose of this article is to establish a single unified code consisting of all plans, reports and regulations and supplemental details as contained and specifically referred to in the reports of the Planning Commission as described in Section 1301.03, that deals with the subject of planning and zoning, as a comprehensive guide for the future growth and development of the City.

1301.03 PLAN COMPOSED OF REPORTS ADOPTED BY REFERENCE.

The Comprehensive Plan consists of:

- (a) A report entitled "The City of Morgantown Comprehensive Plan, 4998 2013", dated ~~November 23, 1998~~ April 25, 2013.
- (b) The above report is hereby adopted as the "Comprehensive Plan Ordinance of Morgantown, West Virginia, ~~4998 2013~~", by reference and made a part hereof as if fully set forth in this article in accordance with West Virginia Code 8-11-3 and ~~8-24-24~~ 8A-3-8.

1301.04 INCORPORATION OF OTHER ORDINANCES.

All ordinances which have heretofore or may be hereafter enacted concerning the subjects of the Comprehensive Plan as described in West Virginia Code ~~8-24-17~~ 8A-3-4 and 8A-3-5 shall also be deemed to be parts of the "Comprehensive Plan of Morgantown, West Virginia, ~~4998 2013~~".

1301.05 CONFORMITY TO PLAN.

The layout, the location, relocation, extension or widening of thoroughfares; the general design of neighborhoods and their street patterns; the use of land; and the location of sites for schools, parks, recreation and other public uses, shopping centers and community facilities and other recommendations shall conform to the principles, policies and provisions of the Comprehensive Plan.

1301.06 CONSIDERATION OF PLAN PRIOR TO CONSTRUCTION OF PUBLIC INSTALLATIONS.

Council and all municipal boards, commissions and all other agencies of the City shall be guided by and give consideration to the general policy and pattern of development set out in the Comprehensive Plan prior to the authorization, construction, alteration and abandonment of any public installation, required or necessitated in the interest of the physical development of the City.

1301.07 AMENDMENTS.

The Planning Commission shall from time to time consider and review proposals with respect to changes and amendments in the Comprehensive Plan and upon conclusion of such consideration, including a public hearing thereon, shall certify to Council their report on such matters. Amendments shall be in accordance with West Virginia Code ~~8-24-23~~ 8A-3-11.

1301.08 WHERE COPIES KEPT ON FILE.

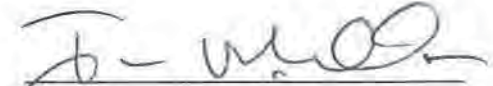
The Office of the City Clerk shall, upon adoption, file the Comprehensive Plan in the Office of the Clerk of Monongalia County in accordance with West Virginia State Code 8A-3-9. Two copies of the Comprehensive Plan as set forth in Section 1301.03 shall be kept on file in the offices of the City Planning Commission and City Clerk and be available for public inspection during the regular office hours.

1301.09 COOPERATION OF OTHER BODIES IN EFFECTUATION OF PLAN.

The Planning Commission is hereby directed to solicit the cooperation of the legislative and administrative bodies of the County, the State and agencies of the Federal Government in the effectuation of the Comprehensive Plan as it applies in the official jurisdictional area of the Commission and in the unofficial planning area outside of this City, as shown in the Plan.

This ordinance shall be effective upon date of adoption.

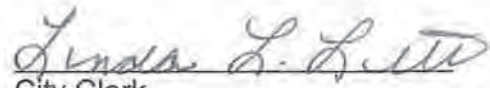
FIRST READING: May 21, 2013


Mayor

ADOPTED: June 18, 2013

FILED: June 19, 2013

RECORDED: June 19, 2013


City Clerk

Acknowledgments

Morgantown City Council

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Deputy Mayor Wes Nugent, Third Ward
Ron Bane, First Ward
Jenny Selin, Fourth Ward

Marti Shamberger, Fifth Ward
Bill Byrne, Sixth Ward
Linda Herbst, Seventh Ward

Morgantown Planning Commission

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**The Steering Committee would like to recognize Mr. Saab's commitment to this planning endeavor and his years of service and leadership to the Greater Morgantown community.*

Crossroads Partners

Morgantown-Monongalia Metropolitan Planning Organization
Town of Star City

Staff

Jeff Mikorski, ICMA-CM
City Manager

Christopher M. Fletcher, AICP
Director of Development Services

Consultants

ACP Visioning+Planning
Burgess & Niple
Randall Gross / Development Economics

Public Meeting Locations

Dorsey's Knob Lodge
North Elementary School
Morgantown Public Library
Mountaineer Station
South Middle School
University High School
West Virginia University Child Learning Center
West Virginia University Museum Education Center

Volunteers

Natalie Aggarwal	Don Reinke
Michael Clow	Taylor Richmond
Janelle Graves	Margaret Stout
Judith Kierig	Danielle Williams
Janel Nye	Rich Wood
Ryan Nye	

Contents

1. Introduction	1
2. Vision	9
3. Land Management	21
4. Transportation	55
5. Environment	67
6. Neighborhoods and Housing	73
7. Community Facilities and Services	79
8. Economic Development	87
9. Implementation	97

Appendix A. Resource Documents

1. Areas for Future Study
2. Annexation Overview

Appendix B. Public Involvement

Appendix C. Existing Conditions

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1. Introduction

It has been over ten years since the City of Morgantown updated its Comprehensive Plan. Adopted in January 1999, that Plan successfully guided the City on a variety of physical and quality of life issues. However, soon after the Plan's adoption, the city and surrounding areas began experiencing unforeseen growth, driven largely by expansion of West Virginia University and other large employers. Since that time, much of the area's character, economic conditions, and demographics have changed. With a strong, diverse economy, the region is poised for continued growth, adding pressure to existing infrastructure and development challenges. To address these changes, plan for growth, and comply with new State requirements, the City's leadership initiated a process to update the Comprehensive Plan.

Thinking both locally and regionally, the City reached out to surrounding jurisdictions and government entities to pursue a combined planning effort. They undertook a collaborative process with the Morgantown Monongalia Metropolitan Planning Organization (MMMPO) and Town of Star City to develop a unified Regional Vision that would help to coordinate land use and transportation planning. From the Regional Vision, the Comprehensive Plan was developed using public input and technical analysis specific to Morgantown. A Steering Committee made up of a variety of residents was created to help integrate the public input and technical work and to deliberate on appropriate recommendations for the future. This Plan represents their best effort to do so while balancing competing interests and complex issues. It suggests a number of strategies to guide the City in creating new programs and policies, and build upon existing resources to sustain a high quality of life.

A. What is a Comprehensive Plan?

A comprehensive plan is a community's "blueprint" for the future. It is the vision of what a community wants to become and the steps needed to realize that vision. Comprised of policy statements, principles, goals, objectives, strategies and maps, it is the broadest policy document a community can have to guide decision-making on long-term physical, social and economic development of the municipality and its environs. This includes both private and public development. The Plan is implemented over time through many distinct decisions including annual budgeting, departmental work programs, rezoning and subdivision of land.

Chapter outline

A. What is a Comprehensive Plan?	1
B. Why Update the Comprehensive Plan?	3
C. Plan Organization	3
D. Plan Process	4
E. Key Directions of the Plan	5
F. Policy Foundation	7



In late 2011 and early 2012, the City of Morgantown, Town of Star City, and the Morgantown Monongalia Metropolitan Planning Organization (MMMPO) embarked in an unprecedented collaborative effort to develop a shared vision for the future of the region. The process, called "Crossroads — It's Time to Chart Our Future," engaged a diverse group of stakeholders, citizens and community leaders in identifying needs, aspirations and the preferred direction of future growth for Monongalia County. The vision serves as a foundation for three plans: the City of Morgantown's Comprehensive Plan, the Town of Star City's Comprehensive Plan, and the regional Long Range Transportation Plan for the MMMPO.

The West Virginia State Code says that the purpose of a comprehensive plan is to:

- (1) Set goals and objectives for land development, uses and suitability for a governing body, so a governing body can make an informed decision;*
- (2) Ensure that the elements in the comprehensive plan are consistent;*
- (3) Coordinate all governing bodies, units of government and other planning commissions to ensure that all comprehensive plans and future development are compatible;*
- (4) Create conditions favorable to health, safety, mobility, transportation, prosperity, civic activities, recreational, educational, cultural opportunities and historic resources;*
- (5) Reduce the wastes of physical, financial, natural or human resources which result from haphazard development, congestion or scattering of population;*
- (6) Reduce the destruction or demolition of historic sites and other resources by reusing land and buildings and revitalizing areas;*
- (7) Promote a sense of community, character and identity;*
- (8) Promote the efficient utilization of natural resources, rural land, agricultural land and scenic areas;*
- (9) Focus development in existing developed areas and fill in vacant or underused land near existing developed areas to create well designed and coordinated communities; and*
- (10) Promote cost-effective development of community facilities and services.*

Section 8A-3-4 of the State Code requires that the following thirteen components be included in a Comprehensive Plan:

- Land use
- Housing
- Transportation
- Infrastructure
- Public services
- Rural
- Recreation
- Economic development
- Community design
- Preferred development areas
- (and/or) redevelopment
- Financing
- Historic preservation

There are also six optional components:

- History
- Environmental
- Tourism
- Conservation
- Safety
- Natural resources

B. Why Update the Comprehensive Plan?

The comprehensive plan is a critical tool that serves many purposes. To be effective, it must be periodically updated to account for current conditions, data and new technologies. Also, West Virginia State Code, Chapter 8A (revised in 2004) requires municipalities to update their comprehensive plans by June 2014 and then at least once every ten years.

The City reached out to surrounding jurisdictions and government entities to pursue a combined planning effort. They undertook a collaborative process with the Morgantown Monongalia Metropolitan Planning Organization (MMMPO) and Town of Star City to develop a unified Regional Vision that would help to coordinate land use and transportation planning

C. Plan Organization

The Comprehensive Plan is organized into eight chapters and is supported by three appendices. The chapters listed in bold are the plan's core elements, which each include a goal, followed by a set of objectives and strategies.

1. *Introduction*
2. *Regional Vision*
3. **Land Management**
4. **Transportation**
5. **Environment**
6. **Neighborhoods and Housing**
7. **Community Facilities and Services**
8. **Economic Development**
9. *Implementation*

Appendix A – Resource Documents

Appendix B – Vision Public Involvement

Appendix C – Existing Conditions and Trends

The Implementation chapter describes how to use the plan and summarizes all the policy statements into a concise table that assigns recommended timing and primary responsibility to each strategy. The Implementation Chapter is designed as a quick reference guide to be used on a regular basis.

FIGURE 1. COMPLIANCE WITH WEST VIRGINIA CODE

PLAN ELEMENTS	West Virginia Code Elements
<i>Land Management</i>	Land Use, Rural, Community Design, Preferred Development Areas, Redevelopment, Historic Preservation
<i>Transportation</i>	Transportation
<i>Environment</i>	Environmental*, Conservation*, Natural Resources*
<i>Neighborhoods and Housing</i>	Housing
<i>Community Facilities and Services</i>	Infrastructure, Public Services, Recreation
<i>Economic Development</i>	Economic Development, Financing, Tourism*
*Optional Component	

Figure 1 illustrates where the elements required by the State code are addressed within this Plan.

D. Plan Process

The Comprehensive Plan process lasted 14 months. It included public involvement and technical research creating a Plan that is both intuitive and informed.

Part 1. Project Setup* (November 2011)

Part 2. Regional Vision* (December 2011 – June 2012)

Part 3. Technical Analysis (January 2011 – June 2012)

Part 4. Draft Plan (June 2012 – December 2012)

Part 5. Final Plan / Adoption (December 2012 – April 2013)

**Joint tasks with the Morgantown Metropolitan Planning Organization and Town of Star City.*

Technical Analysis

Prior to developing the Plan, ACP assembled two technical memorandums on the existing conditions and trends in the city and surrounding area. The memorandums established a baseline of facts and analysis to inform the plan. The key topics covered in the memorandums are listed below. The memorandums can be found in Appendix C.

Memorandum 1 – Regional Context, Demographics, Land Use and Development Patterns, Economic Development, and Transportation.

Memorandum 2 – Transportation, Housing, Public Services and Utility Infrastructure, Parks, Recreation, Environment.

In addition to these topics, Randall Gross/Development Economics, a sub-consultant with ACP, prepared an economic baseline report and an opportunities assessment to inform land use and economic development initiatives. In conjunction with the MMMPO's Long Range Transportation Plan, Burgess and Niple prepared a detailed report of transportation conditions in the region. These documents are also included in Appendix C.

Public involvement

Recognizing that public involvement in creating the Plan is vital to its success, the City and planning team organized a robust public participation effort. The process involved a regional vision, which included numerous opportunities between January and June 2012 to provide direction for the plan, as well as an Open House and public comment period to provide feedback on the draft plan. Extensive publicity and outreach ensured that participation was a choice for the city's residents.

Regional Vision. Chapter Two describes the regional vision process, outreach effort, participation, and outcomes.

Open House. The Open House was held on January 14, 2013 to present a draft of the Comprehensive Plan. At the Open House, the goals, objectives and strategies for each element were presented on large displays. Participants had the opportunity to ask questions and submit comments for each element of the plan. The plan remained on display at the Morgantown Public Library and on the City's website and comments were collected through the end of January. Those comments were reviewed by the Steering Committee and incorporated into the draft Plan document. Appendix B provides detailed information on the public input provided at the Open House.

COMMUNITY PRIORITY

Objectives or strategies that were most strongly supported by participants at the Open House are identified as community priorities with the symbol above.

E. Key Directions of the Plan

The following points summarize the key directions that the City should take in order to realize the Regional Vision and Morgantown's specific aspirations. These points were drawn from public sentiment expressed through the planning process, a review of the Plan's objectives and strategies, as well as deliberations with the Steering Committee. Although the Comprehensive Plan consists of distinct elements, these key directions represent an integrated approach to achieving the community's vision for its future.

Addressing transportation challenges. Road congestion in Morgantown and the surrounding urban area is one of the city's (and the region's) greatest challenges. While the area's topography is an obstacle to creating an ideal road network, recent haphazard patterns of growth and underinvestment in infrastructure have led to traffic congestion that undermines the region's quality of life and economic potential. While road improvements should be part of any transportation plan, the region must also invest in transportation alternatives. The MMMPO's Long Range Transportation Plan, created in parallel with this Comprehensive Plan Update recommends a range of transportation projects for federal and state funding. The Comprehensive Plan Update recommends strategies that the City can undertake to support efforts to alleviate traffic congestion, promote walking, biking and other transportation alternatives and reduce truck traffic. It also promotes growth patterns that facilitate walking, biking and transit use, potentially reducing the number of automobile trips.

Give priority to infill and redevelopment within the city over unplanned growth in the county. Growing inward was one of the strongest themes from the public and stakeholder input. There was a strong recognition from participants in the Crossroads process that the recent patterns of unpredictable growth in unincorporated areas have created some of the challenges the region now faces. Residents are interested in redeveloping and filling-in areas within the city that are currently vacant, under-utilized, or functionally obsolete. Inward growth was mentioned as a priority over growth in greenfield areas on the edge of the city. While the region's growth patterns are influenced by the policies of Monongalia County and its various municipalities, the City of Morgantown's policies can encourage reinvestment within its urban areas. The Land Management element (Chapter 3) declares this intent and identifies strategies to encourage desirable growth.

Strengthening the city's neighborhoods. Morgantown's diverse neighborhoods are among its most valuable assets. The Plan encourages investment in all neighborhoods but recognizes that the intent varies. For many areas it is continued maintenance and preservation of the existing character, while in other neighborhoods revitalization through redevelopment should be encouraged.

Improving Community Appearance. Public input revealed a strong concern for the city's appearance and how that shapes perceptions about the city both by residents and visitors. Aesthetics pertains to general property upkeep, visibility of utilities, signs, and architectural quality and character of development throughout the city, but particularly at the city's gateways. Appearance is addressed through the land management principles and through several strategies ranging from code enforcement citywide, to design guidelines or enhanced zoning regulations in targeted areas.

Increasing collaboration and cooperation between governments, institutions, and businesses. Throughout the process of preparing this Comprehensive Plan, it was clear that realizing the vision and implementing the Plan would require a high level of collaboration between local governments, major institutions, and businesses. Chapter 9. Implementation contains a section on community relations that describes some of the key issues that were raised during the planning process and includes a list of collaborative strategies contained in the Plan.

F. Policy Foundation

The policy foundation of the Plan was shaped by an extensive community involvement and planning process. The Comprehensive Plan Update has three key layers of policies: goals, objectives and strategies. Goals are the broadest policy statements that state a desired outcome in general terms. Objectives indicate a more specific policy direction and help organize strategies. Strategies are detailed actions necessary to initiate or complete an objective – such as a project, program or policy. There are multiple objectives for each goal and multiple strategies for each objective.

Goals, Objectives and Strategies

This Plan includes six goals, 43 objectives, and 184 strategies, which are described in detail in the following chapters and summarized in Chapter 9: Implementation. The goals are listed below.

Land Management: Efficient and attractive use of land resources that strengthens the quality, character, and upkeep of the built environment while balancing redevelopment and strategic expansion with open space preservation.

Transportation: A balanced, safe, attractive well-connected transportation system that offers reduced congestion, supports and encourages desirable growth, and integrates private vehicles, public transportation, biking, and walking.

Environment: Protected natural areas, managed energy resources, healthy waterways and clean air.

Neighborhoods and Housing: Attractive, well-maintained neighborhoods that offer a broad mix of desirable housing options and convenient access to services and amenities.

Community Facilities and Services: Highly desirable and competitive community facilities and services that promote the health and wellbeing of all of Morgantown's residents.

Economic Development: A regional approach to economic development and infrastructure investment that keeps Morgantown competitive and attractive to existing and new businesses, while strengthening the city's fiscal health.

Policy Hierarchy

The Plan is composed of a series of policy layers. Each of the plan elements include a policy hierarchy of one goal supported by objectives and strategies. The Land Management chapter also includes principles. These policy types are defined as:

Goal: A desired outcome expressed in simple terms. This is the broadest of the policy statements.

Objectives: Themes within the goal statement which help to organize the strategies.

Strategies: Action statements designed to achieve the goal; A specific program or project or policy.

Principles: Statements of intent that describe "how" (character attributes) and "where" (conceptual location) development should occur. Similar principles appear within the Regional Vision chapter and reflect regional values. The Principles in Land Management apply specifically to Morgantown.

Principles

The principles are statements of intent that describe the direction of future development and redevelopment in the community. Eleven Principles describe the intent about “how” (character attributes) and “where” (conceptual location) growth and development in Morgantown should occur. They reflect a variety of land management themes that are mutually reinforcing, including the quality, appearance, pattern, character, and organization of development, environmental quality, efficient use of infrastructure, and expanding connectivity and mobility choices for residents. Refer to Chapter 3 for details on each principle.

1. Infill development and redevelopment of underutilized and/or deteriorating sites takes priority over development in greenfield locations at the city’s edge.
2. Expansion of the urban area will occur in a contiguous pattern that favors areas already served by existing infrastructure.
3. Downtown, adjacent neighborhoods and the riverfront will be the primary focus for revitalization efforts.
4. Existing neighborhoods throughout the city will be maintained and/or enhanced.
5. Quality design is emphasized for all uses to create an attractive, distinctive public and private realm and promote positive perceptions of the region.
6. Development that integrates mixed-uses (residential, commercial, institutional, civic etc.) and connects with the existing urban fabric is encouraged.
7. Places will be better connected to improve the function of the street network and create more opportunities to walk, bike and access public transportation throughout the region.
8. A broad range of housing types, price levels and occupancy types will provide desirable living options for a diverse population.
9. Residential development will support the formation of complete neighborhoods with diverse housing, pedestrian-scale streets, integrated public spaces, connection to adjacent neighborhoods, and access to transportation alternatives and basic retail needs.
10. Parks, open space, and recreational areas are incorporated as part of future development.
11. Environmentally sensitive and sustainable practices will be encouraged in future developments.

2. The Regional Vision

In late 2011 and early 2012, the City of Morgantown, Town of Star City, and the Morgantown Monongalia Metropolitan Planning Organization (MMMPO) embarked in an unprecedented collaborative effort to develop a shared vision for the future of the region. The process, called “Crossroads — It’s Time to Chart Our Future,” engaged a diverse group of stakeholders, citizens and community leaders in identifying needs, aspirations and the preferred direction of future growth for Monongalia County — with the intent of working toward that end. The vision serves as a foundation for three plans: the City of Morgantown’s Comprehensive Plan, the Town of Star City’s Comprehensive Plan, and the regional Long Range Transportation Plan for the MMMPO.

Chapter organization

Motivation for the Vision	9
Intent and Structure	9
The Process	10
The Vision: Aspirations	14
The Vision: Principles	16
The Vision: Framework Map	18

Motivation for the Vision

Since the year 2000, Monongalia County has sustained a very high rate of growth in population and land development that has significantly altered the area’s physical, demographic, and economic landscape and overwhelmed efforts to provide sufficient improvements to transportation infrastructure and other urban services. Though existing long-range plans were individually well-conceived, they were not coordinated across jurisdictional boundaries or integrated with a regional multi-modal transportation plan, leading to varying expectations among area residents and inadequate support for action. The City of Morgantown, Town of Star City, and MMMPO recognized that continued prosperity in Monongalia County depends on proactively and cooperatively addressing regional challenges, and sought a unifying vision upon which to base their plans.

Intent and Structure

The Vision describes citizens’ aspirations for the future of Monongalia County. It consists of five aspirational vision statements, ten principles for development in the region, and a conceptual framework map that indicates where growth should and should not be encouraged. The Vision is the foundation of the strategies and policy recommendations of the three plans.



December 2011

The Process

An effective vision process requires the participation of a broad cross section of a community. To achieve that end, a citizen committee, known as the Regional Vision Group was formed to help guide the process. This diverse group, made up of active citizens and members of Morgantown's Comprehensive Plan Steering Committee, Star City's Comprehensive Plan Committee and The MMMPO's Transportation Advisory Group, met periodically to coordinate public meetings, review ideas generated through the public process, and draft the preliminary vision statements.

The Crossroads vision process included four rounds of public involvement opportunities: 1) Stakeholder Interviews, 2) Idea Gathering Workshops, 3) Understanding Future Growth Workshop, and 4) Community Choices Workshop. Everyone with an interest in the future of Greater Morgantown was invited to attend the public workshops. Appendix A contains detailed summaries of the public workshops and a complete record of public comments.

Stakeholder Interviews

Between December 7, 2011 and February 1, 2012, the planning team interviewed approximately 100 stakeholders in twelve small group sessions. The stakeholders represented West Virginia University, local realtors, the Board of Education, neighborhood organizations, economic development entities, businesses, developers, transportation professionals, persons with disabilities, and various special interests such as advocates for environmental causes, biking and historic preservation (among others). The interviews were designed to identify regional strengths, weaknesses, and opportunities and gain insight on local knowledge.



Outreach

Competing interests, busy lifestyles, the long-term focus of comprehensive and transportation planning and the complexity of issues make enticing people to attend planning meetings very challenging. To inform the public about the importance of the Vision and Plans and the participatory nature of the workshops, a publicity and outreach effort was undertaken that included:

- Distributing flyers and posters
- Newspaper columns
- Radio interviews
- Promotions on City, Town and MPO websites
- Social media and a project website
- Email blasts; and
- Word of mouth

Participation

Participants represented many segments of the community, though representation was not proportional to the region's demographics. Participants represented all ages, races, levels of education and incomes, but there was proportionally greater representation from older people and those with higher levels of education and income. Below are the approximate number of participants who attended each phase of the public process.

- | | |
|--------------------------------|-----|
| • Stakeholder Interviews: | 100 |
| • Idea Gathering Meetings: | 100 |
| • Understanding Future Growth: | 50 |
| • Community Choices: | 40 |



TECHNICAL ANALYSIS

January 2012

February

Preliminary Vision Statements

Idea Gathering Meetings

On January 25 and 26, 2012 at South Middle School and North Elementary School respectively, two Idea Gathering Meetings were conducted to collect ideas from citizens about the future of the region. These ideas are the foundation on which the Regional Vision is based.

Format

Participants worked in small groups led by trained volunteer facilitators. They brainstormed responses to the question, "What should be done to make Morgantown, Star City and Monongalia County the best they can be in the coming years?" Participants also engaged in a map-based activity where they identified and described strong and weak places in the community. Strong places are those that are appealing and reflect well on the community, while weak places are those that represent conditions that should be improved or that do not reflect well on the community.

Outcomes

The meetings yielded 269 ideas for the future, which were entered verbatim into a database and sorted based upon recurring themes. Over half of the ideas related to transportation (traffic, roads, public transportation, biking and walking), while about a quarter of the ideas pertained to development, growth, land use or community collaboration, and the remaining ideas related to quality of life topics (schools, amenities, parks, housing and neighborhoods). These ideas and input from the stakeholder interviews were reviewed by the Regional Vision Group during a meeting in February, which led to a set of preliminary vision statements for the region. The mapping exercise identified specific places within the community and their descriptive characteristics that were used to develop principles for future growth and development.



Crossroads was a unique opportunity to bring residents of Morgantown, Star City, and Monongalia County together to envision and plan growth and mobility choices for the future.



TECHNICAL ANALYSIS

March

April

**Preliminary Principles and
Draft Framework Map**

Understanding Future Growth

On March 28, 2012 at University High School, the Understanding Future Growth workshop engaged the public in thinking about where growth should occur in the region. This was an analytical workshop that brought preliminary technical analysis and the draft vision statements together for participants to consider.

Format

Like the Idea Gathering Meetings, participants worked in small groups led by trained volunteer facilitators. Through a map-based activity, groups were asked to allocate the total amount of land that would be needed to accommodate the County's projected 2040 population assuming recent land consumption trends continued*. Groups were given a total of 220 ¾-inch adhesive chips (each representing 40 acres, for a total of 8,800 acres) and asked to place them on a table-size map of the Greater Morgantown Area that showed developed land, undeveloped land, protected land and natural features. Participants could place their chips anywhere they felt growth should occur, while considering the draft vision statements. Each group was required to place all of their chips on the map.

*Details of the assumptions are included in Appendix B

Outcomes

Several patterns emerged from the workshop's mapping activity and group discussions. These patterns and comments formed the basis for the Principles and Conceptual Map:

- **Redevelopment at higher intensities.** All of the groups placed at least half of their chips on areas with existing development, indicating a clear preference for redevelopment over growth in currently undeveloped areas.
- **Infill development.** Most of the groups placed large amounts of growth in undeveloped areas near existing development. This infill pattern would plug holes in the urban fabric, developing in areas already served by existing infrastructure, and allowing the urban area to expand in a contiguous pattern.
- **Greenfield development is limited and clustered.** Groups generally indicated that any growth in rural areas should be both near existing development and/or clustered to "minimize sprawl" and "preserve open space."
- **Very limited development within the outlying areas.** Groups allocated very limited growth for areas in the far south and western portions of the county.

Groups of community members identify where growth in the region should occur and discuss the implications of various growth patterns.



TECHNICAL ANALYSIS

May

June

Vision Statements
Principles
Framework Map

Community Choices

On June 6, 2012, at Mountaineer Station on WVU's campus, the Community Choices workshop invited the public to evaluate the draft vision and provide input on growth scenarios. The input helped to refine the vision and provide direction for recommendations of the comprehensive plans and transportation plan.

Format

During the workshop, participants heard a brief presentation about the vision process and what had been learned to-date. Then in a worksheet-based activity, were asked to indicate their level of support for each of five vision statements and provide written comments to refine them. Next, participants heard brief presentations about the technical work on economics and transportation conditions and were introduced to the draft principles. Through a second worksheet-based activity, participants indicated their level of support for each principle and provided written comments to refine them. Finally, having considered the previous public input and technical findings, participants worked in small groups to evaluate and prioritize three general growth scenarios.

1. The majority of future development will be in the form of infill and redevelopment within the primary urban area.
2. The majority of future development will be in the form of new development contiguous to the primary urban area.
3. The majority of future development will continue the growth patterns we have seen in the past 10 years.

Outcomes

Participants strongly supported the vision statements, and provided insightful comments to refine them. Likewise the principle statements received strong support. The scenario activity confirmed previous public input, which suggested that growth should be managed to balance redevelopment within existing areas and development in new areas contiguous to the existing urban area. Overall the Scenarios were ranked with Scenario 1 as most preferred followed by Scenario 2. Scenario 3 was nearly unanimously ranked as least preferred.



The Vision: Aspirations

Five statements convey the vision for the future of Monongalia County. They reflect the strongest themes from public input and are the broadest expression of the community's aspirations.

Our region will be characterized by:

Growing...

Managed growth that is efficient, attractive, and well-connected through appropriate infrastructure, will balance land consumption with redevelopment while protecting and preserving open space, local agriculture, energy resources and the environment.

Moving...

A balanced, safe, attractive, and accessible transportation system will reduce congestion, improve connectivity and support and direct future growth integrating private vehicles and expanding public transportation, biking, and walking networks.

The statements above directly reflect public input collected at the Idea Gathering Meetings and subsequent Crossroads workshops. Below each of the five aspirational vision statements is a sample of actual comments that showcase common ideas heard from participants at these meetings. For all comments from the public, see Appendix B.

"Plan comprehensively, coherent regulated development"

"City-wide aesthetics/landscaping plan"

"Promote farmland protection"

"Develop design standards for new construction and enforce them"

"Preserve and expand green space"

"Need County-wide planning"

"Ensure access regardless of individual or mode of travel (i.e., wheelchairs and bicycles)"

"Implement streets (complete streets) that support all kinds of transportation (bicycles, pedestrians, cars)"

"Promote mix use pedestrian-oriented development that comprises active transport (walking/cycling) - public transportation (de-emphasis on car transportation)"

Living...

Job and income growth, improved community services, support for the arts, accessible and connected parks and recreational facilities, good schools, desirable, diverse, and affordable housing, and safe neighborhoods that have access to local shops and markets, will be hallmarks of our region's quality of life.

Competing...

A regional approach to economic development and infrastructure investments that is founded on cooperative relationships will make the region competitive and capable of attracting and supporting existing and new businesses.

Collaborating...

An engaged community with leaders that embrace continued citizen engagement and stronger collaboration among municipalities, the county, the State, WVU, neighborhoods and major employers will enable the sharing of resources and lead to successful implementation.

"Job/Income growth to preserve and improve quality of life"

"Link neighborhoods via biking/walking to community attractions commercial and educational venues"

"Affordable housing for all income levels with affordable transportation options for each development. People would like to live closer but can't afford it. Thus having to drive/mixed-use zoning"

"Develop public recreational activities to include venues for art, education, library."

"New businesses while maintaining existing to improve the region's growth"

"Lead the state in the usage of innovative technology products."

"Support strategies that would attract residents so they want to come live here."

"Consolidate services between cities to leave more money to spend on other things"

"Encourage the region to develop a more balanced product with alternative energy."

"Increase collaboration with other surrounding governments."

The Vision: Principles

The Regional Vision includes ten principles that convey community values related to the physical environment. These principles are the foundation for Morgantown's eleven Principles for Land Management (Chapter 3). They generally describe the community's intent about "how" (character attributes) and "where" (conceptual location) development should occur. They reflect a variety of land management themes that are mutually reinforcing, including the quality, appearance, pattern, character, and organization of development, environmental quality, efficient use of infrastructure, and expanding connectivity and mobility choices.

Below is a sample of comments offered by citizens at the public workshops that are reflected in the Principles. For all comments from the public, see Appendix B.

"Implement complete streets that support all kinds of transportation."

"Plan infrastructure to accommodate future development."

"Keep and create recreational parks and interconnecting paths for pedestrians and bicycles."

"Bring more vertical growth and density in already developed areas."

"Consider energy efficiency and sustainability as we upgrade and expand our infrastructure."

"Develop areas that people do not have to drive to."

"Preserve and expand green space"

For the region, it is our intent that...

1. Infill development and redevelopment of underutilized and/or deteriorating sites takes priority over development in remote greenfield locations.

It is preferable to accommodate growth within the existing urban area in locations that are appropriate for and can support increased development densities. Infill and redevelopment will occur in a strategic manner that considers community needs like access to amenities, transportation service and the quality and quantity of open space.

2. Expansion of the urban area will occur in a contiguous pattern that favors areas already served by existing infrastructure.

To the extent that outward expansion of the urban area occurs, it should progress in a concentric pattern, emphasizing areas relatively nearest to the urban area's geographic center. Development should promote responsible management of the region's transportation and utility infrastructure, and help to provide services efficiently by preferring sites that are supported by existing capacity.

3. Future growth in rural areas will conserve open space, preserve sensitive natural features, and respect significant viewsheds.

To the extent that development occurs in rural areas (away from the urban center) it should be rural in character (as opposed to urban or suburban) and/or occur in a clustered pattern that preserves open space and avoids negative impacts on steep slopes, wetlands, waterways, and scenic quality.

4. Quality design is emphasized for all uses to create an attractive, distinctive public and private realm and promote positive perceptions of the region.

Public areas (streets, sidewalks, parks, and street trees, etc.) and private areas (building facades, lawns, landscaping, parking lots and driveways, etc.) are planned and designed to balance function, appearance, and affordability, while allowing for creative differences, innovation, and diversity of design.

5. Development that integrates mixed-uses (residential, commercial, institutional, civic etc.) and connects with the existing urban fabric is encouraged.

Places are created with multiple uses—residential, commercial, and institutional, among others—in proximity to each other, perhaps on the same site and/or in the same structure. Close attention is given to the compatibility of those uses and their surroundings. Uses are arranged in a manner that maximizes pedestrian activity.

6. Places will be better connected to improve the function of the street network and create more opportunities to walk, bike and access public transportation throughout the region.

While the region's topography is a challenge to creating an ideal level of street connectivity, opportunities will be sought to improve the street pattern and thereby increase travel options, potentially decrease vehicle miles, reduce congestion and improve wayfinding. Bicycle and pedestrian paths and supporting amenities will be integrated into new development and areas undergoing redevelopment.

7. Residential development will support the formation of complete neighborhoods with diverse housing, pedestrian-scale streets, integrated public spaces, connection to adjacent neighborhoods, and access to transportation alternatives and basic retail needs.

Complete neighborhoods include a variety of land uses (residential, commercial, civic and recreational areas), building types, and housing types; have an identifiable center that offers basic services such as grocery stores and specialty shops; support a variety of travel options; are well-connected to adjacent neighborhoods and districts; and seamlessly integrate diverse, multi-generational residents living in proximity to one another.

8. A broad range of housing types, price levels and occupancy types will provide desirable living options for a diverse population.

Housing in the region is diverse in type (single-family and multi-family, detached and attached, etc.) and offers options for both ownership and rental occupancy at a wide range of price levels.

9. Parks, open space, and recreational areas are incorporated as part of future development.

Future development will contribute to expanding the quantity, quality, access to, and connections between the region's parks, open space, and recreational amenities.

10. Environmentally sensitive and sustainable practices will be encouraged in future developments.

Development will be designed to reduce potentially negative impacts on environmental features such as steep slopes, stream corridors, wetlands, and significant stands of mature trees. Infill and redevelopment will maintain or enhance the urban tree canopy. Green building practices will be encouraged.

The Vision: Framework Map

The Framework Map illustrates the Regional Vision Principles through seven concepts and shows where these concepts generally apply throughout the Greater Morgantown Area. The Regional Vision Principles and this map form a conceptual framework to serve as a guide to inform the comprehensive plans and Long Range Transportation Plan. As a framework, this map is not tied to any regulations, specific policies, or development proposals. See 3. *Land Management* for recommendations that support the Framework Map.

Infill describes the development of land in existing urban and suburban areas that is vacant but is near existing development and infrastructure.

Redevelopment is improving or utilizing buildings or sites that have been developed (are not vacant), but are not reaching their highest and best use.

Concepts

The map depicts three areas where development is restricted and four areas where development can occur. The growth areas indicate the degree to which growth should occur, from Priority (most supported) to Limited (least supported).

Preserve Open – Areas that are permanently protected from development due to public ownership and use as parkland.

Reserve Open (slopes) – Areas of steep slopes (generally greater than 40%) that, due to the difficulty of building on such extreme topography, are likely to remain as open space. However, these areas may be subject to development and should be protected.

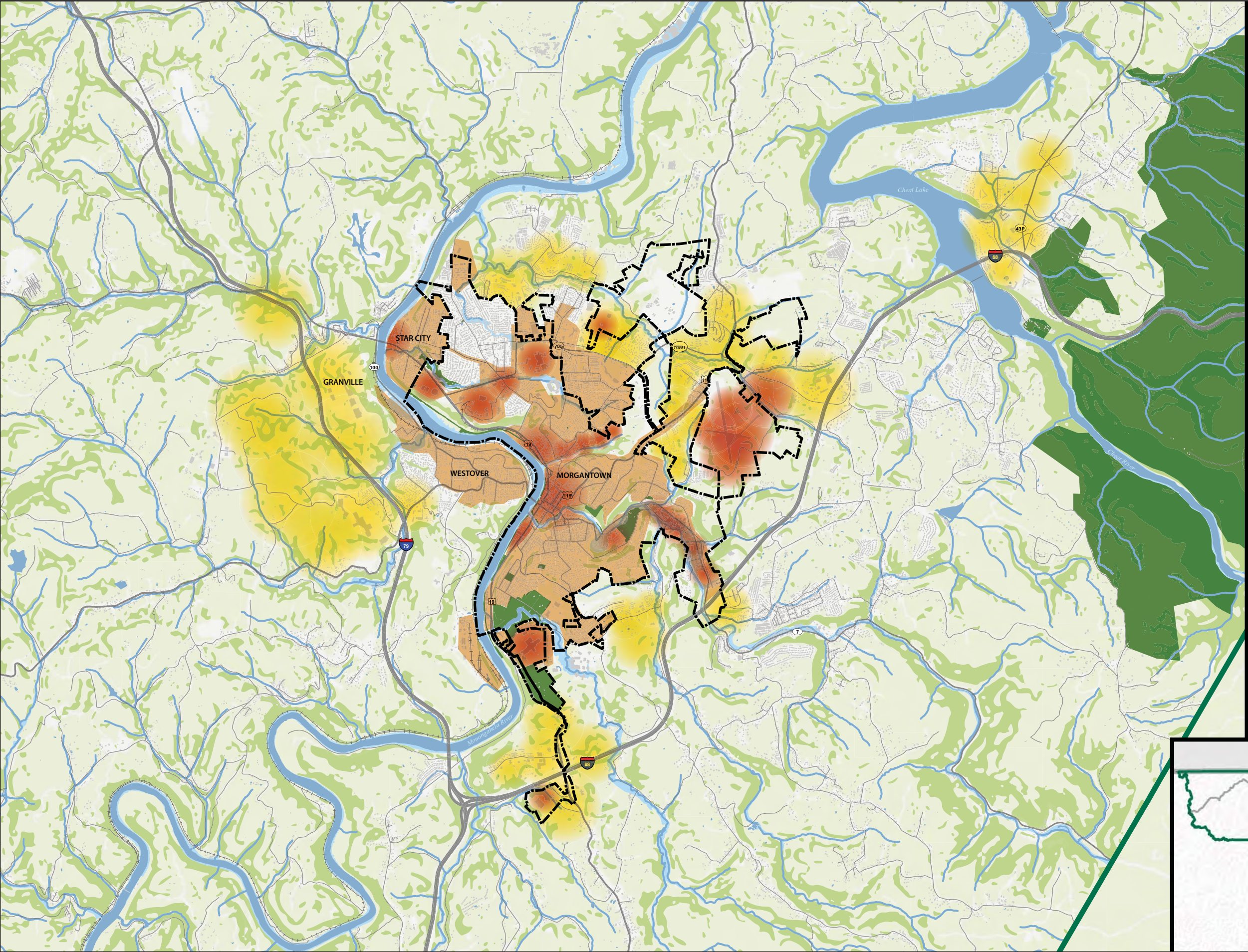
Restricted (floodplain) – Areas that are subject to development, but where development is restricted by local and federal regulations due to a high risk of flooding.

Encouraged Growth – Areas where growth should be strongly encouraged for economic development interests and revitalizing neighborhoods and districts. Such growth includes new development and redevelopment within existing areas.

Infill and Redevelopment Growth – Existing developed areas where additional growth through infill or redevelopment is appropriate.

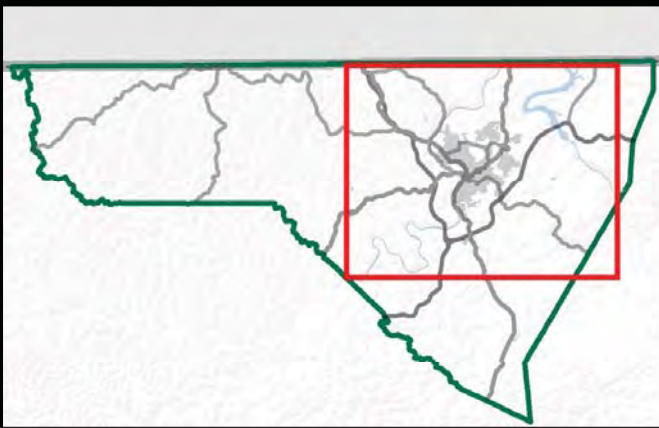
Controlled Growth – Developing areas, or currently undeveloped land where more growth is likely due to proximity to existing thoroughfares, infrastructure and adjacency to recent development. Growth in these areas generally expands the footprint of the urban area and should be controlled to minimize negative impacts.

Limited Growth – All other areas that are subject to development, but where increased intensity is generally not desired. These areas include both existing open space and existing development and all developable land in areas of the County that are not shown.



Conceptual Growth Framework

- Preserved Open Areas
- Reserved Open Areas
- Retricted Areas (Floodplain)
- Encouraged Growth
- Infill and Redevelopment
- Controlled Growth
- Limited Growth



3. Land Management

The Land Management chapter is the critical element of the Comprehensive Plan Update providing guidance for the physical development and redevelopment of Morgantown. This chapter addresses strategies for enhancing the downtown and riverfront, strengthening neighborhoods, improving community appearance, and protecting open space. This element of the Comprehensive Plan Update also substantially influences the other elements of the plan, particularly Transportation.

A. Goal

Efficient and attractive use of land resources that strengthens the quality, character, and upkeep of the built environment while balancing redevelopment and strategic expansion with open space preservation.

B. Context and Key Findings

This section summarizes the key findings from the public input and technical analysis that support the Land Management element. These findings guided the direction for the Land Management Principles, policies and maps.

Public Input

The following are key points heard in stakeholder interviews and the public workshops that relate to the Land Management element.

Infill and redevelopment should be a priority. Growing inward was one of the strongest themes from the public workshops. While many participants accept that it is difficult to stop or limit growth in rural areas outside the City of Morgantown, most expressed a strong preference for infill and redevelopment of underutilized sites within Morgantown and adjacent urban areas. Areas in Downtown, the Wharf District and other parts of the riverfront, student neighborhoods adjacent to WVU's campuses including Sunnyside, and older neighborhoods such as Second Ward and the Greenmont area were mentioned as having infill and/or redevelopment opportunities. However, participants also emphasized the need to ensure that any new, more intensive developments are compatible with their surrounding context and that single-family neighborhoods are preserved and protected.

Chapter outline

A. Goal	21
B. Context and Key Findings	21
C. Land Management Direction	33
D. Regulatory Implications	49
E. Objectives and Strategies	51

West Virginia Code Compliance

This chapter addresses the following topics required for a Comprehensive Plan in Chapter 8A of the West Virginia Code:

- Land Use
- Rural
- Community Design
- Preferred Development Areas
- Redevelopment
- Historic Preservation

Transportation and land use issues are connected. Participants generally acknowledged that much of the transportation challenges the region faces are related to current patterns of development, particularly outside the City of Morgantown. The region's topography, existing roadway corridor alignments, and barriers to increasing multi-modal capacity created by the built environment are already major challenges to creating an ideal transportation network. Haphazard growth in unincorporated areas has exacerbated these challenges.

Support mixed-uses and complete neighborhoods. Participants expressed a desire for the creation of complete neighborhoods — those that include a variety of land uses and housing types. Complete neighborhoods are strengthened by diverse, multi-generational households living in proximity to one another. Mixed-use neighborhoods that offer basic goods and services are less auto-dependent provided they are well connected to adjacent neighborhoods and districts.

Improve appearance of areas throughout the community. Participants felt that many areas of the city, both old and new could be more attractive. Student housing often is generic and low-quality in appearance. By placing a greater emphasis on the appearance of the community and the role of Code enforcement, aesthetics in major gateways and corridors could be improved, and the quality of space become consistent.

Address lack of county-wide planning and zoning. Participants expressed concern about the lack of county-wide planning and zoning, which has enabled haphazard development, incompatible uses, and high density development without support of adequate road improvements; all of which have and led to a host of infrastructure deficiencies. Many participants believe these issues are obstacles to growth and primary drivers of transportation issues. The uncertainty that the lack of regulation creates is a challenge for business investment in new facilities.

Cooperate regionally to address land development, infrastructure and transportation issues. Participants expressed support for more cooperation within the region. They said that land use, transportation, infrastructure, economic development, environmental and other issues could most effectively be managed through collaborative efforts between various municipalities, the county, the MMMPO, state agencies and major employers.

Development in city is challenging. Those familiar with the city's development process say it is often lengthy and inconsistent. There are insufficient incentives to encourage development/redevelopment. Administrative approvals of additional Planning and Zoning Code reviews should be considered to speed the development process.

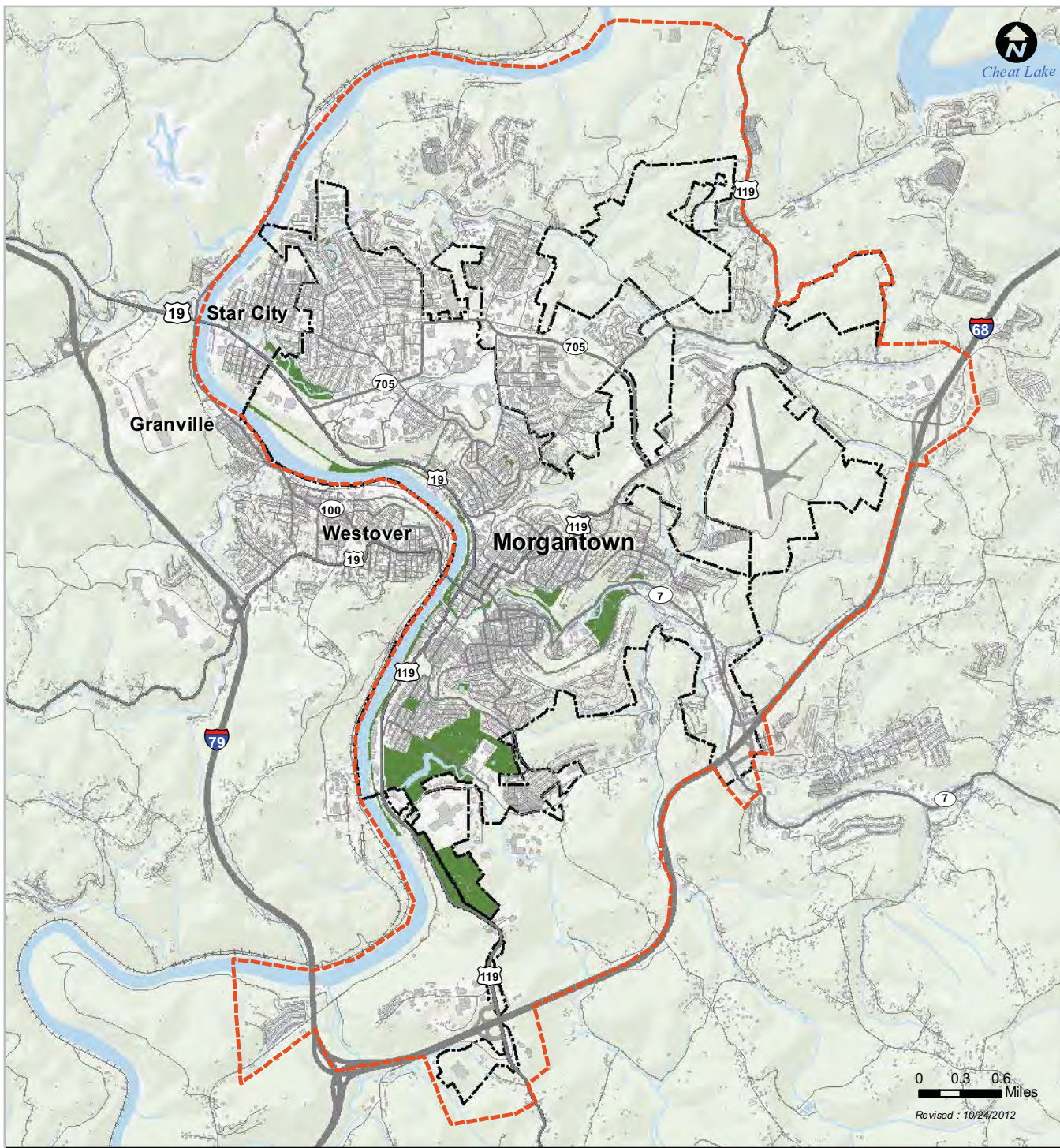
Existing Conditions and Trends

Early in the planning process, existing conditions and trends of the city and region were studied. The following are key trends that influenced the Land Management policies.

Among the most dense of West Virginia cities. Morgantown occupies approximately 10.5 square miles (6,723 acres including streets and water bodies). It has a population density of 2,825 persons/square mile (4.41 persons/acre, or about 3,000 persons/square mile) making it one of the most densely populated cities in West Virginia. However, over 40 percent the city's land is undeveloped because it is either WVU's agricultural campuses or the Morgantown Municipal Airport. If the WVU farmland and airport are not included in the calculation, the city's density would be almost 4,000 persons/square mile. Of course, density is not experienced at this macro scale, but rather, within neighborhoods. Many areas of the city look and feel very dense due to topographic constraints that limit the amount of buildable land and force development into relatively high-density clusters.

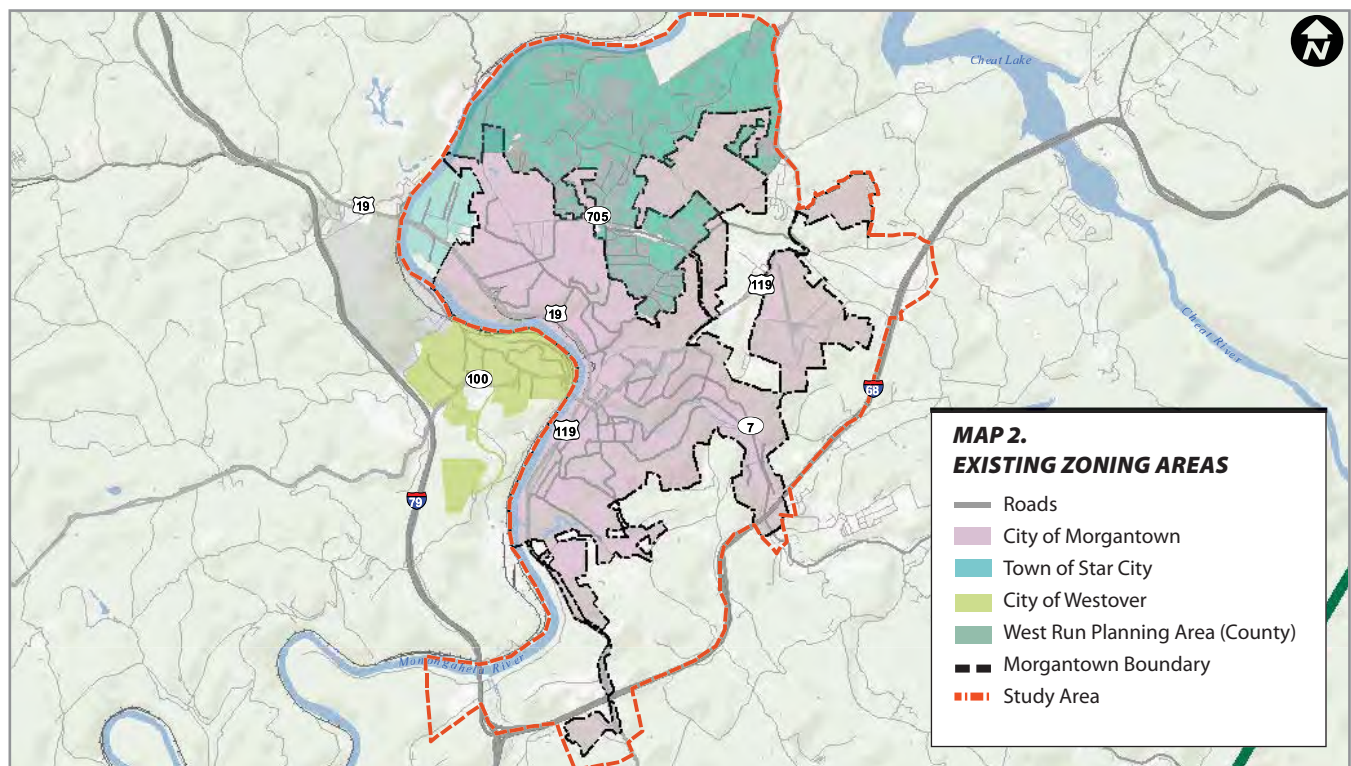
Relatively little recent growth through annexation. Since the year 2000, the city has expanded by approximately 125 acres. Over half of this area came through one 69-acre annexation, which brought the Walmart development south of I-68 into the city. No residential land was added to the city through annexation during the last decade. Between 1990 and 2000, the city added about 20 percent to its land area (approximately 1,180 acres) including 1,023 acres owned by WVU, which remains mainly farmland.

Mostly built-out. Morgantown is mostly built-out with very little undeveloped land within the city limits to accommodate growth. The undeveloped land that does exist is generally either owned by WVU or constrained by topography or floodplain. This leaves the city with the two options for capturing a larger proportion of the region's growth: 1) encouraging redevelopment and intensification of already developed areas of the city, and/or 2) expanding outward through annexation.



MAP 1. CONTEXT

- | | |
|-----------------------|-------------|
| — Roads | ▬ Buildings |
| Water Bodies | ▬ Parks |
| ▬ Morgantown Boundary | |
| ▬ Study Area | |



WVU land makes up approximately 32 percent of the city. Of the city's 5,611 acres, approximately 1,800 acres are owned by WVU. Of the 1,800 acres, approximately 1,280 acres (19% of the city) remains undeveloped farmland, serving as WVU's agricultural campuses.

Residential development is the largest land use. After WVU and other institutional uses, residential land makes up the largest portion of land uses with approximately 25 percent of the city. Most of the residential land within the city contains single-family uses (over 21%) with multi-family uses occurring mostly near downtown and WVU campuses. Neighborhoods near downtown are less homogenous, featuring a mix of residential types, from single-family, duplex and multi-family buildings at various densities.

Topography is a challenge to development. There is very limited land in the city that is undeveloped and much of that land is generally constrained by steep slopes. Throughout the county, topography has a major impact on development. Steep slopes reduce the developable area of a tract of land, or require major engineering interventions to accommodate structures – both of which increase the cost of development. Topography is particularly an obstacle for development of industrial uses and large format commercial centers, which require generous sites and space for large footprint buildings.

Most of unincorporated Monongalia County lacks long-range growth plans, zoning regulations, or development review requirements. Map 2 shows the areas within Monongalia County that have zoning. The West Run planning area is the only unincorporated area with zoning. The absence of zoning regulations in the county makes development unpredictable.

Development Patterns and Character

Since most of the City of Morgantown and the immediately surrounding area is already built, future conditions will depend strongly on the existing patterns and character of the existing development. This section of the Land Management element defines those existing patterns as Character Areas, which illustrate how the city and county have developed over time, and how the development pattern has changed.

The Character Areas (defined by their existing attributes) describe several types of neighborhoods, districts and corridors that have similar attributes such as lot sizes and coverage, land use, density, street pattern and connectivity, and building design. The locations of these areas are shown on the Pattern and Character Map (on the facing page). Since development patterns extend beyond jurisdiction boundaries, the map extends beyond the Morgantown city limits to encompass approximately the Morgantown Utility Board's stormwater management area and south to I-68 (see Study Area on Map 1).

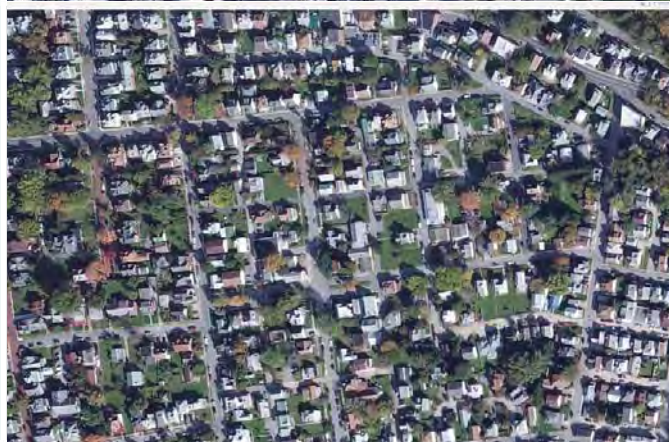
It is important to note that there is a wide variety of conditions within each character area and the boundaries of these areas as shown on the map are often not well defined. The intent is to generally represent the existing character of areas within the community.

NEIGHBORHOODS

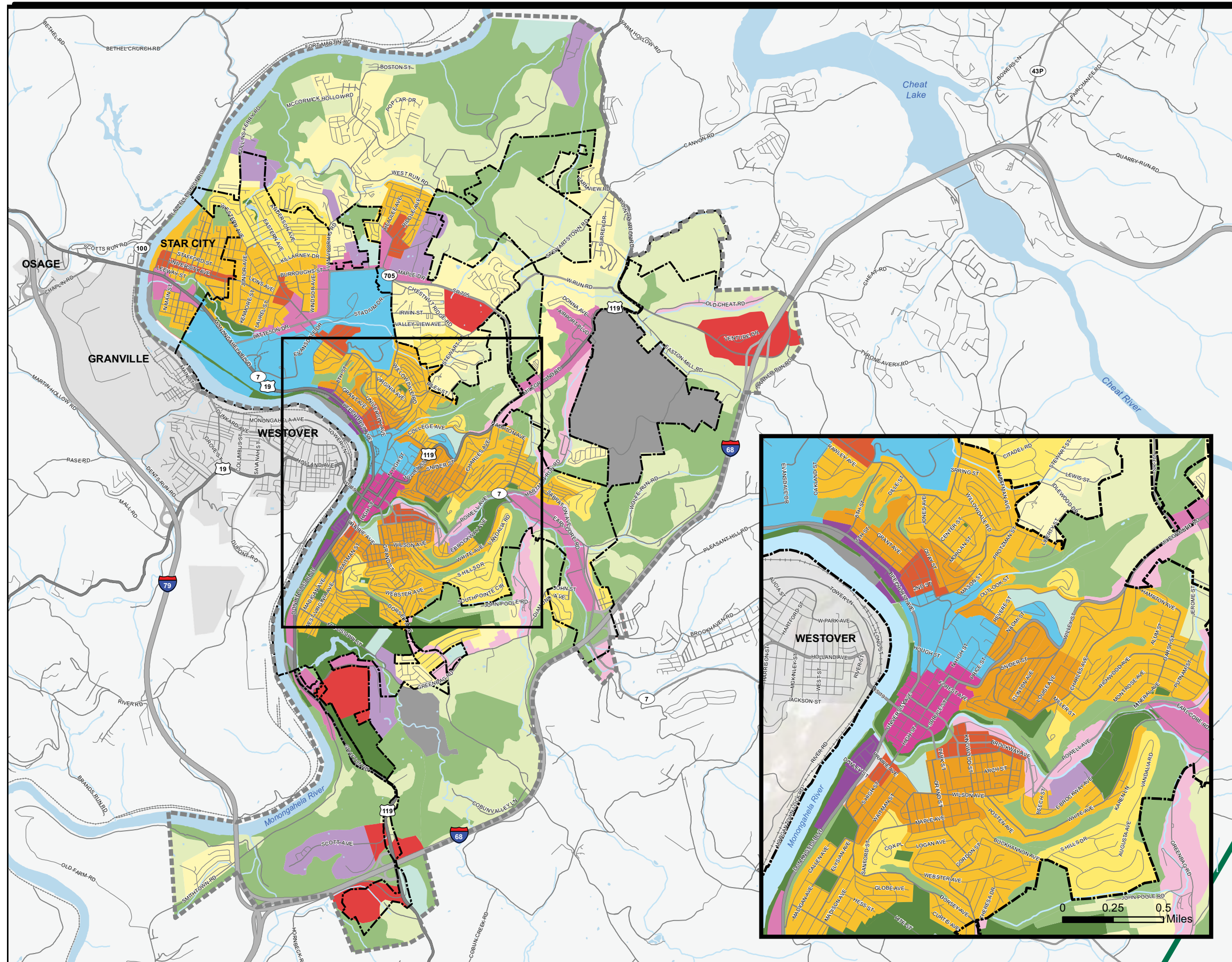
Core. The Core is the zone of densest development and is generally defined as Downtown Morgantown. The area has the highest level of connectivity with a grid street pattern with short walkable block lengths. Buildings range from two to twelve stories and are located close to each other and to the street. A mixed-use district, the core contains a range of retail, office, institutional and residential activities, with many buildings containing multiple uses within them. The street, network, building density and mix of uses support a high degree of pedestrian mobility.



Neighborhood 1. Neighborhood 1 includes the oldest residential areas in the city surrounding Downtown and WVU's campus. It encompasses most of the city's historic neighborhoods as well as areas dominated by student renters. This neighborhood type has the highest density of buildings on the smallest lots. The district contains a mix of housing types ranging from older single family homes to four-six unit apartment buildings to newly constructed multi-story apartment buildings – often with multiple housing types in the same block. Small-scale commercial or civic uses are also integrated into the neighborhood fabric. The blocks are small and generally follow a grid street pattern. This is the most walkable neighborhood area.



MAP 3.
PATTERN AND CHARACTER



Reverse side of Pattern and Character Map (intentionally blank)

NEIGHBORHOODS (CONT.)

Neighborhood 2. Neighborhood 2 is relatively lower density than neighborhood 1 with longer blocks and slightly larger lots. This district is primarily single-family residential but also includes some small-scale multi-family residential and commercial uses. The street pattern is generally a modified grid with more variety of block sizes, but still retaining a high degree of connectivity. The neighborhoods have multiple entry points with walkable access to transit, although many of these areas lack sidewalks. The multi-family buildings are either single-family structures that have been divided into multiple dwellings or small and isolated multi-unit buildings.



Neighborhood 3. Neighborhood 3 generally has the lowest residential densities in the study area. These neighborhoods are mostly homogenous – being almost exclusively single-family residential with isolated small multi-family residential, commercial or civic uses. These areas are mostly connected to the city street network and to other neighborhood areas but otherwise have a suburban character with limited access points (in some cases only one), large lot sizes, curvilinear streets and long blocks. These neighborhoods occur primarily at the edges of the city, and their street pattern is strongly influenced by topography.



Neighborhood 4. Neighborhood 4 is the most suburban with single-type residential developments that are disconnected from the fabric of adjacent areas. Residential density varies but each development typically has one type of housing product such as large-scale apartment complexes, semi-detached condos, mobile home parks and single-family developments where the homes are similar in size and amenities. These homogenous pods of development are primarily located at the city's edge and in unincorporated areas such as the County's West Run Planning District.



It is important to note that there is a wide variety of conditions within each character area and the boundaries of these areas as shown on the map are often not well defined. The intent is to generally represent the existing character of areas within the community.

DISTRICTS

Commercial Node. Commercial nodes exist in various locations throughout the study area. These large-scale, primarily retail developments have large single-story buildings that are set back from the roadway and surrounded by surface parking. They are located along arterial corridors and have limited points of entry. These nodes include Mountaineer Mall, Suncrest Town Center*, Walmart, and Glenmark Center*.



University. This district contains the campuses of West Virginia University, including Downtown, Evansdale, Law School, Health Sciences Campus, and Athletic Department Campuses. Building size and their relationships to each other and to streets vary but the districts are generally walkable. This district does not include the University's agricultural campuses (which are considered rural in character).



Office / Institutional / Industrial Campus. This character type identifies large developments where multiple buildings are part of a related use — often occurring in a campus-like setting. These sites include Mon General Hospital* and surrounding medical offices, and major employment centers such as Mylan Pharmaceuticals* and the National Energy Technology Laboratory*, and several smaller-scale office parks.



* Sites outside of Morgantown's city limits

DISTRICTS (CONT.)

Civic Campus. This district identifies large civic or semi-public facilities including the area's schools and their associated facilities. These districts often exist within or at the edges of neighborhoods.



Special District. Large special-use districts throughout the study area that do not conform to other designations. The Airport, the Federal Corrections Institute* and major utilities.

**CORRIDORS**

Commercial Corridor. Corridors are linear districts defined by development along arterial or collector roadways. Commercial Corridors are auto-oriented and are dominated by large single-story buildings setback from the street and parking areas facing the street. These corridors are generally not pedestrian friendly due to lack of sidewalks, long block lengths and many vehicle access points (curb cuts) which create conflicts for pedestrians.



CORRIDORS (CONT.)

Urban Corridor. Urban Corridors are located close to the Downtown Core and surrounding Neighborhood 1 areas and include most of Beechurst Avenue and University Avenue south of Downtown. They are the highest density corridors composed of a variety of building types ranging from small two-story residential structures to large multi-story buildings. They have the largest mix of uses, including multi-family residential, retail, office, institutional and accommodation facilities.



Neighborhood Corridor. Neighborhood Corridors are transitional areas between neighborhoods and more intensely developed commercial or urban corridors. The development pattern reflects the lot sizes and block structure of the surrounding neighborhood, but includes a mix of building types such as small residential buildings along the street and suburban-style buildings set back behind a surface parking lot. Uses also vary and include commercial, office, and multi-family residential. Since they share a neighborhood block structure, these corridors are more walkable than a Commercial Corridor. Due to the high levels of traffic, these areas will continue to face redevelopment pressure.



Mountain / Valley Corridor. Mountain / Valley Corridors are narrow strips of development that occur along roadways that trace ridges and valleys. They have many qualities associated with rural development such as streets that lack curb and gutter, small, one or two story buildings, and each address typically has direct driveway access to the thoroughfare. However, unlike typical rural areas where buildings are often set back far from the street, development in these corridors is often clustered in pockets that are very close to the street. Uses along these corridors tend to be eclectic, including single-family and multi-family residential, commercial, light industrial, warehousing and other uses.



OTHER AREAS

Rural. Rural areas are the least intensely developed. These include isolated residential or commercial uses and farming operations.

Natural. Land in its natural state that is mostly forested. Within the city, these areas are often undevelopable steep slopes.

Park. Public parks and major cemeteries.

Our intent for how and where to grow.

C. Land Management Direction

This Comprehensive Plan Update provides a critical opportunity to make informed choices about how and where growth and development should occur in the future. The land use recommendations of this chapter were made with consideration for the quality and character of the built and natural environment, fiscal impacts of growth and existing and future transportation needs. The land management direction is conveyed through two primary elements:

1. **Principles for Land Management** — Statements of intent about how and where growth and development in the city should occur.
2. **Land Management Map** — A graphic depiction of the principles, this map indicates where various conservation or development concepts apply throughout the city. The map and underlying concepts are supported by:
 - Preferred Development Types (and land uses)
 - Areas of Opportunity
 - Pattern and Character Map and Character Area descriptions

How to use the land management recommendations

The Land Management chapter will be consulted for any development proposal based on the following steps. If a proposal is not consistent with recommendations of any one of these steps, the proponent should re-evaluate and make adjustments (or provide justification for deviation) prior to submission. Once there is a formal submission, the staff report will identify whether or not the proposal is aligned with the following:

1. **Intent:** Development proposals will reflect the spirit and values expressed in the principles (statements of intent) on pages 34-37.
2. **Location:** Development proposals will be consistent with the Land Management Map (page 39). If the proposal applies to an area intended for growth, infill, revitalization, or redevelopment, then it should be compatible with that intent and with any specific expectations within Areas of Opportunity (pages 44-48). If the proposal applies to an area of conservation or preservation, it should be compatible with and work to enhance the existing character of the immediate surroundings.
3. **Pattern and Character:** Development proposals in growth areas will be consistent with the preferred development types described on pages 39-41. Development in areas where growth is not intended should be compatible with the relevant Character Area description (pages 26-32) and expectations for how those areas should evolve in the future.

Our intent for how and where to grow. In words...

Principles for Land Management

Eleven Principles describe the intent about “how” (character attributes) and “where” (conceptual location) growth and development in Morgantown should occur. They reflect a variety of land management themes that are mutually reinforcing, including the quality, appearance, pattern, character, and organization of development, environmental quality, efficient use of infrastructure, and expanding connectivity and mobility choices for residents. These principles should be used to help guide the city on how to use land resources in a more efficient and effective manner to foster a high quality community with a distinct sense of place.

These principles are compatible with the regional principles outlined in Chapter 2, but are specific to the scale, conditions and aspirations of the City of Morgantown.

1. Infill development and redevelopment of underutilized and/or deteriorating sites takes priority over development in greenfield locations at the city’s edge.

It is preferable to accommodate growth within the existing urban area in locations that are appropriate for and can support increased development densities. Infill and redevelopment will occur in a strategic manner that considers community needs like access to amenities, transportation service and the quality and quantity of open space.

- Areas for future development are identified for all three areas (infill, redevelopment and greenfield). Though infill and redevelopment are priorities, that does not imply that all infill or redevelopment capacity must be consumed prior to support for any greenfield development.
- When infill or redevelopment occurs it will be done with great care so as not to compromise the quality of life for existing residents as a result of inappropriate building placement or size, unreasonable traffic impact or other identifiable negative consequences.

Infill describes the development of land in existing urban and suburban areas that is vacant but is near existing development and infrastructure.

Redevelopment is improving or utilizing buildings or sites that have been developed, but are not reaching their highest and best use.

2. Expansion of the urban area will occur in a contiguous pattern that favors areas already served by existing infrastructure.

To the extent that outward expansion of the urban area occurs, it should progress in a concentric pattern, emphasizing areas relatively nearest to the City’s geographic center. Development should promote responsible management of the region’s transportation and utility infrastructure, and help to provide services efficiently by preferring sites that are supported by existing capacity.

- When new growth occurs on the edge of the community, it will be done with a planned pattern, which minimizes demand for new infrastructure and community services. Such greenfield development should be clustered to preserve open space and avoid negative impacts on steep slopes, wetlands, waterways, and scenic quality.

3. Downtown, adjacent neighborhoods and the riverfront will be the primary focus for revitalization efforts.

The city will continue to invest in strengthening Downtown and adjacent areas as the civic, commercial, and cultural core of the region.

- Policies will encourage investment in neighborhoods at the edge of Downtown including Greenmont, South Park, Chancery Hill, Sunnyside, Woodburn, Wiles Hill and Highland Park.
- WVU's Downtown Campus will be leveraged to attract new development and help strengthen the city's core.
- The Wharf district will continue to develop as mixed-use district with strong physical and economic connection to downtown and the river.

4. Existing neighborhoods throughout the city will be maintained and/or enhanced.

The city will continue to invest and encourage private investment in all neighborhoods that strengthens their existing character and value through maintenance and improvements of properties, infrastructure and civic amenities.

- Particular attention will be given to respecting the integrity of stable single-family residential areas from incompatible uses such as large-scale commercial or multi-family residential development, and studentification trends.
- Development will be done with care to avoid compromising the quality of life of existing residents.
- Development will strengthen public amenities (sidewalks, lighting, open space), improve community appearance, remedy blighted properties, and preserve and protect community valued viewsheds.

5. Quality design is emphasized for all uses to create an attractive, distinctive public and private realm and promote positive perceptions of the region.

Public areas (streets, sidewalks, parks, streetscapes, etc.) and private areas (building facades, lawns, landscaping, parking lots, driveways, etc.) are planned and designed to balance function, appearance, and affordability, while allowing for creative differences, innovation, and diversity of design.

6. Development that integrates mixed-uses (residential, commercial, institutional, civic etc.) and connects with the existing urban fabric is encouraged.

Places are created with multiple uses—residential, commercial, and institutional, among others—in proximity to each other, perhaps on the same site and/or in the same structure. Close attention is given to the compatibility of those uses and their surroundings. Uses are arranged in a manner that maximizes pedestrian activity.

- Mixed-use centers, places that mix retail, residences, offices and civic uses at various scales will be an encouraged development pattern in the city.
- Districts will be designated for commercial and/or industrial uses that are not appropriate in a mixed-use setting.

7. Places will be better connected to improve the function of the street network and create more opportunities to walk, bike and access public transportation throughout the region.

While the region's topography is a challenge to creating an ideal level of connectivity, opportunities will be sought to improve the street pattern and thereby increase travel options, potentially decrease vehicle miles, reduce congestion and improve wayfinding.

- A connected grid street pattern, or modified grid system, is the preferred network for future development and redevelopment.
- Well-connected streets will be designed with short blocks and include sidewalks to facilitate walking.
- Bicycle and pedestrian paths and supporting amenities will be integrated into new development and areas undergoing redevelopment.

8. A broad range of housing types, price levels and occupancy types will provide desirable living options for a diverse population.

Housing in Morgantown will continue to be diverse in type (single-family and multi-family, detached and attached, etc.) and offer options for both ownership and rental occupancy at a wide range of price levels.

- New residential development will offer a variety of housing types and prices, including affordable and workforce housing.
- Housing diversity will exist within a neighborhood fabric, connected to other districts and corridors.

9. Residential development will support the formation of complete neighborhoods with diverse housing, pedestrian-scaled complete streets, integrated public spaces, connection to adjacent neighborhoods, and access to transportation alternatives and basic retail needs.

Complete neighborhoods include a variety of land uses (residential, commercial, civic and recreational areas), building types, and housing types; have an identifiable center that offers basic services such as grocery stores and specialty shops; support a variety of travel options; are well-connected to adjacent neighborhoods and districts; and seamlessly integrate diverse, multi-generational residents living in proximity to one another.

- Neighborhoods will be walkable with quality streets that accommodate both bicycles and automobiles, but give priority to the pedestrian experience.
- Civic, institutional, and public spaces will form the physical nucleus of the neighborhoods.
- Basic retail service will be located nearby (accessible via walking and/or biking) or integrated with residential areas in the form of neighborhood centers.

10. Parks, open space, and recreational areas are incorporated as part of future development.

Future development will contribute to expanding the quantity, quality, access to, and connections between the region's parks, open space, and recreational amenities.

- Wooded areas, steep slopes, and community valued viewsheds will be protected and integrated into new developments, and connected when possible to create a continuous open space system.
- The city will enhance efforts to protect watersheds and floodplain areas when development or redevelopment occurs.
- Convenient and accessible recreational opportunities will be provided for all ages.
- Existing recreational, green space, public areas, open and natural spaces will be enhanced and new areas set aside that connect people to the natural environment and promote recreational opportunities to support active and healthy lifestyles.

11. Environmentally sensitive and sustainable practices will be encouraged in future developments.

Development will be designed to reduce potentially negative impacts on environmental features such as steep slopes, stream corridors, wetlands, and significant stands of mature trees.

- New construction will employ context sensitive design to reduce impacts on existing site features and the natural environment.
- Green building practices will be encouraged to minimize the consumption of resources, employ recycling of building materials, and promote quality indoor living and working environments.
- Green stormwater and graywater management options will be encouraged to retain and reuse stormwater to reduce surface runoff, which may have negative impacts on the watershed.
- Infill and redevelopment will maintain or enhance the urban tree canopy.





Our intent for how and where to grow. In graphics...

Land Management Map

Morgantown has choices relative to how it will grow in the future. These choices and aspirations are expressed in the Land Management Principles. The Land Management Map illustrates where the Principles could be implemented, identifying areas where urban expansion (greenfield development), infill and redevelopment are appropriate and where existing areas (both developed and undeveloped) should be protected from significant change. Below are the general concepts depicted on the map. Further detail on the development intent for specific areas (numbered on the map) is described in the next section.

GENERAL CONCEPT AREAS



CONSERVATION (MAINTAIN AND PROTECT)

-  **Preserve:** Land that is permanently protected by regulations or ownership such as nature preserves, recreational open space and public parks.
-  **Reserve:** Undeveloped land with significant environmental constraints (steep slopes, floodplain, mature forest) or farmland that is likely to remain as open space or an agricultural use. These areas may be subject to development and should be considered for preservation.
-  **Neighborhood Conservation*:** Preservation of existing neighborhood character and continued maintenance of buildings and infrastructure.
-  **Limited Growth / Conservation Development:** Primarily rural areas that have value as open space but are subject to development. To the extent that development occurs, it should be clustered to retain open space and protect significant environmental features.

DEVELOPMENT (INFILL, REDEVELOPMENT, EXPANSION)

-  **Downtown Enhancement:** Continued infill and redevelopment in the Downtown core with a mix of employment, civic, commercial and residential uses as described in the 2010 Downtown Strategic Plan Update.
-  **Corridor Enhancement**:** Improving development along corridors with a mix of uses, increased intensity at major nodes or intersections and roadway improvements to improve traffic flow, pedestrian and biking experience.
-  **WVU Campus Development:** Growth within WVU's campus areas that supports the University's functions. Development may include a mix of institutional, residential, civic and commercial uses.
-  **Neighborhood Revitalization:** Stabilization and reinvestment in existing neighborhoods that includes improvements to public and private buildings and infrastructure, and support for infill development, adaptive reuse and redevelopment that offers a mix of residential types and supporting uses.
-  **Infill and Redevelopment*:** Existing developed sites or districts that are underutilized or functionally obsolete, where infill development or redevelopment that is consistent with the surrounding context is appropriate.
-  **Encouraged growth:** Areas where new growth is encouraged primarily for economic development. These areas may be special districts or mixed-use areas.
-  **Controlled growth / Traditional Neighborhood Area*:** Areas where growth is not strongly encouraged but where mixed-use development could be supported because of proximity to planned or existing roadways and utilities. Appropriate development may include a traditional neighborhood pattern (walkable with a distinct center and edge), an open space development pattern, or special use districts. Care should be taken to ensure that new development is compatible with existing development patterns in the area.

OTHER MAP AREAS

-  **Developed Areas:** Existing developed areas outside the city where neither a conservation nor development intent applies.
-  **Areas of Opportunity:** Area where a more specific development intent applies (see page 44).

*See Map 3. Pattern and Character for existing context.

**Hatched areas indicate opportunities for corridor enhancement within another concept area.

MAP 4 **LAND MANAGEMENT**

- Preserve
- Reserve
- Limited Growth
- Neighborhood Conservation
- Downtown Enhancement
- Corridor Enhancement
- WVU Campus Development
- Neighborhood Revitalization
- Infill and Redevelopment
- Encouraged Growth
- Controlled Growth/Traditional Neighborhood Area

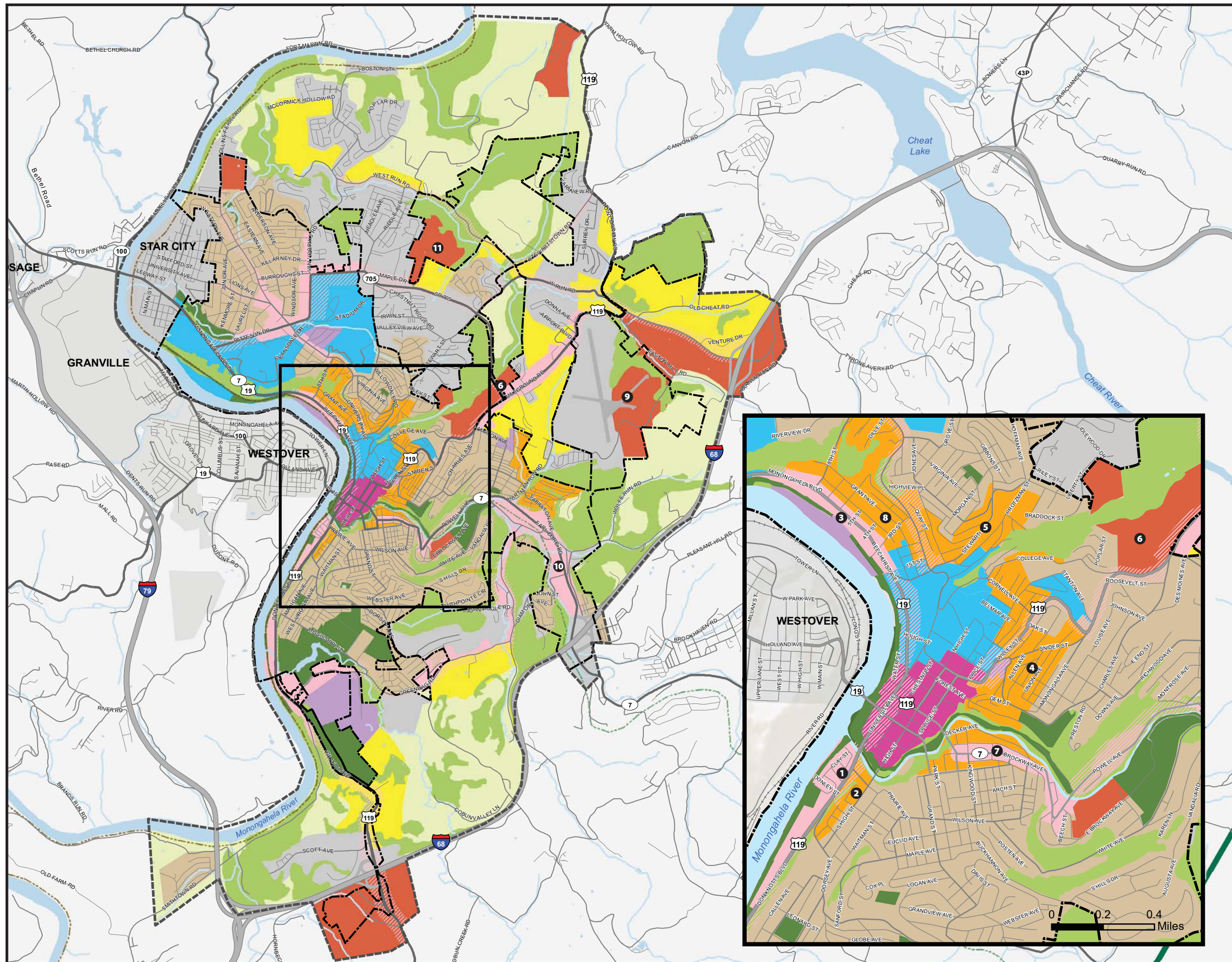
- Developed Areas
- Roads
- Water Bodies
- Morgantown Boundary
- Study Area

Areas of Opportunity

- Waterfront / Wharf District
- South High Street and University Avenue
- Beechurst Avenue Corridor
- North Willey Street / Richwood Avenue Area
- Stewart Street Area
- 705 University Farms Area
- Brockway Avenue Corridor (Route 7)
- Sunnyside
- Airport Technology Park
- Sabraton, Earl L. Core Rd.
- University Research Park

0 0.5 1 Miles

Revised : 3/20/2013



Reverse side of Land Management Map (intentionally blank)

PREFERRED DEVELOPMENT TYPES

The matrix below indicates the development types that are generally appropriate in each concept area. These development types are described at the bottom of this page and on pages 42-43. More specific guidance for a number of areas of opportunity identified on the Land Management Map can be found on pages 44-48.

		Appropriate Development Types										
CONCEPT AREA		SF	TF	MF	C	NX	UC	CC	O	I	CD	OS
<div></div>	Core Enhancement			●	●	●	●					●
<div></div>	Corridor Enhancement*			●	●	●		●	●			●
<div></div>	WVU Campus Development		●	●	●	●	●		●	●		●
<div></div>	Neighborhood Revitalization	●	●	●	●	●						●
<div></div>	Infill and Redevelopment*			●	●	●	●		●			●
<div></div>	Encouraged Growth			●	●	●	●		●	●		●
<div></div>	Controlled Growth	●	●	●	●	●			●	●	●	●
<div></div>	Neighborhood Conservation*	●	○	○	●							●
<div></div>	Limited Growth	●			●						●	●
<div></div>	Preserve											●
<div></div>	Reserve											●

* Appropriate development depends on existing context. See Development Patterns and Character (pages 26-32)

○ Neighborhood Conservation is a concept intended to maintain and protect existing neighborhoods. Multi-family residential may be appropriate in these areas if such development currently exists there. Multi-family residential is not appropriate for many Neighborhood Conservation areas.

DEVELOPMENT TYPES AND LAND USES

The figures below and on the following pages describe and illustrate typical characteristics of various types of development that are referenced in the land management concepts. The sketches and photographs are intended to reflect the general size of buildings and their relationships to each other and to the street. The examples show that a range of architectural styles can be accommodated in any given development pattern. The illustrations should not be interpreted as a preference for a particular architectural style.

DEVELOPMENT TYPE DESCRIPTIONS

SF Single Family Residential

Detached 1-2.5 story residential structures each intended for one family. Densities range from six to twelve units per acre.

PATTERN AND CHARACTER EXAMPLES



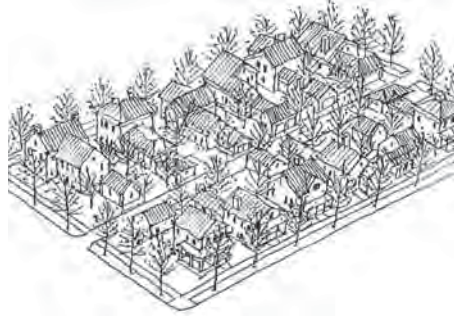
DEVELOPMENT TYPES AND LAND USES (CONTINUED)

DEVELOPMENT TYPE DESCRIPTIONS

PATTERN AND CHARACTER EXAMPLES

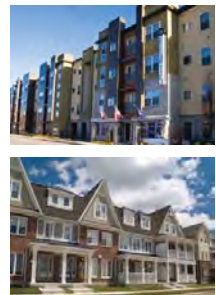
TF Two Family Residential

Detached structures that each contain two separate residential dwellings and townhouse dwelling types. May be built in a similar pattern as single-family structures and integrated in neighborhoods with other single-family structures and/or at the edge of single-family neighborhoods. Densities range from six to twenty units per acre.



MF Multi-family Residential

Includes various forms such as apartment buildings where three or more separate residential dwelling units are contained within a structure and townhouse dwelling types. They vary considerably in form and density depending on the context – from four-story or larger buildings set close to the street in and at the edge of the downtown core and along major corridors, to smaller two- to four-story buildings with greater street setbacks in areas between the downtown core and single-family neighborhoods.



C Civic and Institutional

These sites include both public uses (government buildings, libraries, community recreation centers, police and fire stations, and schools) and semi-public or private uses (universities, churches, hospital campuses). Public uses should be strategically located and integrated with surrounding development. Civic and Institutional sites may be distinctive from surrounding buildings in their architecture or relationship to the street.



NX Neighborhood Center Mixed-Use

A mix of housing, office, commercial, and civic uses adjacent to one another or contained within the same structure (such as offices or apartments above ground-floor retail). Such uses should be compatible with and primarily serve nearby neighborhoods (within 1/2 mile). Parking should be located behind or to the side of buildings and may be shared between multiple uses.



UC Urban Center Mixed-Use

A mix of housing, office, commercial, and civic uses located adjacent to one another or sharing the same building. Buildings are generally larger in scale than neighborhood mixed-use and contain more employment and commercial uses that serve the broader community. Buildings should be located near the street with parking provided on-street or in shared parking configurations behind or between buildings.

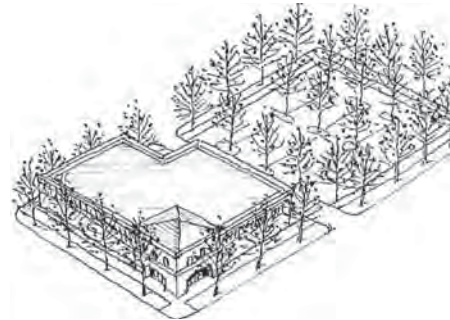


DEVELOPMENT TYPE DESCRIPTIONS

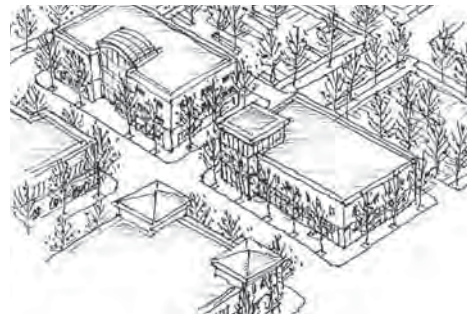
PATTERN AND CHARACTER EXAMPLES

CC Community Commercial

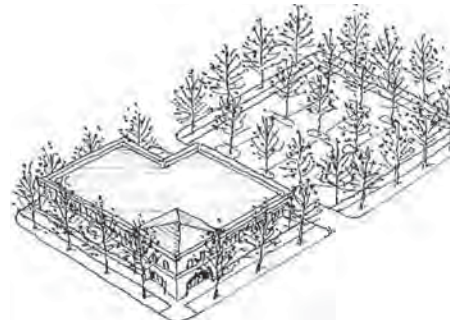
Larger scale, primarily retail, restaurant and accommodation uses that serve the broader community. Buildings should be located close to the street with parking to the rear or side and should be well-connected to surrounding development and pedestrian infrastructure.

**O Office / Research**

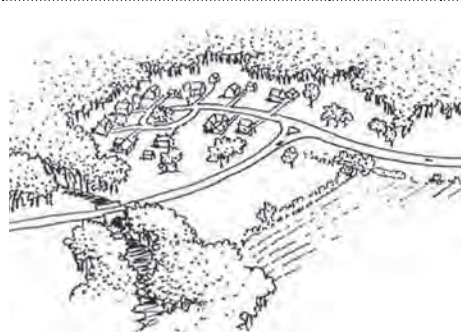
Larger-scale 2-6 story buildings generally housing professional offices or research/development activities with single or multiple tenants. May involve multiple large-scale buildings in a campus setting, but buildings should be in a walkable configuration with shared parking typically behind or to the side. Supportive retail establishments may occupy the lower levels of a multistory building. Supportive retail uses include coffee shops, delicatessens, barbers, and bookstores among others.

**I Limited Industrial**

Typically 1-2 story large footprint buildings intended for light industrial development, clean manufacturing or warehousing activities.

**CD Cluster Development**

Primarily residential development on large sites (typically at least 40 acres) where relatively small lots are arranged in a clustered pattern, rather than larger lots spread over the entire site. This type of development leaves a significant area of a site undeveloped (often 50%) to preserve significant natural areas such as steep slopes, stream corridors and areas of mature trees.

**OS Greenspace**

Includes formal parks, recreation areas, trails, and natural open space.



AREAS OF OPPORTUNITY

The Land Management Map identifies a series of locations where specific development intent beyond the general concept applies. These locations are:

1. Waterfront / Wharf District

Location: Approximately 25 acres immediately south of Decker's Creek and Downtown between University Avenue and the Monongahela River.

Context: Urban Corridor

Concept Area: Core Enhancement; Corridor Enhancement

Intent: Continued infill as a dynamic mixed-use riverfront district with employment, entertainment, accommodation and residential uses that serves as a gateway into downtown as described in the 2010 Downtown Strategic Plan Update.

- Dense pedestrian-friendly mixed-use village with mixed-use buildings organized along University Avenue, existing streets and alleys and along the river.
- Create a north-south pedestrian and bicycle accesses to the River at regular intervals at the ends of the alleys that extend to downtown.

2. South High Street and University Avenue

Location: Area east of University Avenue along South High Street between Decker's Creek and Caddell Street.

Context: Neighborhood Corridor

Concept Area: Neighborhood Revitalization; Neighborhood Conservation

Intent: A mixed-use, primarily residential, district with buildings that are organized on an urban street pattern and along open space connections to both the Creek and River as described in the 2010 Downtown Strategic Plan Update.

- Infill buildings should be compatible with the existing historic fabric of downtown as per the Main Street Downtown District Design Guidelines.
- Consider the scale, massing, setbacks and architecture of Chancery Hill when evaluating development plans.
- Link South High Street with University Avenue below Chancery Hill and align intersections across to the Wharf District and the riverfront.
- Utilize topography to provide tuck under parking.
- New Mixed-Use Development along University Avenue and Prairie Avenue that will offer retail/commercial on the ground floor and either office or residential on the upper floors.

3. Beechurst Avenue Corridor

Location: Area along Beechurst Avenue between 8th Street and Campus Drive.

Context: Urban Corridor

Concept Area: Corridor Enhancement; Infill and Redevelopment

Intent: Infill and redevelopment that creates a pedestrian-friendly mixed-use corridor that provides services for the Sunnyside neighborhood and serves as an attractive gateway to WVU's campus and Downtown.

- Buildings should be oriented along the street with consistent setbacks and parking to the rear or side.
- Coordinate building materials, building heights, off-street parking standards, streetscape improvements, pedestrian connections and levels of architectural detailing.

4. North Willey Street / Richwood Avenue Area

Location: Predominantly residential area east of WVU's downtown campus and west of the designated Woodburn Neighborhood.

Context: Neighborhood 1

Concept Area: Neighborhood Revitalization; Infill and Redevelopment

Intent: Redevelopment with a mix of higher density predominantly residential uses suitable for proximity to WVU's campus and downtown.

- Pedestrian-friendly mixed-use redevelopment at the North Willey Street and Richwood Avenue intersection that provides goods and services for the adjoining neighborhoods and WVU dormitory residents and serves as an attractive gateway to WVU's campus and Downtown.
- Improved pedestrian crossing along North Willey Street connecting the adjoining neighborhoods with WVU's campus.
- Improved pedestrian way connecting immediate area and Woodburn neighborhood with Downtown.

5. Stewart Street Area

Location: Predominantly residential area between and along Falling Run Road and Protzman Street to Wiles Hill / Highland Park neighborhood.

Context: Neighborhood 1; Neighborhood 2

Concept Area: Neighborhood Revitalization; Infill and Redevelopment

Intent: Redevelopment with a mix of higher density predominantly residential uses suitable for proximity to WVU's campus and downtown.

6. 705 University Farms Area

Location: WVU-owned agricultural land west of Route 705.

Context: Rural

Concept Area: Encouraged Growth

Intent: Encourage WVU's continued growth and expansion within strategic areas the University currently owns and located along an arterial roadway.

- Growth in this area should be accessed and supported by a new multi-modal transportation corridor connecting the University Avenue and Route 705 corridors.
- Development strategies should focus on public-private partnership opportunities that strengthens the community's tax base and provides institutional uses, mixed-housing types and densities, neighborhood-scaled commercial uses, and open space and recreation.

7. Brockway Avenue Corridor (Route 7)

Location: Area along Brockway Avenue between Decker's Creek and Cobun Avenue.

Context: Neighborhood Corridor

Concept Area: Corridor Enhancement and Neighborhood Revitalization

Intent: Redevelopment along the corridor that is mixed-use with a residential emphasis, such as live-work structures or commercial and office uses that serve surrounding neighborhoods.

- Remove above ground utilities that are no longer functioning in order to create more vertical space for redevelopment.
- Create parks in the floodplain to help with stormwater management and to utilize unbuildable areas.
- Develop a pedestrian connection between neighborhoods and Deckers Creek Trail.
- Enhance public realm by improving and developing sidewalks, crosswalks, and pedestrian-scaled lighting.
- Mixed-use commercial development should be neighborhood-scaled to provide basic goods and services to the adjoining neighborhoods.

8. Sunnyside

Location: Sunnyside neighborhood generally described as north of WVU's downtown campus between the Wiles Hill Neighborhood and the Monongalia River north to Eighth Street.

Context: Neighborhood 1

Concept Area: Neighborhood Revitalization; Corridor Enhancement; Infill and Redevelopment

Intent: Revitalization as recommended in the Sunnyside Up plan with a diversity of housing types, increased residential densities, mixed-use development, infrastructure improvements and civic amenities including parks and open space.

- A strategic balance of development intensities, infrastructure improvements, and civic amenities. The Sunnyside Up vision encourages the blending of residential, employment and recreational opportunities for students, young professionals, University staff and families.
- Improvements to pedestrian and vehicular infrastructure will need to run in parallel with a growth in the neighborhoods population.
- Capacity issues for the neighborhood's utility systems must be evaluated prior to redevelopment.
- Civic amenities should be a highlight of redevelopment efforts in the neighborhood and include riverfront connections, plazas, pedestrian green spaces, "pocket" parks, recreational facilities and open space amenities, and pedestrian connections.

9. Airport Technology Park

Location: Planned business and industrial park on the east side of the Morgantown Airport.

Context: District

Concept Area: Encouraged Growth

Intent: To diversify the community's employment and industry base by developing a business / industrial park well-situated near the Interstate 68 / Pierpont Road exit and the Morgantown Municipal Airport and properties adjoining the airport along Hartman Run Road.

- Construction of the new West Virginia National Guard Readiness Center will open access to approximately 90 additional acres for the development of light industry, manufacturing, office uses.

- Continued growth of the commercial and corporate traffic at the airport and efforts to extend the runway will contribute to related market opportunities.

10. Sabraton, Earl L. Core Rd.

Location: Primarily commercial development along Earl L. Core Road between County Route 64 (Decker's Creek Boulevard) and I-68.

Context: Commercial Corridor

Concept Area: Corridor Enhancement; Infill and Redevelopment

Intent: Continued infill and redevelopment as a dynamic mixed-use employment, retail, accommodation, and residential district that serves as a gateway from Interstate 68.

- New mixed-use development organized along Earl Core Road offering retail/commercial on the ground floor and office and residential on the upper floors with connections to the Deckers Creek Trail.

11. University Research Park

Location: West Virginia University's Research Park north of 705 adjacent to Mon General Hospital.

Context: Rural

Concept Area: Encouraged Growth

Intent: Encourage WVU's emergence as a research university focused on driving knowledge-based economic development and advancing technology transfer and commercialization of its inventions.

- Significant employment related development should aid in attracting high technology companies seeking to collaborate with WVU; provide a location for businesses that will license WVU technologies; and, serve as a location for spin-off companies based on technologies developed by WVU faculty, staff, affiliates, and students.

D. Regulatory Implications

Development regulations are the key tool in implementing the land use principles, maps, objectives and strategies. The existing development regulations should be reevaluated with respect to how well they reflect the recommendations in this Plan. These regulations should be reviewed periodically in light of recent development to determine whether they are encouraging desirable outcomes.

In general, Morgantown's current development regulations focus primarily on permitted and prohibited uses and limits to the density of development. A new approach to regulating development could be more effective in achieving intended outcomes in some areas of Morgantown; one that is based on form and is prescriptive in nature, stating what is desired.

Various tools could be considered including standards for building or streetscape design, landscaping, lighting or signs, and could be applied to specific areas or city-wide. These standards could be integrated into portions of the existing code or adopted through a form-based district (see sidebar). This Comprehensive Plan includes the following 28 strategies that involve creating, revising, or evaluating development regulations.

Form-based Regulations

Form-based zoning goes beyond the conventional zoning controls of segregating and regulating land use types and defining building envelopes by setback requirements and height limits. Instead, form-based codes address the detailed relationship between buildings and the public realm of the street, the form and mass of buildings in relation to one another, and the scale and type of the streets and blocks. Form-based codes are constructed on specific urban design outcomes desired by the community.

REGULATORY STRATEGIES

LM 1.1	Update the Mainstreet Morgantown Design Guidelines to address specific considerations in each of the "Character Areas" that are identified in the 2010 Downtown Strategic Plan Update.	LM 4.2	Create regulations that require future commercial development to include public space (i.e. walkways, pocket parks, seating areas, bicycles storage (origin) and racks (destination), etc.)
LM 1.2	Rezone sites within the Downtown "Character Areas" as recommended in the 2010 Downtown Strategic Plan Update.	LM 4.3	Revise zoning regulations to permit mixed-use development at appropriate scales in various zoning districts.
LM 2.7	Adopt regulations that provide for an expedited development review and approval process in designated areas if proposals meet specific criteria.	LM 5.1	Incorporate "park-once" site design requirements to support mixed-use development.
LM 3.1	Update development standards to require high-quality pedestrian-scaled complete streets with sidewalks, street trees, adequate lighting, and tree lawns in newly developed residential areas.	LM 5.2	Permit higher density development in areas that are well-supported by existing or planned transportation infrastructure or transit services.
LM 3.2	Require major residential subdivisions to create a master plan that incorporates the principles of traditional neighborhood design including.	LM 6.1	Strengthen design standards (architectural appearance, building materials, landscaping, signage) and their enforcement in the zoning code.
LM 3.3	Permit small-scale neighborhood commercial services and mixed-use nodes in central locations within new planned unit developments (PUDs).	LM 6.2	Introduce form-based elements into the zoning code that are prescriptive, stating what is desired by the community.
LM 3.4	Require street or multi-use path connections between new residential neighborhoods and existing developed areas wherever practical.	LM 6.3	Create design guidelines for targeted areas.
LM 4.1	Create design standards that orient commercial buildings in a way that helps to define the streetscape, with shared parking to the rear or side of buildings.	LM 6.6	Require all commercial solid waste accounts to have dumpster enclosures; remove cans, toters, and dumpsters from view of or a distance from frontage streets.
		LM 7.1	Develop a new zoning district to be applied to property owned by WVU and considered a part of WVU's main campuses to provide a more fair and predictable regulation of university-related development.

REGULATORY STRATEGIES

LM 7.3	Identify types of development requests that could be approved administratively rather than by the planning commission or board of zoning appeals.	EN 5.2	Create a Green Building Program that provides incentives for use of “green” building techniques that are energy efficient and environmentally friendly (using LEED or another best practice benchmark).
LM 7.4	Simplify the development review and minor subdivision approval processes (i.e. expand administrative approvals).	NH 1.2	Pursue zoning map amendments where appropriate to address potential zoning conflicts in residential areas both to preserve existing residential areas where appropriate or promote infill and redevelopment (See Areas for Future Study in Appendix A).
LM 8.1	Adopt an open space dedication requirement for major subdivisions and planned unit developments (PUDs).	NH 2.1	Adopt zoning updates proposed in the Sunnyside Up neighborhood plan.
TR 5.4	Implement the “Complete Streets” policy adopted by City Council in December 2007 to guide development review and approval, roadway maintenance, right-of-way improvements, and right-of-way expansion wherever practical.	NH 4.3	Require residential development projects of a certain scale to include housing options with a range of price-points.
EN 3.1	Update subdivision regulations and site design standards for controlling soil erosion, surface water quality and sedimentation, and to minimize the removal of natural vegetation.	ED 5.7	Pursue zoning map amendments where appropriate to address potential zoning conflicts and promote non-residential infill and redevelopment in appropriate areas (See Areas for Future Study in Appendix A).
EN 3.2	Adopt stronger regulations restricting development on steep slopes based on best practices.	ED 6.3	Use incentives and zoning to promote development in areas with existing infrastructure capacity, in order to reduce the need for infrastructure extensions, and to concentrate infrastructure improvements reducing short-term and long-term operating costs.
EN 4.2	Establish standards for tree species located within and near public right-of-way and or easements.		
EN 5.1	Update zoning and building codes to accommodate alternative energy generation (i.e. small-scale wind or solar).		

E. Objectives and Strategies

Outlined below are ten objectives and 47 strategies to support the land management element and guide future development in Morgantown. The objectives indicate a specific policy direction, while the strategies are detailed actions necessary to initiate or complete an objective such as a program, policy or a project.

Objective 1. Strengthen Downtown.

- LM 1.1 Update the Mainstreet Morgantown Design Guidelines to address specific considerations in each of the “Character Areas” that are identified in the 2010 Downtown Strategic Plan Update.
- LM 1.2 Rezone sites within the Downtown “Character Areas” as recommended in the 2010 Downtown Strategic Plan Update.
- LM 1.3 Increase the supply and quality of public space and infrastructure capacity through property acquisition and public/private partnerships.
- LM 1.4 Create incentives for anchor retailers to establish commercial centers in the downtown area.

LM 1.5 Create incentives for developers to build residential units downtown that will serve a broad age and socioeconomic range.

LM 1.6 Create incentives to encourage the reuse of vacant and conversion of underutilized upper floors for new residential uses.

See Objective 8 (historic preservation)

Objective 2. Promote strategic infill and redevelopment of underutilized or functionally obsolete areas.

LM 2.1 Identify and prioritize sites for infill and redevelopment.

LM 2.2 Create a land bank program to acquire and assemble parcels for redevelopment.

LM 2.3 Develop incentives to encourage the consolidation of parcels for redevelopment.

LM 2.4 Continue capital improvements within existing tax increment financing (TIF) districts to encourage private investment.

LM 2.5 Adopt a policy to pursue pay-as-you-go tax increment financing (TIF) and limit the use of long-term bond debt.

LM 2.6 Prioritize capital improvements near infill or redevelopment sites to encourage private investment.

LM 2.7 Adopt regulations that provide for an expedited development review and approval process in designated areas if proposals meet specific criteria.

Objective 3. Facilitate the creation of residential areas with strong neighborhood qualities.

LM 3.1 Update development standards to require high-quality pedestrian-scaled complete streets with sidewalks, street trees, adequate lighting, and tree lawns in newly developed residential areas.

LM 3.2 Require major residential subdivisions to create a master plan that incorporates the principles of traditional neighborhood design.

LM 3.3 Permit small-scale neighborhood commercial services and mixed-use nodes in central locations within new planned unit developments (PUDs).

Traditional Neighborhood Qualities include:

- *A diversity and mix of uses – uses should support a range of daily activities (living, learning, working, playing, creating and worshiping)*
- *Edges and gateways – traditional neighborhoods should include well defined and discernible edges*
- *Walkable size – traditional neighborhoods are built around the idea of a quarter mile walking shed*
- *Civic spaces – traditional neighborhoods are anchored by neighborhood schools or other civic spaces*
- *Parks – traditional neighborhoods incorporate parks and open space*
- *Connectivity – traditional neighborhoods are characterized by the utilization of connected street systems or grid patterns that incorporate alleys or rear lanes*
- *Neighborhood businesses – traditional neighborhoods include neighborhood centers that meet the daily needs of residents and promote walkability*

LM 3.4 Require street or multi-use path connections between new residential neighborhoods and existing developed areas wherever practical.

Objective 4. Guide new commercial/retail and office developments in a mixed-use pattern.

LM 4.1 Create design standards that orient commercial buildings in a way that helps to define the streetscape, with shared parking to the rear or side of buildings.

LM 4.2 Create regulations that require future commercial development to include public space (i.e. walkways, pocket parks, seating areas, bicycles storage (origin) and racks (destination), etc.)

LM 4.3 Revise zoning regulations to permit mixed-use development at appropriate scales in various zoning districts.

Objective 5. Encourage land use patterns that support improved transportation choice and efficiency.

LM 5.1 Incorporate “park-once” site design requirements to support mixed-use development.

LM 5.2 Permit higher density development in areas that are well-supported by existing or planned transportation infrastructure or transit services.

COMMUNITY PRIORITY

Objective 6. Improve community appearance, particularly at city gateways.

LM 6.1 Strengthen design standards (architectural appearance, building materials, landscaping, signage) and their enforcement in the zoning code.

LM 6.2 Introduce form-based elements into the zoning code that are prescriptive, stating what is desired by the community.

LM 6.3 Create design guidelines for targeted areas.

LM 6.4 Strengthen code enforcement principles and practices throughout the City to keep pace with and facilitate growth and development.

LM 6.5 Encourage major redevelopment projects to relocate utilities from view of primary corridors, arterials, and collectors with emphasis on underground placement.

- LM 6.6 Require all commercial solid waste accounts to have dumpster enclosures; remove cans, toters, and dumpsters from view of or a distance from frontage streets.

Objective 7. Monitor and improve the effectiveness of the development regulations and the development process.

- LM 7.1 Develop a new zoning district to be applied to property owned by WVU and considered a part of WVU's main campuses to provide a more fair and predictable regulation of university-related development.
- LM 7.2 Interview members of the development community to identify shortfalls in the zoning code or difficulties with the development review and approval process.
- LM 7.3 Identify types of development requests that could be approved administratively rather than by the planning commission or board of zoning appeals.
- LM 7.4 Simplify the development review and minor subdivision approval processes (i.e. expand administrative approvals).

Objective 8. Encourage preservation of historic properties and adaptive reuse of existing buildings.

- LM 8.1 Update Morgantown's National Register of Historic Places historic district listing, to ensure that all contributing properties are included and therefore eligible for historic rehabilitation tax credits and other applicable incentives.
- LM 8.2 Provide incentives to encourage the adaptive reuse of historic buildings.
- LM 8.3 Integrate regional historic preservation expertise into downtown decision-making, particularly with regard to property design development and site interpretation.
- LM 8.4 Form a development subsidiary of Main Street Morgantown to provide property owners with historic rehabilitation and New Markets tax credit technical assistance.

Historic preservation technical assistance could be in the form of raising awareness of and participation in these and other similar financing tools; involving several property owners in aggregating their properties to make tax credit financing more efficient; identifying potential local tax credit investors; and, providing pro bono rehabilitation financing assistance.

Objective 9. Expand the areas of protected open space.

- LM 9.1 Adopt an open space dedication requirement for major subdivisions and planned unit developments (PUDs).

LM 9.2 Identify opportunities to acquire additional park space or establish green corridors to expand and connect open space network.

LM 9.3 Allow vacant platted lots to be used for community gardens.

Objective 10. Promote orderly and well-managed regional growth patterns.

LM 10.1 Conduct semi-annual meetings with the County, MMMPO and neighboring municipalities on regional land use and transportation issues.

LM 10.2 Prepare educational material on development best practices and benefits of zoning.

LM 10.3 Petition the County Commission and Assessor's Office to develop and maintain a detailed inventory of parcel data with existing land uses for the entire County using Geographic Information Systems (GIS) technology.

LM 10.4 Develop an annexation policy based on compatibility with the Comprehensive Plan.

LM 10.5 Evaluate mutual benefits and legislative constraints of shared and/or consolidated services with neighboring municipalities, annexation, urban growth boundaries, and metro governance.

LM 10.6 Evaluate MUB's policies and obligations of sanitary sewer and water service expansion.

LM 10.7 Establish strong incentives that promote growth within Morgantown over growth in unincorporated areas through sewer, water and stormwater services, municipal revenue formulas, and service and user fees. Emphasis should be on working toward equalizing revenue formulas across jurisdictional boundaries (such as taxation and fee structures).

LM 10.8 Meet quarterly with WVU Administration and Facilities Planning Officials to evaluate off-campus impacts of University development plans, and likely changes in University policies that impact the City's Comprehensive Plan and tax base.

4. Transportation

Transportation is one of the most important elements in determining quality of life in a community. A well functioning system of roads and transportation alternatives to walk, bike and access public transit is critical to economic vitality. Due to topography and the region's rapid and unpredictable growth, transportation is among Morgantown's greatest challenges. Understanding that transportation and land use are closely connected, this element of the Plan integrates with the Morgantown Monongalia Metropolitan Planning Organization's Long Range Transportation Plan, which is the primary guide to improving transportation in the region and within Morgantown. This plan acknowledges the MPO's critical role by referencing specific recommendations of that plan and by proposing transportation strategies Morgantown can pursue that are compatible with this Plan's Land Management element.

Chapter outline

A. Goal	55
B. Key Findings	55
C. Objectives and Strategies	63

WV Code Compliance

This chapter addresses the following topics required by the West Virginia Code:

- Transportation

A. Goal

A balanced, safe, attractive well-connected transportation system that offers reduced congestion, supports and encourages desirable growth, and integrates private vehicles, public transportation, biking, and walking.

B. Key Findings

This section summarizes key points raised during the public meetings and found from the technical analysis conducted for Crossroads. The objectives and strategies outlined later in the chapter are shaped by these ideas.

Public Input

The following themes highlight the most commonly expressed ideas from small group discussions and surveys conducted during the public meetings.

Reduce road congestion. Road congestion is widely seen as the region's greatest challenge.

Diversify transportation options. One of the most common themes from residents was to provide transportation options other than cars. Finances, convenience, lifestyle, ability/disability, and recreation were all reasons for becoming a less car-reliant community. Regardless of the motivation, people want more flexibility in their options. Morgantown has two valuable resources in place to help residents, students and visitors move throughout the city with the Mountain Line Transit Authority and WVU's PRT system. Participants at the public meetings however, want to see routes and hours expanded on both systems.

Rethink traffic management. Due to the region's topography, building additional roads is not always a viable option. Participants recommended alternative solutions to reducing traffic congestion. Pedestrian linkages, bike lanes and transit were frequently mentioned, but other ideas like encouraging businesses to stagger business hours; charging fees according to amount of usage; offering tax breaks for carpooling; creating bus-only lanes; and prohibiting WVU freshmen from having cars on campus were all suggested alternatives.

Reduce freight truck traffic within the city. The presence of large trucks within the city evoked frustration from many respondents. The community wants to see truck traffic rerouted around the city and prohibited within the city's core.

Increase roadway linkages within and around the city. Many respondents pushed for better roadway connections to areas throughout the city. Creating the proposed beltway to the north of Morgantown remains a popular idea, along with improving access to the airport, I-68 and I-79, and increasing linkages for out-of-town commuters, especially from the north.

Expand the sidewalk network throughout the city. Citizens strongly desire that sidewalks be incorporated on all city streets and in new developments to create a complete pedestrian network. Such a network would improve community aesthetics, traffic congestion and health. Existing sidewalks should be made ADA-compliant.

Improve street signage to facilitate wayfinding. Regardless of the mode of transportation, signs are critical for navigation. Many people expressed demand for better signage for traffic management, safety and wayfinding.

Existing Conditions and Trends

The following themes were distilled from the technical analysis of the existing conditions and trends and represent the most important points.

Nearly 20 miles or 5.1 percent of the county's roadways are operating at levels above their efficient capacity. 18 separate corridors were identified as operating with capacity deficiencies. These include US 19, SR 705, US 119, WV 705, WV 7, Burroughs Street, Riddle Street, Willowdale Road, and University Avenue.

The City of Morgantown averaged 3 to 4 accidents per day on its roadways between June 2008 and December 2011. Patterson Drive at the Monongahela Boulevard intersection had the highest incident rate with 188 crashes occurring at this intersection over the study period. Closely following Patterson Drive at Monongahela Boulevard was Van Voorhis Road at Chestnut Ridge Road with 95 incidents within the study period. The remaining three of the top five locations for incidents were University Avenue at Beechurst Avenue, Patterson Drive at Laurel Street, and Spruce Street at Walnut Street.

The Mountain Line Transit Authority (MLTA) offers a weekday bus service and is planning to increase service frequency and ridership. Ridership on the system is expected to increase by 15 percent between 2013/2014, and six percent between 2014/2015. This expansion of service would increase ridership by 373,395 passengers.

WVU provides transit alternatives for students and faculty with the unique PRT line and multiple shuttles. The PRT Facilities Plan outlines a strategy for improvements to the PRT along with costs and funding. Due to the high cost of the PRT infrastructure, major expansion or extension of the system is unlikely in the near future.

Over half (57 percent) of the total population of the county has access to transit services. More than 12,000 jobs and 27,540 people are within a quarter-mile of a bus stop or a half-mile of a PRT station.

Despite shortcomings in the city's pedestrian infrastructure, Morgantown has a higher percentage of residents walking to work than any other community in the state. Roughly 17 percent of commuters walk to work daily despite limited or non-existent sidewalks in many areas of the city. Many of the city's sidewalks are not sufficiently maintained and have fallen into disrepair, and others are not fully ADA-compliant.

The MMMPO and Long Range Transportation Plan

The Morgantown Monongalia MPO is the federally-designated transportation planning agency for Morgantown and Monongalia County, serving as a regional partnership among the West Virginia DOT, local transit agency, local elected leadership, local planning and public works directors, the business community, and citizens. The MMMPO has the authority to plan, prioritize, and recommend transportation projects for federal and state funding. It is responsible for ensuring the region is in compliance with federal and state multi-modal transportation planning requirements.

One of the MMMPO's core functions is to maintain a Long-Range Transportation Plan (LRTP) and a Transportation Improvement Program (TIP) for the metropolitan area that fosters mobility and access for people and goods, efficient system performance and preservation, and quality of life. The most recent LRTP was coordinated with this Comprehensive Plan Update as an outcome of the Crossroads regional vision. **Below are the LRTP's goals and objectives.** These goals and objectives are supported by a range of projects in the LRTP, which are summarized on pages 60-61.

Goal 1: A multimodal transportation system that efficiently moves people and goods.

1A: To eliminate/reduce current congestion and multimodal traffic flow restrictions on arterial and collector roadways

1B: To ensure that future development and related transportation improvements address capacity and connectivity needs proactively rather than reactively

1C: Improve ingress/egress to the most densely developed / highest activity areas of region (the core)

1D: Provide adequate transportation capacity and access to support current businesses

1E: Focus capacity improvements for all modes in areas of desired future growth and development that support the public's vision for the region

Goal 2: A transportation system in which all modes are highly integrated and connected.

2A: To allow for convenient transfer from one mode to another in the region to maximize travel efficiency

2B: To encourage the use of the most efficient mode based on the distance and characteristics of a particular trip

2C: Increase the geographic area in which people have convenient access to non-automobile modes

2D: Reduce reliance on automobile for travel

2E: Better serve those who do not/cannot own and drive a personal automobile

2F: To allow for efficient transfers of goods between modes (air, pipeline, river rail)

2G: Improve and expand infrastructure for pedestrians, bicyclists and people with disabilities

2H: Increase use of existing rail-trails for transportation purposes

Goal 3: A multimodal transportation system that safely moves people and goods.

3A: To minimize crashes, especially injury/fatality crashes by 50% through improvement of high crash locations and improvement of local enforcement of traffic laws and education of transportation system users

3B: To ensure that future growth and related transportation improvements address transportation safety needs in planning and design

Goal 4: A transportation system that maximizes the efficiency of freight movement through and within the region with minimal impacts on neighborhood and campus areas, especially areas of higher bicycle and pedestrian demand.

4A: Reduce truck traffic in residential neighborhoods and on other streets where significant numbers of bicycles and pedestrians are present

4B: Improve truck access to key industrial areas Change in time to deliver freight Change in amount of freight moved Change in amount of freight-dependent industries

4C: Increase options for freight movement that minimizes truck traffic on non-interstate roadways

The eight goals for the Long Range Transportation Plan were developed based on the Crossroads regional vision process, local stakeholder interviews, collaboration with the MMMPO's Transportation Advisory Group, and in consideration of the SAFETEA-LU eight metropolitan planning factors which must be addressed according to Federal guidance. These goals are intended to be the basis for decision-making related to region's Long Range Transportation Plan. The numbering of the goals is in no way an indication of priority or a ranking of importance.

Long Range Transportation Plan Recommendations

The LRTP's recommendations involve capital improvement projects that are identified on a map as well as supporting projects that are not mapped.

Mapped Capital Projects

These projects are identified and numbered on the map on the following page. The numbering is not an indication of priority. Details of the projects including their estimated cost and priority are contained in the LRTP.

Goal 5: Greater collaboration between local agencies, state officials, and private interests in the pursuit and funding of transportation improvements.

5A: More effective and less costly transportation improvements by capitalizing on common goals and needs between communities and agencies in the region

5B: Higher quality transportation system improvements due to cost sharing and collaboration

5C: Transportation improvements that support the public's long-term vision for the region

Goal 6: A Transportation system that is attractive, sustainable, and livable.

6A: Integrate the local context of the area into the planning, design, and construction of transportation improvements

6B: Include sustainability features in design of transportation improvements that minimize environmental impacts and goods

6C: Address multimodal system needs in all planning, design, and construction of transportation improvements

Goal 7: Reduce automobile trip demand, especially during peak travel hours.

7A: Reduce the need to construct costly transportation and parking infrastructure improvements

7B: Invest in transportation improvements that encourage and support development/land use patterns that decrease need to travel

7C: Reduce automobile emissions and improve air quality

7D: 50% increase in trips made by walking

7E: 5% of all trips made by bicycle by 2025

7F: Increase number of trips made by public transit by 200%

7G: Increase work telecommuting and virtual lectures (WVU)

7H: Increase average vehicle occupancy by 100%

Goal 8: A multimodal transportation system that enhances the homeland security of the region.

8A: Heighten awareness of homeland security needs related to transportation

8B: Improve understanding of critical transportation system related homeland security issues in the region

8C: Incorporate homeland security needs in transportation project planning, design, and construction

Non-mapped strategies

The following strategies are intended to help guide the MPO's planning efforts during the LRTP period. Some of these activities are stand-alone planning efforts, but many are pre-cursors or support activities to projects identified in the "LRTP Capital Projects List."

Regional Sidewalk Connectivity Plan. Expand the Connecting Network Sidewalks (CNS) from the Morgantown Pedestrian Safety Plan to include the entire region and develop a 10-year action plan to implement improvements necessary to complete the CNS.

Regional Bike Plan. Building on the Morgantown Bicycle Plan, develop a "Regional Connecting Bike Route Network" (same concept as the CNS) and a 10-year implementation plan that identifies specific signage, markings, spot roadway improvements, trail improvements, etc. The plan should also include an education program and campaign to promote cycling, improve awareness of traffic laws and appropriate operational practices to improve safety. A local law enforcement plan and officer education program to help curb bicyclist, pedestrian and automobile driver behavior that is dangerous for cycling should also be part of the plan.

Access Management Plan. Complete a study of key corridors in the region to identify current access management deficiencies. Include data driven prioritization based on related crashes and congestion, and develop policy for access control, planning, design and retrofits. Identify priority locations and a 10-year implementation plan.

Complete the Streets Initiative. Develop an action plan to increase and leverage local funding sources, and coordination and implementation processes, for local agencies to partner with WVDOH on projects to share costs related to complete street enhancements.

Local Transportation Funding Committee. Establish group of local transportation and funding experts to meet regularly and develop an action plan to increase local agency (non-state/federal) transportation funding sources, and to maximize state/federal transportation funding expenditures in the region.

Safe Routes to School Committee. Develop a committee and identify funding sources to help local schools develop Safe Routes to School Travel Plans and apply for federal funding assistance with improvements.

Regional Freight Movement Plan. Collect data and perform more detailed analysis of existing freight movement characteristics (truck, air, rail, pipeline, etc.), current truck volumes, current problems related to freight movement, existing and projected attractors and generators, market trends, and current and preferred routes. Coordinate with local stakeholders, industry representatives, WVDOH, and local agencies to develop improvements and strategies to increase global competitiveness of the region while encouraging truck traffic to use desired routes.

Regional Parking Management Plan. Develop a "Park Once" policy for the urban area and a plan to manage parking and to incentivize rideshare/carpooling/walking/biking/transit to minimize parking (which encourages auto traffic) in congested areas.

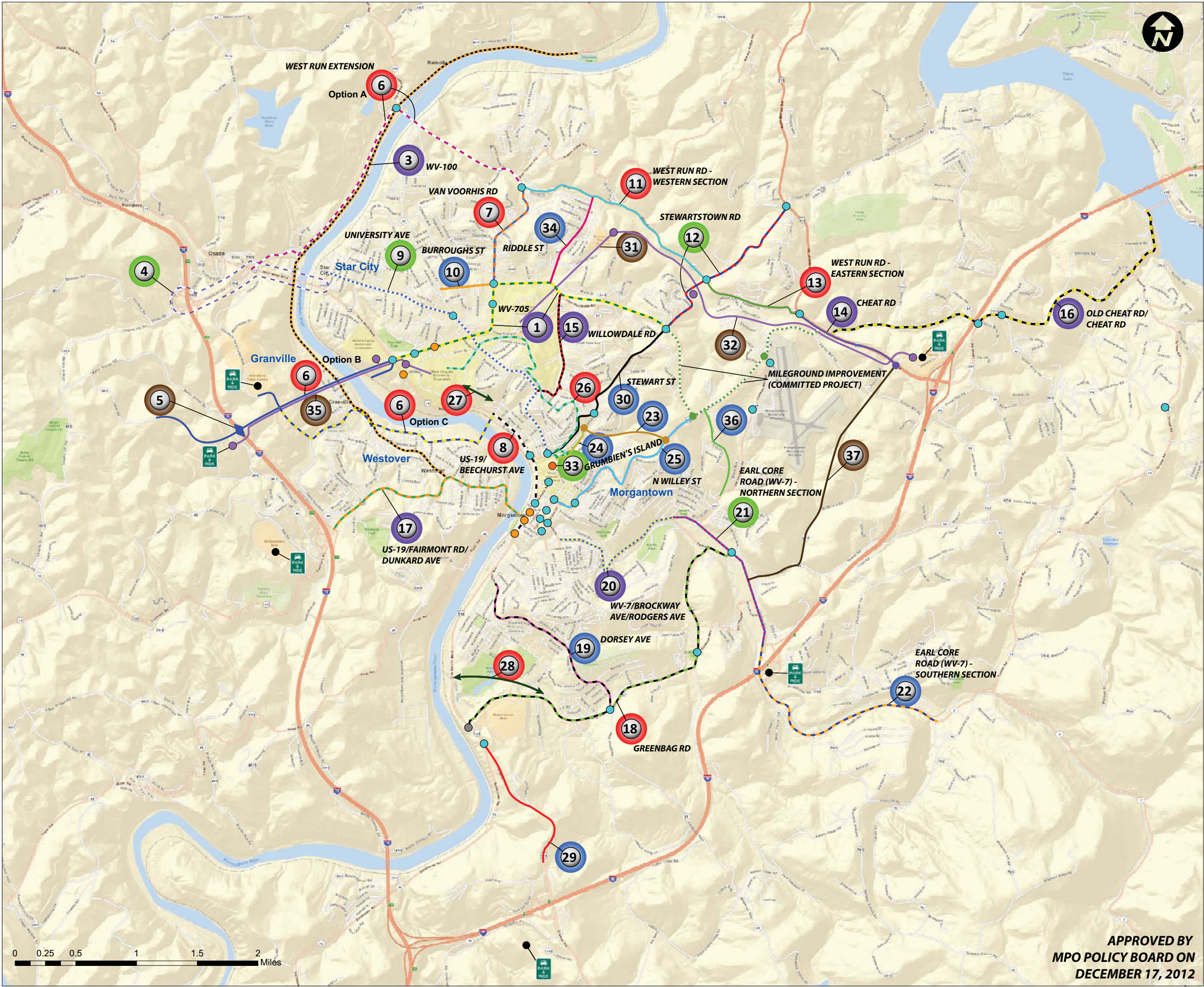
Region-wide Traffic Signal Upgrades. Undertake a study of all signalized intersections in the region. Develop an aggressive short-term plan to upgrade all signals to utilize state-of-the-art vehicle detection and vehicle responsiveness systems, corridor and system timing optimization, and central system control. Integrate priority timings for bus system where feasible.

Regional TSM Plan. Develop region-wide micro-simulation analysis and site-specific alternative feasibility studies (primarily intersections) to maximize the capacity and safety of the transportation system through a series of intersection and other spot improvements to the system.

Regional Crash Data and Analysis Program. Develop a program to improve crash data collection and analysis procedures and to develop an annual regional high-crash and priority improvement list.

Regional Bicycle and Pedestrian Data Collection Program. Modify the current traffic data collection program to also include bicycle and pedestrian data.

Regional Multimodal Travel Forecasting Model Development. Expand current TransCAD regional travel forecasting model to include transit, bike, and pedestrian trip generation and assignments to better reflect the nature of travel in the greater Morgantown area.



L RTP Projects

- | | |
|---|--|
| 1 WV-705 Corridor Improvements | 19 Dorsey Ave |
| 3 Lazelle Union Rd (WV-100) Improvements | 20 Brockway Rodgers/Powell Avenues (WV-7) |
| 4 I-79/Chaplin Hill Rd/US-10/Lazelle Union Rd Interchange and Access Improvements | 21 Earl Core Rd (WV-7) Northern Section |
| 5 New I-79 Interchange at Business Parks Site and Connecting Roadways | 22 Earl Core Rd (WV-7) Southern Section |
| 6A West Extension and Lazelle Union Rd (WV-100) Connection to US 19 | 23 New Rd Connection from Willey St to Downtown Campus Area |
| 6B Roadway Connection from New I-79 Interchange to Monogahela Blvd | 24 Protzman/Falling Run Pedestrian and Bicycle Connector |
| 6C 8th St Bridge over Monogahela River and Roadway Connection to TIF Development Area Interchange to I-79 | 25 Willey St Improvements |
| 7 Van Voorhis Rd Improvements | 26 WVU Campus Bus Rapid Transit Connector |
| 8 Beechurst Ave Improvements | 27 Grant Ave Bicycle/Pedestrian Connector |
| 9 University Ave Improvements | 28 White Park/Caperton Trail Connection |
| 10 Burroughs St | 29 Grafton Rd (US-119) |
| 11 West Run Improvements - Western Section | 30 Stewart St Improvements |
| 12 Stewartstown Rd Improvements | 31 PRT Extension from University Health Services to Mon General Hospital |
| 13 West Run Improvements - Eastern Section | 32 PRT Extension from Mon General Hospital to Glenmark Centre |
| 14 Cheat Rd Improvements | 33 Grumbien's Island Grade Separation |
| 15 Willowdale Rd Sidewalk Improvements | 34 Riddle St Improvements |
| 16 Old Cheat Rd/Cheat Rd Bike Lanes | 35 PRT Connection New Business Park to Evansdale Campus |
| 17 Fairmont Rd/Holland Ave (US-19) | 36 New Roadway Connection from Mileground Rd to Hartman Run Rd |
| 18 Greenbag Rd Improvements | 37 Extension of Airport Industrial Rd to WV-7 in Sabraton |
-
- | | |
|---|-------------------------------|
| Recommended for Funding with Projected Available State and Federal Revenues | Tier 3 |
| Tier 2 | Tier 4 |
| Priority Safety Improvements Location | Alternative Funding Dependent |
| Priority Pedestrian Crossing Improvements Location | |
| PRT Station | |

LONG RANGE TRANSPORTATION PLAN
DRAFT PROJECTS



APPROVED BY
MPO POLICY BOARD ON
DECEMBER 17, 2012

Reverse side of LRTP Map (intentionally blank)

The Morgantown Pedestrian Safety Board was established in 2007 to promote a walkable environment throughout the city by developing safe, attractive and accessible walkways that connect neighborhoods and destinations. The board produced the Morgantown Pedestrian Safety Plan which established nine goals for pedestrian accessibility in Morgantown.

The city currently has limited bicycle infrastructure, yet Morgantown has taken significant steps in the past few years to support progress towards improving bicycling in the city. The lack of infrastructure is due, in part, to the challenges with the City's topography and limited rights-of-way on roadways. Efforts to improve bicycling include the creation of a Bicycle Board, the development of the Greater Morgantown Bicycle Plan, and the adoption of a "Complete Streets" policy.

C. Objectives and Strategies

Outlined below are 8 objectives and 37 strategies to support the transportation element. The objectives indicate a specific policy direction, while the strategies are detailed actions necessary to initiate or complete an objective such as a program, policy or a project.

Objective 1. Address neighborhood transportation issues in a manner that balances overall mobility with neighborhood integrity.

- TR 1.1 Develop and implement a Regional Parking Management Plan in partnership with the MMMPO.
- TR 1.2 Expand a parking management programming in targeted areas such as residential permitted parking.
- TR 1.3 Identify neighborhood parking problems that can be addressed cooperatively by the Parking Authority and/or other groups.

Objective 2. Reduce presence of freight trucks within city limits.

- TR 2.1 Develop and implement a Regional Truck Traffic Plan in partnership with the MMMPO.
- TR 2.2 Expand efforts to enforce weight limits, covered loads, and truck exhaust standards.
- TR 2.3 Evaluate the long-term viability of the Morgantown Energy Facility.

COMMUNITY PRIORITY

- TR 2.4 Establish agreements with local trucking companies on preferred truck routes, which could include increasing weight limit on Interstate 68 between exist 1 (US 119) and 4 (WV 7), improvements to Greenbag Road as a designated truck route, reducing permitted weight on Walnut Street Bridge, etc.

Objective 3. Expand ridership and coverage of bus, PRT and other alternative transportation modes.

- TR 3.1 Meet semi-annually with Mountain Line Transit Authority and the MMMPO to evaluate bus route coverage and frequency.
- TR 3.2 Promote citizens' awareness of existing transit services and commuter alternatives such as the carpool/vanpool programing.
- TR 3.3 Evaluate opportunities of increasing ridership of the PRT by people not affiliated with the university.
- TR 3.4 Develop an alternative transportation ridership incentive program in conjunction with major employers and WVU.

Objective 4. Work with West Virginia University to manage university-related traffic.

- TR 4.1 Partner with WVU in developing a grade-separated pedestrian crossing at Grumbeins Island.
- TR 4.2 Lobby WVU to develop a parking garage at the Coliseum with grade-separated pedestrian crossing connecting WVU athletic facilities complex with WVU Evansdale campus.
- TR 4.3 Meet semi-annually with WVU to remain informed and provide input on their transportation and parking plan.
- TR 4.4 Meet semi-annually with WVU to consider strategies for discouraging or limiting student automobile ownership and the impacts of those strategies.
- TR 4.5 Lobby WVU to develop park-and-ride facilities for students, employees and for use during special events as recommended in the Long Range Transportation Plan.
- TR 4.6 Lobby WVU to develop long-term storage parking for students who live on and off campus.

Objective 5. Increase bicycle use through infrastructure improvements and education.

- TR 5.1 Implement the Morgantown Bicycle Plan.
- TR 5.2 Develop a bicycling education plan.
- TR 5.3 Develop a traffic enforcement plan to improve bicycling safety and to reduce the perceived risk of bicycling in Morgantown.
- TR 5.4 Implement the “Complete Streets” policy adopted by City Council in December 2007 to guide development review and approval, roadway maintenance, right-of-way improvements, and right-of-way expansion wherever practical.
- TR 5.5 Develop a feeder trail system that connects neighborhoods with the Caperton and Decker’s Creek Trails.

Objective 6. Encourage walking by expanding pedestrian networks and improving pedestrian safety and accessibility.

COMMUNITY PRIORITY

- TR 6.1 Implement the Pedestrian Safety Plan.
- TR 6.2 Develop and implement a Regional Sidewalk Connectivity Plan in partnership with the MMMPO to construct, expand and/or connect sidewalk networks.
- TR 6.3 Construct new sidewalks where none exist in areas that have strategic opportunities to expand the connected sidewalk network and link significant destinations.
- TR 6.4 Continue to require pedestrian walkways and sidewalks in all new developments that connect to the existing pedestrian network wherever practical.
- TR 6.5 Reinstitute City Engineering and Public Works Department programming to systematically repair and/or reconstruct failing sidewalks and construct new sidewalk connections funded wholly or partly by adjoining property owners.
- TR 6.6 Install stairways at the end of bridges to provide access to pedestrian routes below bridges, with priority at strategic locations along Deckers Creek below the Walnut Street and University Avenue bridges.

COMMUNITY PRIORITY

TR 6.7 Study the feasibility of developing a bicycle and pedestrian connection between the Evansdale and Sunnyside neighborhoods in collaboration with WVU.

Objective 7. Support changes to the roadway network to alleviate traffic congestion.

TR 7.1 Continue sponsorship of and partnership with the MMMPO and maintain leadership roles on its policy board and advisory committees.

TR 7.2 Develop an Access Management Plan in collaboration with the MMMPO.

TR 7.3 Lobby the MMMPO for roadway capacity improvements as recommended in the MMMPO Long Range Transportation Plan.

TR 7.4 Lobby the MMMPO for improvements to traffic control devices, traffic demand management strategies, and roadway and wayfinding signage as recommended in the MMMPO Long Range Transportation Plan (i.e., changing lights to signs, etc.)

Objective 8. Support improvements to transportation service and access to Hart Field.

TR 8.1 Implement the 2012 Morgantown Municipal Airport Master Plan.

TR 8.2 Pursue the proposed runway expansion project recommended in the 2012 Morgantown Municipal Airport Master Plan.

TR 8.3 Implement advanced runway protection strategies.

TR 8.4 Expand public transportation and taxi services for airport passengers.

5. Environment

Land use decisions and infrastructure investments have the power to greatly affect the quality and sustainability of our natural environment. The consequences of haphazard or undirected development can linger for generations and their effects can be profound. Morgantown sits in a region known for its natural beauty and its residents are eager to protect those attributes for generations to come. The chapter outlines a series of mitigative and protective measures aimed at maintaining environmental quality and conserving natural resources.

Chapter outline

A. Goal	67
B. Key Findings	67
C. Objectives and Strategies	70

A. Goal

Protected natural areas, efficient use of energy resources, healthy waterways and clean air.

WV Code Compliance

This chapter addresses the following topics required by the West Virginia Code:

- Environmental
- Conservation
- Natural Resources

B. Key Findings

This section summarizes key points raised during the public meetings and found from the technical analysis conducted for Crossroads. The objectives and strategies outlined later in the chapter are shaped by these ideas.

Public Input

The following themes highlight the most commonly expressed ideas from small group discussions and surveys conducted during the public meetings.

Preserve open green space and the urban tree canopy. For both environmental and recreational interests, residents voiced an interest in retaining or increasing the amount of green space in the city and protecting natural areas in the county. Developed areas should have more landscaping, particularly native plants and trees that thrive in urban areas and help to mitigate threats to waterways and air quality.

Improve air and water quality. Concern about the area's air and water quality (largely with respect to industrial activity) was a strong theme from public input. Efforts should be undertaken to protect these resources.

Reducing waste. Residents expressed a strong desire for reducing waste throughout the city by encouraging recycling and residential composting.

Conserving energy. Along with reducing waste, conserving energy was a strong theme. Suggestions include improving the efficiency of public and private buildings and promoting the use of alternative sources of energy such as small-scale wind and solar, or other new technologies.

Single stream recycling should be expanded to all Morgantown residents. The recycling program that was implemented in Morgantown on October 1, 2012 should be expanded to all Republic Services customers in the greater Morgantown area.

Existing Conditions and Trends

The following themes were distilled from the technical analysis of the existing conditions and trends and represent the most important points.

Urban run-off and combined sewage overflows are a threat to water quality. In many of the older areas of Morgantown, stormwater and wastewater flow in combined sewers. Major rain events can overwhelm these systems causing untreated sewage to discharge into waterways such as Decker's Creek and the Monongahela River. While these events occur infrequently their effects can linger long after. The increase in fecal coliform bacteria decreases the dissolved oxygen of the stream and greatly reduces its overall health.

Large areas of impervious surfaces in developed areas combined with the region's topography, accelerate the run-off of water during large rain events. In areas with combined sewer systems, this runoff contributes to the overflow threat. In areas with dedicated stormwater systems, the runoff flows rapidly into streams carrying sediment and pollutants and ultimately decreases the health of urban waterways.

Acid mine drainage (AMD) is a recurring issue affecting surface water quality. When pyrite is exposed in mining operations to the water infiltration or direct run-off it reacts to form sulfuric acid. This dissolves through rock layers to free heavy metals such as lead. This lead is in turn carried into the stream, lowering the pH significantly. This is a major issue for many streams in West Virginia including Deckers Creek. As the creek runs through the abandoned Richard Mine area, it picks up these heavy metals and takes on a reddish hue. The low pH is toxic to many of the streams organisms and greatly reduces its overall health.

Air quality is a concern. As a state, West Virginia has the highest levels of deaths per capita associated with air pollution. The emissions of coal-fired power plants (as well as motor vehicles, diesel trucks and industrial

processes) coupled with the hilly topography of the region contribute to higher than normal levels of ground-level ozone, sulfur dioxide and fine particulates. Morgantown's overall ambient air quality, which is based on the levels of six different pollutants, ranks near the middle of the West Virginia's cities. Its levels for ozone measured between 2008-2010, are fifth worse in West Virginia but still within ambient air quality standards set by the EPA. Its levels of sulfur dioxide are also fifth among large cities in the state, and exceed EPA standards. Both of those metrics have steadily improved over the past two decades, but they remain a concern.

Fine particulate air pollution is another major concern in many parts of West Virginia including Monongalia County. Fine particulates are created from fuel combustion and are linked to a variety of serious health concerns. The latest measurements (averaged over three years) are just within standards set by the EPA. However, at times the fine particulate levels have exceeded those standards. In 2004, the EPA proposed designating Monongalia County and neighboring Marion County nonattainment areas for fine particulates. The nonattainment designation would implement a series of clean-up measures to bring the areas back into attainment. Among other requirements, the nonattainment designation would limit new industrial siting and restrict federal highway funding in the area, which would impact the region's economy and delay transportation improvements intended to reduce congestion. Since that time however, annual levels of fine particulates and short-term concentrations have improved.

Unlike water quality, air quality is extremely difficult to effect at a local level. Morgantown is dependent on the actions of state and federal policymakers for improvements to its air quality. Stricter emission standards for the state have decreased pollutants from the largest sources including electric utilities and chemical manufacturing. Pollutant creators like cars and small businesses are addressed by state or federal policy.

Environmentally-sensitive areas and passive open space. Morgantown has large areas of steep slopes that are unsuitable for development. These areas serve an important function of providing passive open space, serve as habitat for wildlife, and provide a buffer between development and urban waterways, which contributes to healthy waterways. While sites with steep slopes are subject to additional development standards within Morgantown, outright protection of steep slopes is not codified in Morgantown or in the county, leaving these sensitive areas vulnerable.

Recycling service. On October 1, 2012, the city began implementing a new service for single-stream curb-side recycling. Called the "Clean Community Concept," the program aims to change the city's current 80/20 trash to recycling ratio to 80 percent recycling, 20 percent trash.

Energy conservation. The Morgantown Municipal Green Team was established in 2007 to help the City meet the objectives of the U.S. Mayors Climate Protection Agreement. That agreement aims to reduce negative public impact on the climate, improve efficiency in the public use of energy resources, and identify steps which can be taken to achieve greater stewardship in both. The Green Team also helps the City implement the Green Building Municipal Leadership Initiative (adopted October 3, 2006) and promote the adoption of LEED and Energy Star standards. In 2009 the City completed an energy audit of all city facilities and adopted an improvement program to reduce the city's energy expenditures. In 2008, the City completed construction of the LEED Certified North Side Fire Station.

Tree City. Morgantown has been recognized as a Tree City USA by the Arbor Day Foundation for its community forestry program and tree care ordinance and support of Arbor Day activities. The Morgantown Tree Board, a subcommittee of the Urban Landscape Commission is a volunteer group that meets to discuss issues relating to the City's tree inventory, hazardous trees, species selection review on public projects, and develop Arbor Day activities in the city.

C. Objectives and Strategies

Outlined below are six objectives and 27 strategies to support the environment element. The objectives indicate a specific policy direction, while the strategies are detailed actions necessary to initiate or complete an objective such as a program, policy or a project.

Objective 1. Support efforts to improve air quality locally and regionally.

- EN 1.1 Lobby state and federal environmental agencies to strengthen air quality standards.
- EN 1.2 Lobby state and federal environmental agencies to enhance the monitoring and enforcement of air quality standards.

Objective 2. Maintain quality ground and surface water quality

- EN 2.1 Monitor the quality of groundwater to minimize the potential of contamination to the drinking water supply
- EN 2.2 Report possible groundwater contamination to the appropriate entities (WV Department of Environmental Protection and US EPA)
- EN 2.3 Continue to monitor surface water for possible contamination from Acid Mine Drainage sites.

- EN 2.4 Identify treatment measures for Acid Mine Drainage contamination.
- EN 2.5 Lobby for state regulation to protect water quality from current mining and extraction activities.
- EN 2.6 Meet regularly with WVU and WVDOH to collaborate on respective Municipal Separate Storm Sewer System (MS4) permitting, planning, and obligations.

Objective 3. Protect environmentally significant areas and natural resources.

- EN 3.1 Update subdivision regulations and site design standards for controlling soil erosion, surface water quality and sedimentation, and to minimize the removal of natural vegetation.
- EN 3.2 Adopt stronger regulations restricting development on steep slopes based on best practices.
- EN 3.3 Verify the presence of any significant natural features in development proposals and consider the quality of the feature to determine whether it should be protected, restored, or allowed to be altered.
- EN 3.4 Identify and survey areas for flood plain/wetland protection, habitat quality, connectedness, recreational opportunities, and pollution reduction capabilities.

Objective 4. Improve the urban tree canopy and greenway network.

- EN 4.1 Develop urban forest management plan and policies that address protection or replacement of significant trees on developing land.
- EN 4.2 Establish standards for tree species located within and near public rights-of-way and or easements.
- EN 4.3 Examine paper streets (undeveloped right-of-way), utility-owned land and floodplains for potential acquisition and/or use as greenspace.
- EN 4.4 Establish pocket parks in every neighborhood.
- EN 4.5 Plant shade trees in city parking lots.

COMMUNITY PRIORITY

Objective 5. Promote energy conservation and “green” building.

- EN 5.1 Update zoning and building codes to accommodate alternative energy generation (i.e. small-scale wind or solar).
- EN 5.2 Create a Green Building Program that provides incentives for use of “green” building techniques that are energy efficient and environmentally friendly (using LEED or another best practice benchmark).
- EN 5.3 Design and construct future city buildings and facilities using LEED standards.
- EN 5.4 Incorporate LEED standards into renovations of city buildings and facilities.
- EN 5.5 Meet regularly with WVU to remain informed, provide input, and collaborate on strategies identified in WVU’s Sustainability Strategic and Action Plans.

Objective 6. Reduce solid waste generated in the city.

- EN 6.1 Conduct a residential composting program that involves education and the coordination of local home composting supply providers.
- EN 6.2 Evaluate the success of the “Clean Community Concept” recycling program.
- EN 6.3 Establish a program to encourage recycling participation by commercial uses, which includes two-family and multi-family residential developments under the City’s 2012 Solid Waste Contract.
- EN 6.4 Work with the Monongalia County Solid Waste Authority to expand residential and commercial recycling programming, particularly curb-side single stream, throughout the greater Morgantown market.
- EN 6.5 Study the feasibility of developing and implementing requirements for a certain percentage of construction and demolition waste to be recycled.

6. Neighborhoods and Housing

Neighborhoods and housing are integral to a place's quality of life. Strong neighborhoods with desirable housing is vital to serve current and new residents support economic growth, and define community character. Care for homes leads to stronger neighborhoods, and strong neighborhoods make for a more cohesive and engaged community. This chapter identifies ways to strengthen Morgantown's neighborhoods and provide a range of desirable housing.

A. Goal

Attractive, well-maintained neighborhoods that offer a broad mix of desirable housing options and convenient access to services and amenities.

B. Key Findings

This section summarizes key points raised during the public meetings and found from the technical analysis conducted for Crossroads. The objectives and strategies outlined later in the chapter are shaped by these ideas.

Public Input

The following themes highlight the most commonly expressed ideas from small group discussions and surveys conducted during the public meetings.

Offer homes at affordable prices. By West Virginia standards, housing in Morgantown area is not very affordable, which is an obstacle for some demographics. Higher housing prices make it difficult for younger residents to buy a house, which some people fear will lead to a shortage of talent or skilled labor. Employers must offer higher wages to attract people to move into the area partly due to housing costs. Also, many people commute from nearby counties, where homes are more affordable, contributing to the region's traffic challenges but not paying city taxes.

Improve but preserve existing neighborhoods. Stable single-family neighborhoods should be maintained and protected from incompatible

Chapter outline

A. Goal	73
B. Key Findings	73
C. Objectives and Strategies	77

West Virginia Code Compliance

This chapter addresses the following topics required for a Comprehensive Plan in Chapter 8A of the West Virginia Code:

- Housing

uses, while redevelopment at higher densities should be encouraged in blighted areas close to the University, downtown and major employers.

Make neighborhoods walkable and connected. The option to walk, ride a bike, or take public transportation from home to a nearby place like a grocery store, school or park was important to many respondents. Sidewalks do not exist in many neighborhoods or are incomplete or in poor condition. Street lighting is also inadequate in many neighborhoods, which further deters walkability and appearance. Higher density, walkable neighborhoods that are close to services and amenities are increasingly desired by two major demographics: young professionals and empty-nesters.

Students strongly affect some neighborhoods. Even if houses are in compliance with property maintenance and zoning codes, noise and other nuisances from students impact several of the city's neighborhoods. Some residents feel that student areas should be clearly delineated to protect neighborhoods from those impacts.

There are several impediments identified by residents to fair housing in Morgantown. A survey conducted in 2010 by BBC Research and Consulting found discrimination against Morgantown's low income and disabled residents regarding available housing. Respondents reported several barriers to fair housing, which included:

- Can only find affordable housing in certain areas;
- Limited supply of affordable housing to purchase;
- Limited supply of affordable housing to rent;
- Cannot find housing in good condition to rent;
- Limited knowledge and/or understanding among residents about fair housing rights;
- Limited knowledge and/or understanding among landlords and property managers about fair housing rights and obligations.

Existing Conditions and Trends

The following themes were distilled from the technical analysis of the existing conditions and trends and represent the most important points.

Older housing stock. Over 50 percent of residential structures in Morgantown were built before 1960, whereas only about 30 percent of those in the county are that old. 1,487 residences in Morgantown (12.4 percent) were built since the year 2000. In the county, there are over 8,075

homes that age (comprising about 19 percent of the housing stock). While some of this older housing is well-maintained and located in desirable areas, much is obsolete, particularly in areas with higher concentrations of student residents. Redevelopment of these buildings will be a major aspect of the city's future housing market.

Redevelopment of functionally obsolete buildings will be a major aspect of the city's future housing market.

Morgantown's home values consistently higher than county and state values. The median home value in Morgantown (\$176,700) is 15 percent higher than the county median and 85 percent above the state's median value. It is very close to the national median of \$179,900.

Somewhat limited range of home values in Morgantown. There is a smaller percentage of low-value homes (under \$100,000) in Morgantown than compared to the county, state and nation. Morgantown has a larger proportion of high-value homes (over \$500,000) than the state average, but relatively less than compared to the county and nation. Seventy-five percent of the housing stock is concentrated between \$100,000 and \$300,000, whereas county, state, and national values are more evenly disbursed across the spectrum of values.

Morgantown's housing market is skewed toward WVU students. Eighty percent of WVU's student body lives off-campus, and those students make up two-thirds of Monongalia County's renters. Few of the new housing developments in Morgantown since 2000 have been single-family homes or buildings with two to five units. The City of Morgantown issued building permits for 1,185 housing units between 2000 and 2010. Of these, 80 percent were for developments with five or more units, which are mostly occupied as student rentals. These developments are also built with amenities like gyms and pools, which are also targeted toward students and drive rent prices higher.

Renters dominate the housing scene in Morgantown. The presence of the university is again evident seeing that only 37 percent of Morgantown's occupied units were owner-occupied. In contrast, the average rates of owner occupied housing in the U.S. and West Virginia are 65.4 percent and 74.6 percent, respectively.

Permitting for multi-family housing construction significantly outpaced permitting for single-family homes in the 2000s. Multi-family construction permitting for buildings with five units or more outpaced smaller multi-family development. This type of residential construction

averaged 81 permits per year over the decade (2000-2010) and climbed to 291 permits issued in 2010. Single-family permitting was much lower through the decade with an annual high in 2006 of 32 permits and a low in 2010 of 16 permits. In recent years, the multi-family developments have been very large, many comprising hundreds of new dwellings per project.

Demand within the rental market is expected to be greatest for two bedroom units. From 2011 to 2014, there is an anticipated demand for 630 two bedroom units, compared to 420 one bedrooms and 350 three or more bedrooms. Nearly half the demand for two bedrooms should be for units whose gross price is between \$850 and \$1,049 per month.

Balanced sales housing market in the Morgantown Housing Market Area. In 2011, there were 58,950 housing units in the Morgantown Housing Market Area which is all of Monongalia and Preston Counties. Between 2011 and 2014, demand is expected for 2,900 new housing units, 1,500 of which would be sales units and the remainder for rentals. Most of the demand for sales units should be fulfilled through some of the area's 3,700 vacant units (1.7 percent vacancy rate) reentering the market; only 10 sales units were under construction as of July 2011. The demand should be highest for homes priced between \$125,000 and \$175,000.

WVU has partnered with the city to promote neighborhood rejuvenation. Campus Neighborhoods Revitalization Corporation (CNRC) is a partnership between WVU and the City of Morgantown focused on the physical conditions in predominantly student neighborhoods.

C. Objectives and Strategies

Outlined below are five objectives and 21 strategies to support the Neighborhoods and Housing element. The objectives indicate a specific policy direction, while the strategies are detailed actions necessary to initiate or complete an objective such as a program, policy or a project.

Objective 1. Preserve integrity of existing neighborhoods, particularly single-family areas while encouraging compatible infill development.

COMMUNITY PRIORITY

- NH 1.1 Research available programs and funding to support renovation of existing rental or single-family home-owner properties.
- NH 1.2 Pursue zoning map amendments where appropriate to address potential zoning conflicts in residential areas both to preserve existing residential areas where appropriate or promote infill and redevelopment (See Areas for Future Study in Appendix A).
- NH 1.3 Evaluate zoning to ensure that it promotes rehabilitation or adaptive reuse of existing buildings, and context-sensitive construction of dwelling units on infill lots.
- NH 1.4 Evaluate residential zoning classifications to determine whether permitted or conditional uses and other standards yield desirable development (particularly the residential types permitted within R1, R1A, R2, and R3 districts).
- NH 1.5 Continue to monitor and respond to housing market trends that may lead to studentification of stable, less transient single-family neighborhoods.

Objective 2. Improve conditions in neighborhoods surrounding Downtown and WVU

- NH 2.1 Adopt zoning updates proposed in the Sunnyside Up neighborhood plan.
- NH 2.2 Form a task force to involve students in property maintenance and neighborhood issues.
- NH 2.3 Conduct a semi-annual student-led neighborhood cleanup day.
- NH 2.4 Expand partnerships with WVU to invest in revitalization efforts in targeted neighborhoods.

Objective 3. Improve the safety and appearance of all neighborhoods.

- NH 3.1 Require adequate and attractive street lighting to be incorporated as part of all new multi-family residential development, major subdivisions created for residential and/or mixed-use developments, and planned unit developments.

COMMUNITY PRIORITY

NH 3.2 Prioritize in the City's Capital Improvement Plan strategic, adequate, and attractive street lighting enhancements.

Objective 4. Promote the development of a broad range of housing types and prices.

NH 4.1 Provide incentives to developers to encourage development of alternative housing types (i.e. higher density, live-work, mixed-use) in designated growth areas.

NH 4.2 Provide incentives to developers to make development more desirable to build moderately-priced housing.

NH 4.3 Require residential development projects of a certain scale to include housing options with a range of price-points.

NH 4.4 Develop a plan (in collaboration with WVU) to address increased demand for affordable student housing resulting from higher price-points of newly constructed developments

Objective 5. Support housing assistance programs and ensure compliance with Fair Housing policies.

NH 5.1 Contribute to an internet-based regional registry of rental property owners or management companies where tenants can rate their experiences and share those experiences with others.

NH 5.2 Conduct annual campaigns to educate property managers about the Fair Housing Act and housing discrimination.

NH 5.3 Enhance plans review, approval, and permitting processes to ensure compliance with the Fair Housing Act and the Americans with Disabilities Act (ADA).

NH 5.4 Provide public education of various Federal, State, County and local financial assistance programs for first time home-buyers.

NH 5.5 Provide homebuyer and seller education seminars and publications.

NH 5.6 Provide incentives to encourage the development of affordable senior housing and assisted living developments within mixed-use and multi-family zoning districts.

7. Community Facilities and Services

The quality of a community's public facilities and services such as parks, schools and utilities are key to defining a place's quality of life. Having high quality facilities and services is also important to serve existing residents and attract businesses and diversify the economy. The fiscal strain exposed by the recession of 2008 and continuing slow recovery has placed a new emphasis for municipalities to think creatively about the ways in which these services are funded. This chapter addresses services such as parks and recreation, safety, utilities, and other services provided directly by the city of Morgantown, from regional entities or through strategic partnerships.

Chapter outline

A. Goal	79
B. Key Findings	79
C. Objectives and Strategies	83

West Virginia Code Compliance

This chapter addresses the following topics required for a Comprehensive Plan in Chapter 8A of the West Virginia Code:

- Infrastructure
- Public Services
- Recreation

A. Goal

Highly desirable and competitive community facilities and services that promote the health and wellbeing of all of Morgantown's residents.

B. Key Findings

This section summarizes key points raised during the public meetings and found from the technical analysis conducted for Crossroads. The objectives and strategies outlined later in the chapter are shaped by these ideas.

Public Input

The following themes highlight the most commonly expressed ideas from small group discussions and surveys conducted during the public meetings.

Expanding park space and recreational facilities. Citizens explained that there is not enough park space in the city and the amenities at those parks could be improved. Some neighborhoods have very limited access to parks. The rail trail is a major asset and connecting neighborhoods to it should be a priority. The city also lacks a major indoor recreation center that is available to the public. The university has a lot of open space and

recreational facilities but they are either not open to the community or require access/use fees for non-WVU affiliated residents that are high (i.e., \$40 for a family of four per occasion to use WVU's Student Rec Center).

There is a lack of family-friendly programs and amenities. There is widespread desire for community recreation centers and programs for children and teens.

Existing Conditions and Trends

The following themes were distilled from the technical analysis of the existing conditions and trends and represent the most important points.

A strong school system is one of Morgantown's assets. The Monongalia County Board of Education offers one of the best public school systems in the United States. In the year 2000, it was rated among the best 100 school systems in the country and among the top ten of West Virginia Districts (Offspring and Expansion Management magazines). In 2012, two of the County's three high schools ranked among the top five high schools in the state (US News). By state law, schools are county-wide independent districts and are not subject to municipal regulations. Each county school district is required to produce a Comprehensive Educational Facilities Plan every ten years to obtain funds from the state to build new facilities and maintain existing ones. The substantial growth experienced in the Morgantown area and the lack of land use plans and regulations to manage that growth at the county level has affected the ability of the Monongalia County Schools to do long-term planning. The condition places Monongalia County Schools in a reactive rather than proactive situation. School facilities are used extensively by the community.

Water and sewer utility service maintained by the Morgantown Utility Board. MUB is the primary provider of water, sanitary sewer, and stormwater services throughout the Morgantown urbanized area and to portions of rural Monongalia County. They were established in 1987 by the City of Morgantown. City Council appoints board members and sets rates, but MUB's day-to-day operations are independent from the City. The Utility Board aims to provide a high quality of service and infrastructure investments at competitive costs to customers. MUB offers the lowest water and sewer service rates in the state of West Virginia to both residential and commercial customers.

MUB water system currently processes 14 million gallons per day and

distributes to almost 24,000 customers. Their primary sources of water are the Monongahela River, which provides 90 percent of the water they intake, and the Cobun Creek Reservoir, which provides the remaining 10 percent. MUB operates two sewer systems, the primary Morgantown system and a separate system serving the Cheat Lake area.

Extension of sewer and water service impacts regional growth patterns.

Extension of utility service, particularly sewer service, is an important tool that communities use to manage growth. In many cities, utility service areas are designated where future water and sewer service will be provided. In these cities, utilities are typically not extended beyond the designated service area thereby controlling where urban growth will take place in the future. Also, extension of utility service to a property is part of an annexation agreement that brings the property into the municipality. MUB's policy (as mandated by the West Virginia Public Service Commission) is to extend of service anywhere a customer is willing to pay for that extension within 20 miles of the city's boundary. Extension of service is not dependent on annexation into Morgantown. MUB determines the cost which a property owner or developer must pay and directly oversees construction of the infrastructure.

MUB serves as the city's stormwater management utility. In 2001, the West Virginia Legislature authorized municipalities to regulate stormwater, in part to comply with the Federal Clean Water Act and to improve water quality in urban watersheds. In 2003 MUB became the state's first stormwater utility. All properties in the Morgantown watershed are required by law to participate in the stormwater utility, regardless of whether the property is within or outside the City limits. As with other utility services, fees are based on the amount of service provided. Stormwater fees are based on the amount of water that runs off of a property and into the watershed. Single-family residential properties must pay a flat monthly fee of \$5.30, while other properties are assessed based on the actual square footage of impervious surfaces on the property. Rates are set by Morgantown City Council. The fees pay for capital improvement programming to improve and expand drainage systems in the urban watershed, construction site runoff control, and post-construction stormwater runoff management from new developments located in the watershed.

Mon River Trails Conservancy manages the Rail-Trail system. The Mon River Trails Conservancy is a not-for-profit volunteer organization founded in 1991 to acquire, develop and manage the Caperton and Decker's Creek Rail-Trail system. Although, the City's BOPARC assists with maintenance and security for those portions of the rail-trail within the City, the rail-trail system is not overseen by a public agency.

City contracts solid waste and recycling collection. The City of Morgantown contracts with Allied Waste for curbside trash and recycling collection. The City began implementing a new service for single-stream curb-side recycling at the end of 2012.

Full-time Fire Department. Morgantown has the only full-time fire department in the county. It employs 47 fire fighters, with a minimum of 10 on duty at any given time. In addition to fire fighting, the department provides medical first responder, disaster response, rescue, and fire safety public education and inspection services. Stations and equipment are generally replaced as their life expectancy is approached. The North Side Fire Station was relocated to a new LEED Certified facility in 2008.

Expanding parks and recreation facilities for Morgantown's residents. The National Recreation and Park Association (NRPA) sets a "target of excellence" of between 6.25 to 10.5 acres of park land per 1,000 persons in urban areas. The 2002 BOPARC Master Plan reported Morgantown's distribution of parks as 10 acres per 1,000 people. With the acquisition of the 71-acre Dorsey's Knob site and its recreational redevelopment and factoring in the current population growth, Morgantown now has approximately 11.4 acres per 1,000 people. By the 2008 Master Plan Update, Morgantown made improvements to many of its parks with additions like picnic tables and a one-acre dog park along the Deckers Creek Trail. The City took ownership of the Metropolitan Theatre in 2004, which originally opened in 1924 and after renovation seats 933 people. BOPARC also took ownership of the Wharf District Marina and Boathouse Restaurant in 2007.

C. Objectives and Strategies

Outlined below are seven objectives and 28 strategies to support the community facilities and services element. The objectives indicate a specific policy direction, while the strategies are detailed actions necessary to initiate or complete an objective such as a program, policy or a project.

Objective 1. Maintain high quality utility services to meet the growing needs of the community.

- CF 1.1 Evaluate sanitary sewer, water service, and storm sewer capacity to determine if existing infrastructure is adequate to support increased development densities where recommended by the Comprehensive Plan.
- CF 1.2 Evaluate water and sewer fees to ensure that such fees remain competitive with neighboring jurisdictions while supporting the cost of water and sewer infrastructure improvements.
- CF 1.3 Evaluate stormwater fees to ensure that such fees remain competitive with neighboring jurisdictions while supporting the cost of stormwater management infrastructure.

Objective 2. Maintain and expand the parks and recreational facilities and programming.

COMMUNITY PRIORITY

- CF 2.1 Implement and update the BOPARC Master Plan.
- CF 2.2 Evaluate how well the city's parks and recreational facilities serve the needs of citizens, looking specifically at the quality of each park or facility and their accessibility to surrounding neighborhoods.
- CF 2.3 Explore the feasibility of developing a community recreational center that offers facilities and programming like fitness rooms; gymnasiums; swimming pools; sauna, whirlpool, steam rooms; tennis courts, racquetball/handball courts; weight training room; banquet/meeting rooms and kitchen; craft rooms; preschool/child care rooms; computer labs; teen center/game room; etc.
- CF 2.4 Explore joint recreational programming with other community entities including West Virginia University and Monongalia County Schools.

- CF 2.5 Study alternatives for funding parks and recreational facilities and programming that includes, among others, cost-benefit analysis of existing programming, user-fee schedules, program and rental pricing, enterprise funds, revenue generating facilities, fund raising, sponsorships, public-private partnerships, financing capital projects, multi-jurisdictional consolidation of public recreation management, etc.

Objective 3. Support quality educational programs and facilities.

- CF 3.1 Hold annual meetings between the City, Monongalia County Schools and West Virginia University to create new educational opportunities for students and the general community.
- CF 3.2 Assist Monongalia County Schools with identifying appropriate sites for new schools that serve Morgantown's neighborhoods.
- CF 3.3 Encourage Monongalia County Schools to continue to make their facilities available for use by the community outside of school hours for appropriate purposes, while not interfering with the school's mission and success of delivering of quality learning programs.
- CF 3.4 Lobby Monongalia County Schools to seek adaptive reuses for vacated buildings and properties through public-private partnerships.

Objective 4. Broaden efforts to reduce homelessness.

- CF 4.1 Formally adopt the Community-Wide Plan To Reduce Homelessness prepared by the Morgantown/Monongalia Task Force On Homelessness.
- CF 4.2 Facilitate the creation of a Central Organization to Coordinate Community-Wide Action to Reduce Homelessness.

Objective 5. Provide appropriate social services and facilities to meet the changing needs of the community in concert with the City's Five-Year Consolidated Plan, Annual Action Plans, and Annual Performance Reports.

- CF 5.1 Create an initiative or partnership to coordinate social services, policies, programs, and projects related to affordable housing, access to transportation, medical and mental care, literacy, job and life skills training, affordable childcare and after-school programming, and other needs.
- CF 5.2 Conduct an annual social services roundtable where the city meets with local social service providers to identify community needs and develop strategies to address those needs.
- CF 5.3 Identify programs to assist special needs populations, particularly individuals and families suffering from substance abuse or severe and persistent mental illness, experiencing homelessness or are at-risk of becoming homeless, while removing barriers to independent living and promoting self-sufficiency.
- CF 5.4 Conduct a campaign to raise awareness of social services.
- CF 5.5 Develop a program, in partnership with public transit providers, to increase access to and utilization of public transportation by low-income individuals and families and employees working shift-related schedules.
- CF 5.6 Prioritize in the City's Capital Improvement Plan the removal of barriers at all public facilities, including parks and recreation sites, that limits access and utilization by persons with physical, sight, and/or hearing impairments.

Objective 6. Continue to improve city services and community engagement.

- CF 6.1 Evaluate solid waste collection services, schedules, and pricing to identify potential improvements or new services.
- CF 6.2 Provide quarterly hazardous waste collection events. (Electronics, tires, appliances, hazardous liquids)
- CF 6.3 Develop a regional strategy for sharing and/or consolidating safety services.
- CF 6.4 Expand community policing activities for residents.

CF 6.5 Establish a community ambassador program.

Objective 7. Encourage healthy lifestyles.

CF 7.1 Form a Safe Routes to School committee with Monongalia County Schools and the MMMPO to obtain funding and assistance in encouraging students to walk or bike on safe and accessible routes to school.

CF 7.2 Designate a city-wide “Car-free” day where citizens are encouraged to walk, bike or use transit to get to their place of business.

CF 7.3 Create a Healthy Morgantown Initiative where the city partners with local institutions to promote awareness of healthy lifestyles and existing health services, develop wellness initiatives, and pursue grant funding.

8. Economic Development

An economic assessment is a critical component of a successful comprehensive plan. Without a strong understanding of the local market, its dynamics and major stakeholders, implementation strategies may miss the realities of the place. A key component of this analysis was to identify relative strengths in the regional economy which suggest opportunities for Morgantown. The information from this analysis can be used to help refine targeted economic development, marketing and long-term planning and recruitment efforts.

A. Goal

A regional approach to economic development and infrastructure investment that keeps Morgantown competitive and attractive to existing and new businesses, while strengthening the city's fiscal health.

B. Key Findings

This section summarizes key points raised during the public meetings and from the technical analysis conducted for Crossroads. The objectives and strategies outlined later in the chapter are shaped by these ideas.

Public Input

The following themes highlight the most commonly expressed ideas from small group discussions and surveys conducted during the public meetings.

Continued employment growth. Despite the region's relatively strong employment during the national recession, the community is very interested in helping businesses and the university expand its workforce and provide additional employment opportunities.

Small businesses are the backbone of the local economy and should be encouraged and supported. Participants frequently mentioned small businesses as having a critical role in the local economy. Strategies that help them succeed and grow will greatly benefit the city and the region.

Chapter outline

A. Goal	87
B. Key Findings	87
C. Objectives and Strategies	93

West Virginia Code Compliance

This chapter addresses the following topics required for a Comprehensive Plan in Chapter 8A of the West Virginia Code:

- Economic Development
- Financing

Challenging to find qualified employees. There are many highly-educated people in the community, but an under supply of skilled laborers or trades people. Local businesses face competition for skilled and unskilled labor from drilling operations that offer high wages (these industries are cyclical, so their effect on the labor market varies). There needs to be more emphasis on skills training and promoting existing opportunities.

A survey of local business owners revealed several advantages to the economic climate within Morgantown. The city's central location within the larger North-Central West Virginia region gives businesses owners a larger market to capture. Only 13 percent of the businesses surveyed depended solely on Morgantown for their sales. Additionally, the University provides a multiplying effect to the local economy and creates a larger, recession resistant consumer pool for the city's businesses.

Growth Prospects

West Virginia University's Bureau of Business and Economic Research (BBER) has forecasted positive job growth in all major industry sectors through 2015 for the Morgantown Metropolitan Statistical Area, which includes Monongalia and Preston Counties. The highest rates of growth will be in professional, scientific and technical services (3.7% per annum); construction (2.9%); education and health services (2.4%); and leisure and hospitality (1.8%).

Competitive Advantages

Several of the city's competitive advantages are identified below, based on the various economic analyses, field reconnaissance, interviews, surveys, and other inputs.

West Virginia University. WVU provides economic stability, attracts the "best and brightest" from the state and beyond, and invests in innovation that attracts entrepreneurial activity. WVU faculty, staff and students also provide a large and well-educated market base for various goods and services in the regional economy. WVU's move to the Big 12 athletic conference in 2012 has strengthened the university's national recognition.

Federal Laboratories and Innovation Base. The presence of WVU as well as Mylan Pharmaceuticals and several federal government research facilities has helped strengthen the area's competitiveness for attracting industry and skilled professionals. The university has established an R&D park, various incubators, and other programs which help strengthen the

region's innovation base. WVU is also an anchor for marketing the region's I-79 High Tech Corridor. The cluster of these activities provides the region with a solid base for recruiting technology companies.

Skilled Professional Base. The Morgantown area has a relatively high concentration of skilled, educated professionals and business service providers that is unique within the state and broader region, excluding the major metropolitan areas of Washington D.C. and Pittsburgh. The presence of the university, along with federal research facilities, no doubt plays a role in attracting these professionals.

Regional Health Care Center. Morgantown and Monongalia County are the health care hub for north-central West Virginia as well as southwestern Pennsylvania and western Maryland. The presence of competitive and high-quality health care facilities helps enhance the quality of life for residents and increases health care standards for workers.

Interstate access and proximity to Pittsburgh. Morgantown's strategic location just 1½ hours south of Pittsburgh, accessible north and south by I-79 and east by I-68 provides a competitive advantage for economic growth. Morgantown is part of an urban corridor linked closely with growing cities like Clarksburg and Fairmont in north-central West Virginia.

Access to Natural Resources. The Morgantown area has access to natural resources, including shale reserves for natural gas production. The surrounding area also has a strong reputation for outdoor sports and recreation that increasingly attracts sports enthusiasts and tourists from around the country. Natural beauty and recreation assets in the region contribute to the quality of life that is attractive to young entrepreneurs and emerging technology companies, as well as to retirees and others seeking recreation amenities and a slower pace of life.

Historic Downtown and Riverfront Amenities. Morgantown's walk-able downtown offers an environment that is attractive for visitors and residents alike. There are several unique destination stores catering not only to university patrons but also to the region's large recreation-based market. The Wharf District on the riverfront south of Downtown offers relatively new meeting, lodging, entertainment and convention facilities.

Economic Development Challenges

Despite many advantages, the city also has several major economic development challenges.

Limited land for industrial development. The physical geography of the region makes industrial development challenging. The sprawling, flat lots necessary for this type of land use are virtually non-existent within the city. Strategic redevelopment of existing under-utilized or vacant properties could provide more opportunities for growth in this productive sector.

High development cost due to land availability. With limited developable land, property costs maybe prohibitive in many parts of the city. Redevelopment may again be key for businesses or residential developers looking for suitable parcels.

Traffic congestion and inadequate infrastructure are major concerns for business owners of all types. The congestion of Morgantown's street network combined with overuse from heavy-haul trucking have affected the appearance and function of this infrastructure. Greater investment and consideration are needed to provide solutions to this growing problem.

The B&O tax structure is not pro-business. The Business and Occupancy tax (B&O) is a major source of revenue for the city, but is widely viewed as a regressive tax. Businesses would like to replace the B&O tax with a tax structure that would improve the business climate while providing city revenues to support infrastructure improvements.

A key finding was the opportunity to utilize the region's amenity offerings, including West Virginia University and the region's stunning natural resources, to enhance lifestyle-driven economic opportunities, especially for small businesses and entrepreneurs. Businesses which often thrive in high-amenity, education-rich regions include those that employ young people attracted to recreation and leisure activities, such as those who work in information technology and software development, arts and entertainment, tourism, and health services. College towns like Morgantown are also attractive retirement destinations, again due to the lifestyle amenities, further contributing to the growth of such industries as health care, real estate, leisure and recreation services.

Economic Development Opportunities

The following industries build on the region's assets and competitive advantages, provide strong prospects for growth, strengthen existing industry clusters and concentrations, create opportunities for small businesses and entrepreneurs, and provide well-paying jobs that match the workforce requirements of the region and existing economic development efforts.

Bio-Technology. Synergies exist between the university's research and development efforts, Mylan Pharmaceuticals, the large local healthcare community, and the large concentration of biometric expertise in the I-79 Corridor. The State and local governments are already heavily invested in marketing the region for growing bio-tech industries.

Information Technologies. In addition to bio-information management, Morgantown has room to grow as a broader hub for information technology management and software development. The analysis of IT concentrations in comparable college towns found that Morgantown has potential for further development of this industry. The region also has a

fairly high concentration of electronics-related manufacturing, which could be developed further into a sustainable industry cluster.

Arts, Entertainment and Recreation Services. College towns are thriving centers for art and culture, and there are opportunities to build on WVU and the region's art and craft strengths to grow production and associated tourism. The region's competitive advantages for recreation translate into some existing destination recreation retail and services, but again there is room to expand the depth and breadth of this sector.

Arts, cultural and recreational venues help technology and other businesses recruit the "best and brightest" young workers to stay in or move to Morgantown and Monongalia County. An excellent example of recreation-oriented marketing is Eugene, Oregon, a university town that has a strong reputation as the nation's track and field capital.

Energy Support Services. Growth in the oil, gas, and alternative energy sectors has driven demand for various suppliers and services to extractive industries, environmental, geotechnical and engineering consulting, and marketing and management services for energy companies. Monongalia County is not the coal mining capital of West Virginia, but it is well-located to take advantage of growth in the broader region's natural gas industry.

Specialized Health Services, Leisure & Health Tourism, and Accommodation Services. In addition to recreation tourism, there are opportunities for further development of retirement, leisure and health-related tourism. Morgantown's strength as a medical and health-care hub can be developed further to attract "in-flow" from major metropolitan areas in the region, such as Pittsburgh and Washington, DC.

Sustainable Energy Technologies. The region has a role to play in research and development of new and sustainable energy technologies, with synergies between WVU's activities and the region's growing energy production.

Food and Beverage Production. There are opportunities to expand the region's existing manufacturing base with more specialized food and beverage manufacturing. West Virginia has a strong association with the natural environment and Morgantown is well-placed, as a college town, to test new beverages and foods for a health-conscious market. The area already has a concentration in this industry and competitive advantages, such as central location for distribution to regional markets.

Economic Development Resources

While there is no agency within Morgantown City government which is focused on economic development, there are various organizations and entities involved in economic development throughout Monongalia County and the region. These key economic development agents are described on the following pages.

Morgantown Area Economic Partnership (MAP) and Monongalia County Development Authority (MCDA). The Morgantown Area Economic Partnership (MAP) operates as a non-profit, public-private partnership for economic development in Monongalia and Preston counties. MAP includes representation from local governments, the counties' respective economic development authorities, the Morgantown Area Chamber of Commerce, WVU, and various local businesses, financial institutions and utility companies. The Monongalia County Development Authority (MCDA) was established to "promote, develop, and advance the business prosperity and economic welfare of Monongalia County." MAP and MCDA collaborate on providing business assistance to new and existing businesses in the form of capital financing, employee recruitment, training, tax incentives, trade, buildings and sites, and community and economic data.

Morgantown Area Chamber of Commerce and Greater Morgantown Convention & Visitors Bureau. The Morgantown Area Chamber of Commerce is active in representing and supporting local business development. The Chamber has worked through Vision 2020, a volunteer organization of community leaders that supports efforts to solve problems and capture opportunities at the local level. The Greater Morgantown Convention and Visitors Bureau (CVB) helps support and promote the region's meeting and tourism base. Waterfront Place Hotel and the Morgantown Event Center provide rooms and 30,000 square feet of meeting space to accommodate intermediate-level conventions and trade shows. Overall, the area offers about 2,000 hotel rooms in support of business and tourism.

Main Street Morgantown. Main Street Morgantown (MSM) actively works to support the revitalization and continued success of downtown Morgantown and the Wharf District. MSM states that, since its founding in 1984, the organization has helped spur the creation of 1,300 new jobs, open 200 new businesses, and attract \$126 million in investments through its historic preservation and economic development efforts.

West Virginia University. West Virginia University also plays an active role in regional and state economic development. The WVU Bureau of Business and Economic Research (BBER) provides regular updates on the region's and state's economy, sponsors conferences, and produces research on the region's economic outlook and opportunities within specific sectors. Within the Office of the Provost, the WVU Research Office has set as

its goal to “...broaden its impact on the economies of West Virginia and the United States.” The 5,000 square-foot West Virginia University Small Business Development Center (SBDC) “promotes economic development by supporting entrepreneurs, advancing entrepreneurial activities, and nurturing early-stage businesses with space, facilities, and support services.”

I-79 Development Council. The I-79 Development Council focuses on promoting the I-79 High Tech Corridor. The council’s Executive Committee is comprised of representatives of WVU Office of Economic Development, banks, colleges, development authorities, and businesses. The Council is staffed to provide business assistance (focused on finance, tax credits, transportation and utilities), workforce development, information on available properties, and information on the area’s technology resources. The council has a particular focus on promoting the area’s concentration of biometrics, aerospace, and forensics technologies. The council developed the West Virginia Biometrics Initiative (WVBI), which is particularly focused on growing the region’s biometrics and identity management economy.

Region VI Workforce Investment Board (WIB). The Region VI Workforce Investment Board (WIB) operates as a non-profit organization under direction of the Governor’s Workforce Investment Division. WIB is responsible for local implementation of the 1998 Workforce Investment Act, which aims to improve the quality of the workforce, reduce welfare dependency, and enhance productivity and competitiveness through various workforce training and investment activities.

C. Objectives and Strategies

Outlined below are seven objectives and 24 strategies to support the economic development element. The objectives indicate a specific policy direction, while the strategies are detailed actions necessary to initiate or complete an objective such as a program, policy or a project.

Objective 1. Promote investment in infrastructure.

COMMUNITY PRIORITY

ED 1.1 Implement innovative strategies to diversify revenue and financing mechanisms that fairly, equitably, and expeditiously fund infrastructure improvements and expansions (examples include user-fees, business improvement districts, tax increment financing (TIF), public-private partnerships (P3s), impact fees, assessments, state and federal grants, etc.)

- ED 1.2 Lobby the state for a larger share of road improvement funds by demonstrating local revenue commitments to augment state investments.

Objective 2. Retain and grow existing businesses.

- ED 2.1 Maintain a leadership role on MAP/MCDA policy boards by prioritizing efforts to identify and understand issues facing local businesses and seek active opportunities to promote business growth, expansion, and diversification.
- ED 2.2 Prioritize transportation improvements in coordination with the MMMPO to reduce congestion and increase mobility options near major employers and growth areas.
- ED 2.3 Provide real estate incentives (e.g., tax abatements) tied to net employment creation and/or tax revenue impacts for existing companies that wish to expand locally.
- ED 2.4 Continue to develop buildings at MAP business parks that are offered at reasonable market rates for sale as well as leasing to local businesses.
- ED 2.5 Develop promotional material on the region's amenity package to help local companies recruit employees (particularly those with higher-degrees). The amenity package includes arts, culture, and recreation facilities; dining and entertainment; competitive cost of living; quality of life, etc.

Objective 3. Capitalize on Morgantown's competitive advantages and attract new businesses to diversify the City's economic base.

- ED 3.1 Develop a collaborative regional branding and marketing initiative.
- ED 3.2 Identify incentives that the city could offer to attract businesses in targeted industries (see examples on the facing page).

Objective 4. Stimulate and support small business and entrepreneurial activity.

- ED 4.1 Expand the MCDA's Morgantown Enterprise Center (MEC) to provide additional office and incubation space to new small businesses that employ skilled workers and have good growth potential.

- ED 4.2 Provide office and incubation space within Downtown for small businesses and start-ups.
- ED 4.3 Develop a technology incubation program that provides access to laboratory space, offices, tools, and business expertise, to facilitate the commercialization of local research and innovations in fields such as bioscience, information technology, and energy.
- ED 4.4 Contribute to MAP's revolving loan fund for small businesses.

Objective 5. Provide desirable locations for business expansion.

- ED 5.1 Maintain a listing of available business locations and their amenities, in collaboration with MAP and the I-79 Development Council.
- ED 5.2 Continue to market available business expansion sites (with emphasis on offering building space at reasonable rates).
- ED 5.3 Develop a specific target marketing plan for the Morgantown Airport Technology Park in concert with federal laboratories and other major employers that positions the park for technology tenants that are not already accommodated in the market.

The incentives mentioned below should be packaged with sites and buildings in the Morgantown Airport Technology Park or WVU's Research Park, and targeted to technology tenants most likely to locate there (such as aerospace/IT, food and beverage, energy, bioscience, etc.)

Example incentives for target industries

Bio-Tech & IT: The I-79 Development Council helps in marketing the I-79 corridor for aerospace, biometrics, forensics and the WV High Technology Consortium Foundation. At present, State and selected county incentives include financing (such as a leveraged technology loan insurance program), as well as various tax credits (including a Strategic R&D Credit), among others. There are opportunities to further "package" these existing incentives with land, buildings and infrastructure improvements in concert with contracting through the area's federal laboratories, targeted specifically to bio-tech businesses locating in the corridor.

Energy Services & Technologies. The State and counties offer various incentives for general business development, but few are targeted specifically to energy services. At present, the need is mainly for land and buildings to accommodate businesses servicing the oil and gas industry. A business park located in northern Monongalia County has been designated for this purpose and is marketed by MAP. However, the supply chain could be strengthened by packaging links with other types of services (e.g., professional, technical, and scientific) companies located in the Morgantown area.

Arts, Entertainment, Recreation & Leisure. This is an area where State and local governments are typically less involved. However, neighboring Maryland offers incentives packaged for State Arts & Entertainment Districts, where various corporate income, property tax, and business investment tax incentives are offered for arts, cultural, and entertainment institutions and individuals. A local version of these incentives targeting Downtown Morgantown may be appropriate, with a focus on facilitating site assembly and property tax abatements, among others. The City might also consider development of recreation specialty venues to help to strengthen the region's overall recreation brand. Direct outreach could target recreation equipment manufacturers to locate in the area.

Food & Beverage Production. There are few existing incentives specifically targeting the food and beverage industry. One opportunity might be to build on the existing Morgantown Farmers Market as a full-service venue not only for bringing local farmed foods to consumers but also to provide outreach and marketing of locally-produced specialty niche food and beverage products.

- ED 5.4 Expand infrastructure development from the West Virginia National Guard Readiness Center for Airport Technology Park economic development.
- ED 5.5 Support the construction of a light manufacturing business incubator building in the Morgantown Airport Technology Park.
- ED 5.6 Establish a relationship with a local real estate professional to track real estate trends in the various office, retail and industrial markets.
- ED 5.7 Pursue zoning map amendments where appropriate to address potential zoning conflicts and promote non-residential infill and redevelopment in appropriate areas (See Areas for Future Study in Appendix A).

see Strategy ED 2.4 (MAP Business Parks)

Objective 6. Strive for a balanced approach to economic development that considers the fiscal impacts of growth.

- ED 6.1 Study the feasibility and regulatory constraints of diversifying municipal and county tax revenue formulas and tax incentives across the greater Morgantown market that promote fair, equitable, balanced, progressive, and competitive taxing policies.
- ED 6.2 Consider the fiscal impact on city and county governments of any proposed major development or annexation.
- ED 6.3 Use incentives and zoning to promote development in areas with existing infrastructure capacity, in order to reduce the need for infrastructure extensions, and to concentrate infrastructure improvements reducing short-term and long-term operating costs.

see LM 2.5 (TIF financing)

Objective 7. Support workforce development and training initiatives.

- ED 7.1 Hold annual meetings between MAP, property and business owners groups, WVU, Monongalia County Schools, and large employers to collaboratively ensure that existing workforce development and training initiatives are meeting the needs of employers in the region.

9. Implementation

The Comprehensive Plan is meant to be a working document that provides direction and assists decision makers with short and long-range choices for improving the quality of life in Morgantown. Implementation will involve a host of City departments, boards and commissions, non-profits, businesses and citizens. It will also require collaboration with the MMMPO, West Virginia University, Monongalia County, and neighboring municipalities. This chapter includes guidance on managing and using the Plan. It also includes a summary of objectives and strategies from each element.

Chapter outline

A. Plan Management	97
B. How to Use the Plan	101
C. Objectives and Strategies	102
D. Related Plans	103
E. Summary of Strategies	104

A. Plan Management

The Comprehensive Plan should be monitored on a regular basis, and when necessary, it should be revised or updated. This section outlines the guidance for monitoring the plan's effectiveness and maintaining its relevancy.

Monitoring the Plan

The Comprehensive Plan should be monitored for implementation effectiveness and relevancy. As stated in the Objectives and Strategies section, this should happen on a formal basis no less than once per year.

Updating the Plan

A major update of the Comprehensive Plan should be scheduled by Council following a formal recommendation from the Planning Commission. The update should be considered at least every ten years. In the interim, key milestones may be reached which necessitate an update sooner than a ten-year cycle. Such milestones should be considered by the Planning Commission on a case-by-case basis.

There may be circumstances that warrant formal amendment of the Plan. Amendments to the Plan should be made only with careful consideration and compelling justification. The Planning Committee that crafted this Plan was clear that the recommendations of the Plan represented a strong, long-term vision and that changes should not be made lightly.

Vision for Collaborating...

Collaboration was a recurring theme in the public input for Crossroads. The Regional Vision (Chapter 2) captures this sentiment through the following statement:

An engaged community with leaders that embrace continued citizen participation and strong collaboration and cooperation among municipalities, the county, the State, WVU and major employers.

Community Relations

From the design of the planning process, to the Regional Vision, to the specific strategies in each Plan element, collaboration is a major theme throughout this Comprehensive Plan. The Plan's success depends upon continuing to nurture and improve relationships between local governments, citizens, businesses and institutions within Greater Morgantown. To address this topic, the 1998 Comprehensive Plan contained a chapter titled, "Community Relations." This Plan Update recognizes that these themes run through the entire plan and therefore emphasizes them here as a critical component of implementation.

Below is a summary of issues and strategies contained throughout this Plan that pertain to the related themes of:

- Participation and engagement from citizens;
- Leadership among citizens, the private-sector, institutions and government;
- Collaboration between private-sector, institutions and government organizations; and
- Progress in State legislative issues.

Key Findings

Limited resources. There are limited financial resources at all levels of government to support the needs of the Greater Morgantown's diverse population. In recent years, the area has missed out on State funding opportunities because of local disagreements over priorities. There is currently no platform for sharing or discussing issues shared among area's local governments and encouraging consensus. The region could benefit from economies-of-scale by cooperating on municipal service delivery, capital improvement planning and finance, land use planning and regulation, taxing policy, governance, and other topics.

Town-gown relationship. As a college town, Morgantown (and the surrounding area) benefits immeasurably from West Virginia University. Likewise, the University benefits from a setting that is attractive to students, faculty, staff, their families, alumni and prospective philanthropists. However, like many town-gown relationships, there are ongoing challenges. Traffic impacts, conflicts between students and residents, and uncertainty over the University's growing land holdings and its fiscal impact are some of those challenges. Many of this Plan's strategies involve cooperation with WVU with the aim of promoting a mutually-beneficial relationship.

Weak planning culture in Monongalia County. The lack of county-wide zoning, development review and permitting requirements has allowed growth in the County to occur in haphazard patterns without adequate transportation improvements and has contributed to uncertainty in the real estate market. Urban growth impacts everyone in the region, yet some do not pay their fair share for the benefits of that growth. There is a need to educate local governments in the county that planning is essential for good stewardship of resources and is thereby an important part of good government.

Challenges in State enabling legislation. In West Virginia, municipalities only have those powers that are specifically granted by the legislature. While there have been recent improvements to State enabling in recent years, the planning toolkit that cities have is relatively limited compared to other states. For instance, lack of extraterritorial authority makes it difficult to control development outside of the city that negatively impacts the Morgantown Airport. Also the city is limited in its ability to raise revenue through special tax assessments or impact fees. Further, there are no precedents for joint local government cooperation.

Strategies that involve WVU

Below is a list of this Plan's strategies that primarily involve collaboration with WVU.

LM 10.8	Meet quarterly with WVU Administration and Facilities Planning Officials to evaluate off-campus impacts of University development plans, and likely changes in University policies that impact the City's Comprehensive Plan and tax base.	TR 4.4	Meet semi-annually with WVU to consider strategies for discouraging or limiting student automobile ownership and the impacts of those strategies.
TR 3.3	Evaluate opportunities of increasing ridership of the PRT by people not affiliated with the university.	TR 4.5	Lobby WVU to develop park-and-ride facilities for students, employees and for use during special events as recommended in the Long Range Transportation Plan.
TR 3.4	Develop an alternative transportation ridership incentive program in conjunction with major employers and WVU.	TR 4.6	Lobby WVU to develop long-term storage parking for students off campus.
TR 4.1	Partner with WVU in developing a grade-separated pedestrian crossing at Grumbeins Island.	TR 6.7	Study the feasibility of developing a bicycle and pedestrian connection between the Evansdale and Sunnyside neighborhoods in collaboration with WVU.
TR 4.2	Lobby WVU to develop a parking garage at the Coliseum with grade-separated pedestrian crossing connecting WVU athletic facilities complex with WVU Evansdale campus.	NH 2.4	Expand partnerships with WVU to invest in revitalization efforts in targeted neighborhoods.
TR 4.3	Meet semi-annually with WVU to remain informed and provide input on their transportation and parking plan.	NH 4.4	Develop a plan to address increases demand for affordable student housing resulting from higher price-points of newly constructed developments in collaboration with WVU.

Other Collaborative Strategies

Below is a list of this Plan's strategies that involve other collaborative efforts, leadership and public involvement.

LM 10.1	Conduct semi-annual meetings with the County, MMMPO and neighboring municipalities on regional land use and transportation issues.	TR 3.1	Meet semi-annually with Mountain Line Transit Authority and the MMMPO to evaluate bus route coverage and frequency.
LM 10.6	Evaluate MUB's policies and obligations of sanitary sewer and water service expansion.	TR 3.4	Develop an alternative transportation ridership incentive program in conjunction with major employers and WVU.
TR 1.1	Develop and implement a Regional Parking Management Plan in partnership with the MMMPO.	TR 6.2	Develop and implement a Regional Sidewalk Connectivity Plan in partnership with the MMMPO to construct, expand and/or connect sidewalk networks.
TR 1.3	Identify neighborhood parking problems that can be addressed cooperatively by the Parking Authority and/or other groups.	TR 7.1	Continue sponsorship of and partnership with the MMMPO and maintain leadership roles on its policy board and advisory committees.
TR 2.1	Develop and implement a Regional Truck Traffic Plan in partnership with the MMMPO.	TR 7.2	Develop an Access Management Plan in collaboration with the MMMPO.
TR 2.4	Establish agreements with local trucking companies on preferred truck routes, which could include increasing weight limit on Interstate 68 between exist 1 (US 119) and 4 (WV 7), improvements to Greenbag Road as a designated truck route, reducing permitted weight on Walnut Street Bridge, etc.	TR 7.3	Lobby the MMMPO for roadway capacity improvements as recommended in the MMMPO Long Range Transportation Plan.

TR 7.4	Lobby the MMMPO for improvements to traffic control devices, traffic demand management strategies, and roadway and wayfinding signage as recommended in the MMMPO Long Range Transportation Plan (i.e., changing lights to signs etc.)	CF 6.4	Expand community policing activities for residents.
EN 1.1	Lobby state and federal environmental agencies to strengthen air quality standards.	CF 6.5	Establish a community ambassador program.
EN 2.5	Lobby for state regulation to protect water quality from current mining and extraction activities.	CF 7.1	Form a Safe Routes to School committee with Monongalia County Schools and the MMMPO to obtain funding and assistance in encouraging students to walk or bike on safe and accessible routes to school.
EN 6.4	Work with the Monongalia County Solid Waste Authority to expand residential and commercial recycling programming, particularly curb-side single stream, throughout the greater Morgantown market.	CF 7.2	Designate a city-wide "Car-free" day where citizens are encouraged to walk, bike or use transit to get to their place of business.
NH 2.2	Form a task force to involve students in property maintenance and neighborhood issues.	ED 1.2	Lobby the state for a larger share of road improvement funds by demonstrating local revenue commitments to augment state investments.
NH 2.3	Conduct a semi-annual student-led neighborhood cleanup day.	ED 2.1	Maintain a leadership role on MAP/MCDA policy boards by prioritizing efforts to identify and understand issues facing local businesses and seek active opportunities to promote business growth, expansion, and diversification.
CF 2.4	Explore joint recreational programming with other community entities including West Virginia University and Monongalia County Schools.	ED 2.2	Prioritize transportation improvements in coordination with the MMMPO to reduce congestion and increase mobility options near major employers and growth areas.
CF 3.1	Hold annual meetings between the City, Monongalia County Schools and West Virginia University to create new educational opportunities for students and the general community.	ED 2.4	Continue to develop buildings at MAP business parks that are offered at reasonable market rates for sale as well as leasing to local businesses.
CF 3.2	Assist Monongalia County Schools with identifying appropriate sites for new schools that serve Morgantown's neighborhoods.	ED 2.5	Develop promotional material on the region's amenity package to help local companies recruit employees (particularly those with higher-degrees). The amenity package includes arts, culture, and recreation facilities; dining and entertainment; competitive cost of living; quality of life, etc.
CF 3.3	Encourage Monongalia County Schools to continue to make their facilities available for use by the community outside of school hours for appropriate purposes, while not interfering with the school's provision of quality learning programs.	ED 3.1	Develop a collaborative regional branding and marketing initiative.
CF 3.4	Lobby Monongalia County Schools to seek adaptive reuses for vacated buildings and properties through public-private partnerships.	ED 7.1	Hold annual meetings between MAP, property and business owners groups, WVU, Monongalia County Schools, and large employers to collaboratively ensure that existing workforce development and training initiatives are meeting the needs of employers in the region.
CF 5.1	Create an initiative or partnership to coordinate social services, policies, programs, and projects related to affordable housing, access to transportation, medical and mental care, literacy, job and life skills training, affordable childcare and after-school programming, and other needs.	I 1.4	Provide ongoing educational opportunities on innovative planning and development tools and best practices for the Planning Commission and City Departments.
CF 5.2	Conduct an annual social services roundtable where the city meets local social service providers to identify community needs and develop strategies to address those needs.	I 1.6	Form a task force to draft legislation and lobby the State legislature to enact legislation that supports those Comprehensive Plan objectives and strategies that require local empowerment to fully realize.

B. How to Use the Plan

The Plan is intended to be used on a daily basis as public and private decisions are made concerning development, redevelopment, capital improvements, economic incentives and other matters affecting Morgantown. The following is a summary of how decisions and processes should align with the goals and strategies of the Plan.

Annual Work Programs and Budgets. Individual departments, administrators, boards and commissions should be cognizant of the recommendations of the Plan when preparing annual work programs and budgets.

Development Approvals. Administrative and legislative approvals of development proposals, including rezoning and subdivision plats, should be a central means of implementing the Comprehensive Plan. Decisions by the Planning Commission and City Council should reference relevant Comprehensive Plan recommendations and policies. The zoning code and subdivision regulations should be updated in response to regulatory strategies presented in the Plan.

Capital Improvement Plan. An annual, five-year and ten-year capital improvement plan (CIP) should be prepared consistent with the Comprehensive Plan's land use policies and infrastructure recommendations. New improvements that are not reflected in the Plan, which could dramatically impact the Plan's land use recommendations, should necessitate a minor update to the Plan.

Economic Incentives. Economic Incentives should be reviewed to ensure consistency with the recommendations of the Comprehensive Plan.

Private Development Decisions. Property owners and developers should consider the goals and strategies of the Comprehensive Plan in their land planning and investment decisions. Public decision-makers will be using the Plan as a guide in their development deliberations such as zoning matters and infrastructure requests. Property owners and developers should be cognizant of and compliment the Plan's recommendations.

Consistent Interpretation. City Council should collaborate with the Planning Commission to ensure clear and consistent interpretation of major items in the Plan.

C. Objectives and Strategies

Outlined below are five objectives and 17 strategies to help manage implementation of the Plan.

Objective 1. Involve a wide variety of stakeholders in implementation.

- I 1.1 Provide final copies of the Comprehensive Plan on the City web site and at libraries.
- I 1.2 Identify and engage non-government partners to assist with implementation.
- I 1.3 Establish a program to provide ongoing public education on the Comprehensive Plan Update through printed and electronic media, or face-to-face engagement.
- I 1.4 Provide ongoing educational opportunities on innovative planning and development tools and best practices for the Planning Commission and City Departments.
- I 1.5 Study the feasibility and regulatory constraints of forming a local council of governments to enhance coordination among municipalities, county government, and institutions.
- I 1.6 Form a task force to draft legislation and lobby the State legislature to enact legislation that supports those Comprehensive Plan objectives and strategies that require local empowerment to fully realize.

Objective 2. Monitor and share implementation progress.

- I 2.1 Prepare an annual report that summarizes the status of Plan implementation and outlines annual accomplishments and priorities.
- I 2.2 Hold a special public meeting on a regular basis to review the City's success in implementing the Plan.
- I 2.3 Schedule meetings with the Planning Commission on a bi-annual basis to address the status of plan implementation and discuss other long-range planning issues.
- I 2.4 Develop a formal training program for commission and board members. Training should focus on land use law, meeting procedures, organizational dynamics and how to use the Plan.

Objective 3. Provide resources for implementing the Plan.

- I 3.1 Regularly update the City's Capital Improvement Plans (CIPs).
- I 3.2 Prepare annual departmental work programs and budgets with awareness of the Comprehensive Plan.
- I 3.3 Identify and secure funds for prioritized initiatives (This could include grants, tax measures, bonds, private investments, public-private partnerships, etc.).

Objective 4. Require concurrence with the Comprehensive Plan.

- I 4.1 Require concurrence in rezoning and other major development approvals.
- I 4.2 Require staff reports to reference the Comprehensive Plan.

Objective 5. Update the Plan at least every ten years.

- I 5.1 Create a citizen committee to design the planning process.
- I 5.2 Prepare an updated Comprehensive Plan.

D. Related Plans

Throughout this document there are references to other plans that have been prepared for the City of Morgantown and are in use by various departments. The following table summarizes the these other relevant plans.

RELATED PLANS		
NAME	DATE	ORGANIZATION
2010 Downtown Strategic Plan Update	2010	City of Morgantown
MMMPO Long Range Transportation Plan	2010	MMMPO
Greater Morgantown Bicycle Plan	2011	City of Morgantown (Morgantown Bicycle Board)
Morgantown Pedestrian Safety Plan	2010	City of Morgantown (Morgantown Pedestrian Safety Board)
Parks and Recreation Masterplan	2008	BOPARC

E. Summary of Strategies

The following table summarizes the objectives and strategies of all of the elements, including the Implementation chapter. The table is organized by element and indicates the desirable timeframe for completion. The timeframes are defined by the following:

- Immediate: by December 2013
- Short Term: 2014-2015
- Mid Term: 2016-2022
- Long Term: 2022-2030

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
3. LAND MANAGEMENT			
Efficient and attractive use of land resources that strengthens the quality, character, and upkeep of the built environment while balancing redevelopment and strategic expansion with open space preservation.			
<i>Objective 1. Strengthen Downtown.</i>			
LM 1.1	Update the Mainstreet Morgantown Design Guidelines to address specific considerations in each of the "Character Areas" that are identified in the 2010 Downtown Strategic Plan Update.	Short Term	Planning Division
LM 1.2	Rezone sites within the Downtown "Character Areas" as recommended in the 2010 Downtown Strategic Plan Update.	Immediate	City Council
LM 1.3	Increase the supply and quality of public space and infrastructure capacity through property acquisition and public/private partnerships.	Mid Term	City Council
LM 1.4	Create incentives for anchor retailers to establish commercial centers in the downtown area.	Immediate	Main Street Morgantown
LM 1.5	Create incentives for developers to build residential units downtown that will serve a broad age and socioeconomic range.	Short Term	City Council
LM 1.6	Create incentives to encourage the reuse of vacant and conversion of underutilized upper floors for new residential uses.	Short Term	City Council
LM 1.7	Create incentives that encourage the adaptive reuse of historic buildings.	Short Term	City Council
<i>Objective 2. Promote strategic infill and redevelopment of underutilized or functionally obsolete areas.</i>			
LM 2.1	Identify and prioritize sites for infill and redevelopment.	Immediate	Planning Division
LM 2.2	Create a land bank program to acquire and assemble parcels for redevelopment.	Mid Term	City Council
LM 2.3	Develop incentives to encourage the consolidation of parcels for redevelopment.	Immediate	City Council

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
LM 2.4	Continue capital improvements within existing tax increment financing (TIF) districts to encourage private investment.	Short Term	City Council
LM 2.5	Adopt a policy to pursue pay-as-you-go tax increment financing (TIF) and limit the use of long-term bond debt.	Immediate	City Council
LM 2.6	Prioritize capital improvements near infill or redevelopment sites to encourage private investment.	Short Term	City Council
LM 2.7	Adopt regulations that provide for an expedited development review and approval process in designated areas if proposals meet specific criteria.	Immediate	Development Services
Objective 3. Facilitate the creation of residential areas with strong neighborhood qualities.			
LM 3.1	Update development standards to require high-quality pedestrian-scale streets with sidewalks, street trees, adequate lighting, and tree lawns in newly developed residential areas.	Short Term	City Council
LM 3.2	Require major residential subdivisions to create a master plan that incorporates the principles of traditional neighborhood design including.	Short Term	City Council
LM 3.3	Permit small-scale neighborhood commercial services and mixed-use nodes in central locations within new planned unit developments (PUDs).	Immediate	Planning Commission
LM 3.4	Require street or multi-use path connections between new residential neighborhoods and existing developed areas wherever practical.	Short Term	City Council
Objective 4. Guide new commercial/retail and office developments in a mixed-use pattern.			
LM 4.1	Create design standards that orient commercial buildings in a way that helps to define the streetscape, with shared parking to the rear or side of buildings.	Short Term	City Council, BZA
LM 4.2	Create regulations that require future commercial development to include public space (i.e. walkways, pocket parks, seating areas, bicycles storage (origin) and racks (destination), etc.)	Short Term	City Council
LM 4.3	Revise zoning regulations to permit mixed-use development at appropriate scales in various zoning districts.	Short Term	City Council
Objective 5. Encourage land use patterns that support improved transportation choice and efficiency.			
LM 5.1	Incorporate “park-once” site design requirements to support mixed-use development.	Short Term	Planning Commission
LM 5.2	Permit higher density development in areas that are well-supported by existing or planned transportation infrastructure or transit services.	Short Term	City Council
Objective 6. Improve community appearance, particularly at city gateways.			
LM 6.1	Strengthen design standards (architectural appearance, building materials, landscaping, signage) and their enforcement in the zoning code.	Short Term	City Council
LM 6.2	Introduce form-based elements into the zoning code that are prescriptive, stating what is desired by the community.	Short Term	City Council
LM 6.3	Create design guidelines for targeted areas.	Short Term	City Council
LM 6.4	Strengthen code enforcement principles and practices throughout the City to keep pace with and facilitate growth and development.	Immediate	City Council, Code Enforcement Division

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
LM 6.5	Simplify the development review and minor subdivision approval processes (i.e. expand administrative approvals).	Long Term	Planning Commission
LM 6.6	Require all commercial solid waste accounts to have dumpster enclosures; remove cans, totes, and dumpsters from view of or a distance from frontage streets.	Immediate	City Council
Objective 7. Monitor and improve the effectiveness of the development regulations and the development process.			
LM 7.1	Develop a new zoning district to be applied to property owned by WVU and considered a part of WVU's main campuses to provide a more fair and predictable regulation of university-related development.	Short Term	City Council
LM 7.2	Interview members of the development community to identify shortfalls in the zoning code or difficulties with the development review and approval process.	Immediate	Development Services
LM 7.3	Identify types of development requests that could be approved administratively rather than by the planning commission or board of zoning appeals.	Immediate	City Council
LM 7.4	Simplify the development review and minor subdivision approval processes (i.e. expand administrative approvals).	Immediate	City Council
Objective 8. Encourage preservation of historic properties and adaptive reuse of existing buildings.			
LM 8.1	Update Morgantown's National Register of Historic Places historic district listing, to ensure that all contributing properties are included and therefore eligible for historic rehabilitation tax credits and other applicable incentives.	Short Term	Historic Landmarks Commission
LM 8.2	Provide incentives to encourage the adaptive reuse of historic buildings.	Short Term	City Council, Historic Landmarks Commission
LM 8.3	Integrate regional historic preservation expertise into downtown decision-making, particularly with regard to property design development and site interpretation.	Short Term	City Council, Historic Landmarks Commission
LM 8.4	Form a development subsidiary of Main Street Morgantown to provide property owners with historic rehabilitation and New Markets tax credit technical assistance.	Short Term	Main Street Morgantown, City Council
Objective 9. Expand areas of protected space.			
LM 9.1	Adopt an open space dedication requirement for major subdivisions and planned unit developments (PUDs).	Short Term	City Council
LM 9.2	Identify opportunities to acquire additional park space or establish green corridors to expand and connect open space network.	Mid Term	BOPARC
LM 9.3	Allow vacant platted lots to be used for community gardens.	Short Term	City Council
Objective 10. Promote orderly and well-managed regional growth patterns.			
LM 10.1	Conduct semi-annual meetings with the County, MMMPO and neighboring municipalities on regional land use and transportation issues.	Immediate	City Manager
LM 10.2	Prepare educational material on development best practices and benefits of zoning.	Immediate	Planning Division
LM 10.3	Petition the County Commission and Assessor's Office to develop and maintain a detailed inventory of parcel data with existing land uses for the entire County using Geographic Information Systems (GIS) technology.	Mid Term	County Assessor
LM 10.4	Develop an annexation policy based on compatibility with the Comprehensive Plan.	Immediate	City Council
LM 10.5	Evaluate mutual benefits and legislative constraints of shared and/or consolidated services with neighboring municipalities, annexation, urban growth boundaries, and metro governance.	Mid Term	City Manager

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
LM 10.6	Evaluate MUB's policies and obligations of sanitary sewer and water service expansion.	Short Term	City Manager, MUB
LM 10.7	Establish strong incentives that promote growth within Morgantown over growth in unincorporated areas through sewer, water and stormwater services, municipal revenue formulas, and service and user fees. Emphasis should be on working toward equalizing revenue formulas across jurisdictional boundaries (such as taxation and fee structures).	Short Term	City Manager
LM 10.8	Meet quarterly with WVU Administration and Facilities Planning Officials to evaluate off-campus impacts of University development plans, and likely changes in University policies that impact the City's Comprehensive Plan and tax base.	Immediate	City Manager

4. TRANSPORTATION

A balanced, safe, attractive well-connected transportation system that offers reduced congestion, supports and encourages desirable growth, and integrates private vehicles, public transportation, biking, and walking.

Objective 1. Address neighborhood transportation issues in a manner that balances overall mobility with neighborhood integrity.

TR 1.1	Develop and implement a Regional Parking Management Plan in partnership with the MMMPO.	Immediate	Parking Authority, MMMPO
TR 1.2	Expand a parking management programming in targeted areas such as residential permitted parking.	Short Term	Parking Authority
TR 1.3	Identify neighborhood parking problems that can be addressed cooperatively by the Parking Authority and/or other groups.	Short Term	Parking Authority

Objective 2. Reduce presence of freight trucks within city limits.

TR 2.1	Develop and implement a Regional Truck Traffic Plan in partnership with the MMMPO.	Short Term	City Manager, MMMPO
TR 2.2	Expand efforts to enforce weight limits, covered loads, and truck exhaust standards.	Short Term	Morgantown Police Department
TR 2.3	Evaluate the long-term viability of the Morgantown Energy Facility.	Mid Term	City Manager, WVU
TR 2.4	Establish agreements with local trucking companies on preferred truck routes, which could include increasing weight limit on Interstate 68 between exist 1 (US 119) and 4 (WV 7), improvements to Greenbag Road as a designated truck route, reducing permitted weight on Walnut Street Bridge, etc.	Short Term	City Manager

Objective 3. Expand ridership and coverage of bus, PRT and other alternative transportation modes.

TR 3.1	Meet semi-annually with Mountain Line Transit Authority and the MMMPO to evaluate bus route coverage and frequency.	Immediate	City Manager
TR 3.2	Promote citizens' awareness of existing transit services and commuter alternatives such as the carpool/vanpool programing.	Immediate	MMMPO, Mountain Line Transit
TR 3.3	Evaluate opportunities of increasing ridership of the PRT by people not affiliated with the university.	Short Term	City Manager, WVU
TR 3.4	Develop an alternative transportation ridership incentive program in conjunction with major employers and WVU.	Immediate	MMMPO

Objective 4. Work with West Virginia University to manage university-related traffic.

TR 4.1	Partner with WVU in developing a grade-separated pedestrian crossing at Grumbeins Island.	Mid Term	City Council
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FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
TR 4.2	Lobby WVU to develop a parking garage at the Coliseum with grade-separated pedestrian crossing connecting WVU athletic facilities complex with WVU Evansdale campus.	Immediate	City Council
TR 4.3	Meet semi-annually with WVU to remain informed and provide input on their transportation and parking plan.	Immediate	City Manager
TR 4.4	Meet semi-annually with WVU to consider strategies for discouraging or limiting student automobile ownership and the impacts of those strategies.	Immediate	City Manager
TR 4.5	Lobby WVU to develop park-and-ride facilities for students, employees and for use during special events as recommended in the Long Range Transportation Plan.	Immediate	City Manager
TR 4.6	Lobby WVU to develop long-term storage parking for students who live on and off campus.	Short Term	City Manager
Objective 5. Increase bicycle use through infrastructure improvements and education.			
TR 5.1	Implement the Morgantown Bicycle Plan.	Immediate	City Council
TR 5.2	Develop a bicycling education plan.	Immediate	Morgantown Bicycle Board
TR 5.3	Develop a traffic enforcement plan to improve bicycling safety and to reduce the perceived risk of bicycling in Morgantown.	Immediate	Morgantown Police Department, Morgantown Bicycle Board
TR 5.4	Implement a "Complete Streets" policy, to guide development review and approval, roadway maintenance, right-of-way improvements, and right-of-way expansion wherever practical.	Short Term	City Engineer
TR 5.5	Develop a feeder trail system that connects neighborhoods with the Caperton and Decker's Creek Trails.	Mid Term	City Council
Objective 6. Encourage walking by expanding pedestrian networks and improving pedestrian safety and accessibility.			
TR 6.1	Implement the Pedestrian Safety Plan.	Immediate	City Council
TR 6.2	Develop and implement a Regional Sidewalk Connectivity Plan in partnership with the MMMPO to construct, expand and/or connect sidewalk networks.	Short Term	City Engineer
TR 6.3	Construct new sidewalks where none exist in areas that have strategic opportunities to expand the connected sidewalk network and link significant destinations.	Mid Term	City Council
TR 6.4	Continue to require pedestrian walkways and sidewalks in all new developments that connect to the existing pedestrian network wherever practical.	Immediate	Planning Commission, Planning Division
TR 6.5	Reinstitute City Engineering and Public Works Department programming to systematically repair and/or reconstruct failing sidewalks and construct new sidewalk connections funded wholly or partly by adjoining property owners.	Short Term	City Engineer
TR 6.6	Install stairways at the end of bridges to provide access to pedestrian routes below bridges, with priority at strategic locations along Deckers Creek below the Walnut Street and University Avenue Street bridges.	Mid Term	City Council
TR 6.7	Study the feasibility of developing a bicycle and pedestrian connection between the Evansdale and Sunnyside neighborhoods in collaboration with WVU.	Long Term	City Council
Objective 7. Support changes to the roadway network to alleviate traffic congestion.			
TR 7.1	Continue sponsorship of and partnership with the MMMPO and maintain leadership roles on its policy board and advisory committees.	Immediate	City Council

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
TR 7.2	Develop an Access Management Plan in collaboration with the MMMPO.	Short Term	City Engineer, MMMPO
TR 7.3	Lobby the MMMPO for roadway capacity improvements as recommended in the MMMPO Long Range Transportation Plan.	Immediate	City Council
TR 7.4	Lobby the MMMPO for improvements to traffic control devices, traffic demand management strategies, and roadway and wayfinding signage as recommended in the MMMPO Long Range Transportation Plan (i.e., changing lights to signs etc.)	Immediate	City Council
Objective 8. Support improvements to transportation service and access to Hart Field.			
TR 8.1	Implement the 2012 Morgantown Municipal Airport Master Plan.	Immediate	Airport Director
TR 8.2	Pursue the proposed runway expansion project recommended in the 2012 Morgantown Municipal Airport Master Plan.	Mid Term	City Manager, Airport Director
TR 8.3	Implement advanced runway protection strategies.	Immediate	Airport Director, Planning Division
TR 8.4	Expand public transportation and taxi services for airport passengers.	Short Term	City Manager, Airport Director

5. ENVIRONMENT

Protected natural areas, efficient use of energy resources, healthy waterways and clean air.

Objective 1. Support efforts to improve air quality locally and regionally.

EN 1.1	Lobby state and federal environmental agencies to strengthen air quality standards.	Short Term	City Manager
EN 1.2	Lobby state and federal environmental agencies to enhance the monitoring and enforcement of air quality standards.	Short Term	City Manager

Objective 2. Maintain quality ground and surface water quality

EN 2.1	Monitor the quality of groundwater to minimize the potential of contamination to the drinking water supply	Short Term	MUB
EN 2.2	Report possible groundwater contamination to the appropriate entities (WV Department of Environmental Protection and US EPA)	Immediate	MUB
EN 2.3	Continue to monitor surface water for possible contamination from Acid Mine Drainage sites.	Immediate	MUB
EN 2.4	Identify treatment measures for Acid Mine Drainage contamination.	Short Term	MUB
EN 2.5	Lobby for state regulation to protect water quality from current mining and extraction activities.	Short Term	MUB, City Manager
EN 2.6	Meet regularly with WVU and WVDOH to collaborate on respective Municipal Separate Storm Sewer System (MS4) permitting, planning, and obligations.	Short Term	City Manager

Objective 3. Protect environmentally significant areas and natural resources.

EN 3.1	Update subdivision regulations and site design standards for controlling soil erosion, surface water quality and sedimentation, and to minimize the removal of natural vegetation.	Short Term	City Council
EN 3.2	Adopt stronger regulations restricting development on steep slopes based on best practices.	Short Term	City Council
EN 3.3	Verify the presence of any significant natural features in development proposals and consider the quality of the feature to determine whether it should be protected, restored, or allowed to be altered.	Short Term	Planning Division

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
EN 3.4	Identify and survey areas for flood plain/wetland protection, habitat quality, connectedness, recreational opportunities, and pollution reduction capabilities.	Short Term	Planning Division, City Engineer, BOPARC, MUB
Objective 4. Improve the urban tree canopy and greenway network.			
EN 4.1	Develop urban forest management plan and policies that address protection or replacement significant trees on developing land.	Short Term	Urban Landscape Commission
EN 4.2	Establish standards for tree species located within and near public right-of-way and or easements.	Immediate	Urban Landscape Commission
EN 4.3	Examine paper streets (undeveloped right-of-way), utility-owned land and floodplains for potential acquisition and/or use as greenspace.	Short Term	City Engineer, Planning Division
EN 4.4	Establish pocket parks in every neighborhood.	Mid Term	BOPARC
EN 4.5	Plant shade trees in city parking lots.	Mid Term	City Engineer
Objective 5. Promote energy conservation and "green" building.			
EN 5.1	Update zoning and building codes to accommodate alternative energy generation (i.e. small-scale wind or solar).	Short Term	Development Services
EN 5.2	Create a Green Building Program that provides incentives for use of "green" building techniques that are energy efficient and environmentally friendly (using LEED or another best practice benchmark).	Short Term	Green Team
EN 5.3	Design and construct future city buildings and facilities using LEED standards.	Immediate	City Manager
EN 5.4	Incorporate LEED standards into renovations of city buildings and facilities.	Long Term	City Manager
EN 5.5	Meet regularly with WVU to remain informed, provide input, and collaborate on WVU's energy needs and strategies identified in WVU's Sustainability Strategic and Action Plans.	Short Term	City Manager
Objective 6. Reduce solid waste generated in the city.			
EN 6.1	Conduct a residential composting program that involves education and the coordination of local home composting supply providers.	Short Term	Public Works, Urban Landscape Commission, Green Team
EN 6.2	Evaluate the success of the Clean Community Concept recycling program.	Short Term	City Manager
EN 6.3	Establish a program to encourage recycling participation by commercial uses, which includes two-family and multi-family residential developments under the City's 2012 Solid Waste Contract.	Short Term	City Manager
EN 6.4	Work with the Monongalia County Solid Waste Authority to expand residential and commercial recycling programming, particularly curb-side single stream, throughout the greater Morgantown market.	Short Term	City Manager
EN 6.5	Study the feasibility of developing and implementing requirements for a certain percentage of construction and demolition waste to be recycled.	Short Term	City Council

6. NEIGHBORHOODS AND HOUSING

Investment in all neighborhoods that improves blighted properties, aesthetics and mobility, and provides a broad mix of housing options.

Objective 1. Preserve integrity of existing neighborhoods, particularly single-family areas while encouraging compatible infill development.

NH 1.1	Research available programs and funding to support renovation of existing rental or single-family home-owner properties.	Short Term	Community Development Division
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FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
NH 1.2	Pursue zoning map amendments where appropriate to address potential zoning conflicts in residential areas both to preserve existing residential areas where appropriate or promote infill and redevelopment (See Areas for Future Study in Appendix A).	Short Term	City Council
NH 1.3	Evaluate zoning to ensure that it promotes rehabilitation or adaptive reuse of existing buildings, and context-sensitive construction of dwelling units on infill lots.	Short Term	Planning Division
NH 1.4	Evaluate residential zoning classifications to determine whether permitted or conditional uses and other standards yield desirable development (particularly the residential types permitted within R1, R1A, R2, and R3 districts).	Short Term	Planning Division
NH 1.5	Continue to monitor and respond to housing market trends that may lead to studentification of stable, less transient single-family neighborhoods.		
Objective 2. Improve conditions in neighborhoods surrounding Downtown and WVU			
NH 2.1	Adopt zoning updates proposed in the Sunnyside Up neighborhood plan.	Immediate	City Council
NH 2.2	Form a task force to involve students in property maintenance and neighborhood issues.	Short Term	Code Enforcement Division, WVU, Sunnyside Up
NH 2.3	Conduct a semi-annual student-led neighborhood cleanup day.	Immediate	Sunnyside Up
NH 2.4	Expand partnerships with WVU to invest in revitalization efforts in targeted neighborhoods.	Immediate	City Manager
Objective 3. Improve the safety and appearance of all neighborhoods.			
NH 3.1	Require adequate and attractive street lighting to be incorporated as part of all new multi-family residential development, major subdivisions created for residential and/or mixed-use developments, and planned unit developments.	Short Term	Planning Commission
NH 3.2	Prioritize in the City's Capital Improvement Plan strategic, adequate, and attractive street lighting enhancements.	Short Term	City Council
Objective 4. Promote the development of a broad range of housing types and prices.			
NH 4.1	Provide incentives to developers to encourage development of alternative housing types (i.e. higher density, live-work, mixed-use) in designated growth areas.	Short Term	City Council
NH 4.2	Provide incentives to developers to make development more desirable to build moderately-priced housing.	Short Term	City Council
NH 4.3	Require residential development projects of a certain scale to include housing options with a range of price-points.	Short Term	City Council
NH 4.4	Develop a plan to address increases demand for affordable student housing resulting from higher price-points of newly constructed developments in collaboration with WVU.	Immediate	Planning Division, WVU
Objective 5. Support housing assistance programs and ensure compliance with Fair Housing policies.			
NH 5.1	Contribute to an internet-based regional registry of rental property owners or management companies where tenants can rate their experiences and share those experiences with others.	Short Term	City Manager
NH 5.2	Conduct a campaign to educate property managers about the Fair Housing Act and housing discrimination.	Immediate	Community Development Division
NH 5.3	Enhance plans review, approval, and permitting processes to ensure compliance with the Fair Housing Act and the Americans with Disabilities Act (ADA).	Immediate	Code Enforcement Division

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
NH 5.4	Provide public education of various Federal, State, County and local financial assistance programs for first time home-buyers.	Immediate	Community Development Division, Housing Authority
NH 5.5	Provide homebuyer and seller education seminars and publications.	Immediate	Housing Authority
NH 5.6	Provide incentives to encourage the development of affordable senior housing and assisted living developments within mixed-use and multi-family zoning districts.	Mid Term	City Council

7. COMMUNITY FACILITIES AND SERVICES

Highly desirable and competitive community facilities and services that promote the health and wellbeing of all of Morgantown's residents.

Objective 1. Maintain high quality utility services to meet the growing needs of the community.

CF 1.1	Evaluate sanitary sewer, water service, and storm sewer capacity to determine if existing infrastructure is adequate to support increased development densities where recommended by the Comprehensive Plan.	Mid Term	MUB
CF 1.2	Evaluate water and sewer fees to ensure that such fees remain competitive with neighboring jurisdictions while supporting the cost of water and sewer infrastructure improvements.	Short Term	City Council, MUB
CF 1.3	Evaluate stormwater fees to ensure that such fees remain competitive with neighboring jurisdictions while supporting the cost of stormwater management infrastructure..	Short Term	City Council, MUB

Objective 2. Maintain and expand the parks and recreational facilities and programming.

CF 2.1	Implement and update the BOPARC Master Plan.	Immediate	BOPARC
CF 2.2	Evaluate how well the city's parks and recreational facilities serve the needs of citizens, looking specifically at the quality of each park or facility and their accessibility to surrounding neighborhoods.	Short Term	BOPARC
CF 2.3	Explore the feasibility of developing a community recreational center that offers facilities and programming like fitness rooms; gymnasiums; swimming pools; sauna, whirlpool, steam rooms; tennis courts, racquetball/handball courts; weight training room; banquet/meeting rooms and kitchen; craft rooms; preschool/child care rooms; computer labs; teen center/game room; etc.	Immediate	City Manager, BOPARC
CF 2.4	Explore joint recreational programming with other community entities including West Virginia University and Monongalia County Schools.	Immediate	BOPARC
CF 2.5	Study alternatives for funding parks and recreational facilities and programming that includes, among others, cost-benefit analysis of existing programming, user-fee schedules, program and rental pricing, enterprise funds, revenue generating facilities, fund raising, sponsorships, public-private partnerships, financing capital projects, multi-jurisdictional consolidation of public recreation management, etc.	Short Term	City Manager, BOPARC

Objective 3. Support quality educational programs and facilities.

CF 3.1	Hold annual meetings between the City, Monongalia County Schools and West Virginia University to create new educational opportunities for students and the general community.	Short Term	City Manager
CF 3.2	Assist Monongalia County Schools with identifying appropriate sites for new schools that serve Morgantown's neighborhoods.	Immediate	City Manager
CF 3.3	Encourage Monongalia County Schools to continue to make their facilities available for use by the community outside of school hours for appropriate purposes, while not interfering with the school's mission and success of delivering of quality learning programs.	Immediate	City Council

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
CF 3.4	Lobby Monongalia County Schools to seek adaptive reuses for vacated buildings and properties through public-private partnerships.	Immediate	City Manager
Objective 4. Broaden efforts to reduce homelessness.			
CF 4.1	Formally adopt the Community-Wide Plan To Reduce Homelessness prepared by the Morgantown/Monongalia Task Force On Homelessness.	Immediate	City Council
CF 4.2	Facilitate the creation of a Central Organization to Coordinate Community-Wide Action to Reduce Homelessness.	Short Term	City Council
Objective 5. Provide appropriate social services and facilities to meet the changing needs of the community in concert with the City's Five-Year Consolidated Plan, Annual Action Plans, and Annual Performance Reports.			
CF 5.1	Create an initiative or partnership to coordinate social services, policies, programs, and projects related to affordable housing, access to transportation, medical and mental care, literacy, job and life skills training, affordable childcare and after-school programming, and other needs.	Immediate	Community Development Division, allied agencies
CF 5.2	Conduct an annual social services roundtable where the city meets local social service providers to identify community needs and develop strategies to address those needs.	Immediate	Community Development Division, allied agencies
CF 5.3	Identify programs to assist special needs populations, particularly individuals and families suffering from substance abuse or severe and persistent mental illness, experiencing homelessness or are at-risk of becoming homeless, while removing barriers to independent living and promoting self-sufficiency.	Immediate	Community Development Division, allied agencies
CF 5.4	Conduct a campaign to raise awareness of social services.	Immediate	Community Development Division, allied agencies
CF 5.5	Develop a program, in partnership with public transit providers, to increase access to and utilization of public transportation by low-income individuals and families and employees working shift-related schedules	Immediate	MMMPO, Mountain Line Transit
CF 5.6	Prioritize in the City's Capital Improvement Plan the removal of barriers at all public facilities, including parks and recreation sites, that limits access and utilization by persons with physical, sight, and/or hearing impairments.	Short Term	City Council
Objective 6. Continue to improve city services and community engagement.			
CF 6.1	Evaluate solid waste collection services, schedules, and pricing to identify potential improvements or new services.	Short Term	City Manager
CF 6.2	Provide quarterly hazardous waste collection events. (Electronics, tires, appliances, hazardous liquids)	Immediate	Public Works, Monongalia County Solid Waste Authority
CF 6.3	Develop a regional strategy for sharing and/or consolidating safety services.	Short Term	City Manager, Morgantown Police and Fire Departments
CF 6.4	Expand community policing activities for residents.	Immediate	Morgantown Police Department
CF 6.5	Establish a community ambassador program.	Short Term	City Manager, WVU
Objective 7. Encourage healthy lifestyles.			
CF 7.1	Form a Safe Routes to School committee with Monongalia County Schools and the MMMPO to obtain funding and assistance in encouraging students to walk or bike on safe and accessible routes to school.	Immediate	City Engineer
CF 7.2	Designate a city-wide "Car-free" day where citizens are encouraged to walk, bike or use transit to get to their place of business.	Immediate	Pedestrian Safety and Bicycle Boards

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
CF 7.3	Create a Healthy Morgantown Initiative where the city partners with local institutions to promote awareness of healthy lifestyles and existing health services, develop wellness initiatives, and pursue grant funding.	Short Term	City Manager

8. ECONOMIC DEVELOPMENT

A regional approach to economic development and infrastructure investment that keeps Morgantown competitive and attractive to existing and new businesses, while strengthening the city's fiscal health.

Objective 1. Promote investment in infrastructure.

ED 1.1	Implement innovative strategies to diversify revenue and financing mechanisms that fairly, equitably, and expeditiously fund infrastructure improvements and expansions (examples include user-fees, business improvement districts, tax increment financing (TIF), public-private partnerships (P3s), impact fees, assessments, state and federal grants, etc.)	Short Term	City Manager
ED 1.2	Lobby the state for a larger share of road improvement funds by demonstrating local revenue commitments to augment state investments.	Immediate	City Council, City Manager, MMMPO

Objective 2. Retain and grow existing businesses.

ED 2.1	Maintain a leadership role on MAP/MCDA policy boards by prioritizing efforts to identify and understand issues facing local businesses and seek active opportunities to promote business growth, expansion, and diversification.	Immediate	City Manager
ED 2.2	Prioritize transportation improvements in coordination with the MMMPO to reduce congestion and increase mobility options near major employers and growth areas.	Mid Term	City Council, MMMPO
ED 2.3	Provide real estate incentives (e.g., tax abatements) tied to net employment creation and/or tax revenue impacts for existing companies that wish to expand locally.	Short Term	City Council
ED 2.4	Continue to develop buildings at MAP business parks that are offered at reasonable market rates for sale as well as leasing to local businesses.	Short Term	MAP
ED 2.5	Develop promotional material on the region's amenity package to help local companies recruit employees (particularly those with higher-degrees). The amenity package includes arts, culture, and recreation facilities; dining and entertainment; competitive cost of living; quality of life, etc.	Immediate	MAP

Objective 3. Capitalize on Morgantown's competitive advantages and attract new businesses to diversify the City's economic base.

ED 3.1	Develop a collaborative regional branding and marketing initiative.	Immediate	City Manager, MAP, CVB
ED 3.2	Identify incentives that the city could offer to attract businesses in targeted industries.	Short Term	City Council

Objective 4. Stimulate and support small business and entrepreneurial activity.

ED 4.1	Expand the MCDA's Morgantown Enterprise Center (MEC) to provide additional office and incubation space to new small businesses that employ skilled workers and have good growth potential.	Mid Term	MAP
ED 4.2	Provide office and incubation space within Downtown for small businesses and start-ups.	Short Term	City Council, Main Street Morgantown
ED 4.3	Develop a technology incubation program that provides access to laboratory space, offices, tools, and business expertise, to facilitate the commercialization of local research and innovations in fields such as bioscience, information technology, and energy.	Short Term	City Manager, MAP, Main Street Morgantown, WVU
ED 4.4	Contribute to MAP's revolving loan fund for small businesses.	Short Term	City Council

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
Objective 5. Provide desirable locations for business expansion.			
ED 5.1	Maintain a listing of available business locations and their amenities, in collaboration with MAP and the I-79 Development Council.	Immediate	City Manager, MAP
ED 5.2	Continue to market available business expansion sites (with emphasis on offering building space at reasonable rates).	Immediate	City Manager, MAP, Main Street Morgantown, WVU
ED 5.3	Develop a specific target marketing plan for the Morgantown Airport Technology Park in concert with Federal Laboratories and other major employers that positions the park for technology tenants that are not already accommodated in the market.	Immediate	City Manager, MAP, Airport Director
ED 5.4	Expand infrastructure development from the West Virginia National Guard Readiness Center for Airport Technology Park economic development.	Short Term	City Manager, MAP, Airport Director
ED 5.5	Support the construction of a light manufacturing business incubator building in the Morgantown Airport Technology Park.	Short Term	City Manager, MAP, Airport Director
ED 5.6	Establish a relationship with a local real estate professional to track real estate trends in the various office, retail and industrial markets.	Short Term	City Manager, MAP, WVU
ED 5.7	Pursue zoning map amendments where appropriate to address potential zoning conflicts and promote non-residential infill and redevelopment in appropriate areas (See Areas for Future Study in Appendix A).	Mid Term	Planning Division, Planning Commission
Objective 6. Strive for a balanced approach to economic development that considers the fiscal impacts of growth.			
ED 6.1	Study the feasibility and regulatory constraints of diversifying municipal and county tax revenue formulas and tax incentives across the greater Morgantown market that promote fair, equitable, balanced, progressive, and competitive taxing policies.	Short Term	City Manager
ED 6.2	Consider the fiscal impact on city and county governments of any proposed major development or annexation.	Short Term	City Manager
ED 6.3	Use incentives and zoning to promote development in areas with existing infrastructure capacity, in order to reduce the need for infrastructure extensions, and to concentrate infrastructure improvements reducing short-term and long-term operating costs.	Short Term	City Council
Objective 7. Support workforce development and training initiatives.			
ED 7.1	Hold annual meetings between MAP, property and business owners groups, WVU, Monongalia County Schools, and large employers to collaboratively ensure that existing workforce development and training initiatives are meeting the needs of employers in the region.	Immediate	City Manager

9. IMPLEMENTATION

The Comprehensive Plan should be monitored for implementation effectiveness and relevancy. As stated in the Objectives and Strategies section, this should happen on a formal basis no less than once per year.

Objective 1. Involve a wide variety of stakeholders in implementation.

I 1.1	Provide final copies of the Comprehensive Plan on the City web site and at libraries.	Immediate	Planning Division
I 1.2	Identify and engage non-government partners to assist with implementation.	Immediate	Planning Division
I 1.3	Establish a program to provide ongoing public education on the Comprehensive Plan Update through printed and electronic media, or face-to-face engagement.	Immediate	Planning Division
I 1.4	Provide ongoing educational opportunities on innovative planning and development tools and best practices for the Planning Commission and City Departments.	Immediate	Planning Division

FIGURE 10.1 COMPREHENSIVE PLAN IMPLEMENTATION

POLICY		TIMEFRAME	RESPONSIBILITY
I 1.5	Study the feasibility and regulatory constraints of forming a local council of governments to enhance coordination among municipalities, county government, and institutions.	Short Term	City Manager
I 1.6	Form a task force to draft legislation and lobby the State legislature to enact legislation that supports those Comprehensive Plan objectives and strategies that require local empowerment to fully realize.	Short Term	City Manager
Objective 2. Monitor and share implementation progress.			
I 2.1	Prepare an annual report that summarizes the status of Plan implementation and outlines annual accomplishments and priorities.	Immediate	Planning Commission
I 2.2	Hold a special public meeting on a regular basis to review the City's success in implementing the Plan.	Immediate	Planning Commission
I 2.3	Schedule meetings with the Planning Commission on a bi-annual basis to address the status of plan implementation and discuss other long-range planning issues.	Immediate	Planning Division
I 2.4	Develop a formal training program for commission and board members. Training should focus on land use law, meeting procedures, organizational dynamics and how to use the Plan.	Immediate	Planning Division
Objective 3. Provide resources for implementing the Plan.			
I 3.1	Regularly update the City's Capital Improvement Plans (CIPs).	Immediate	City Manager
I 3.2	Prepare annual departmental work programs and budgets with awareness of the Comprehensive Plan.	Short Term	City Manager
I 3.3	Identify and secure funds for prioritized initiatives (This could include grants, tax measures, bonds, private investments, public-private partnerships, etc.).	Immediate	City Manager
Objective 4. Require concurrence with the Comprehensive Plan.			
I 4.1	Require concurrence in rezoning and other major development approvals.	Immediate	Planning Division, Planning Commission
I 4.2	Require staff reports to reference the Comprehensive Plan.	Immediate	Planning Division
Objective 5. Update the Plan at least every ten years.			
I 5.1	Create a citizen committee to design the planning process.	Mid Term	Planning Commission
I 5.2	Prepare an updated Comprehensive Plan.	Mid Term	Planning Commission

Appendix A

Resource Documents

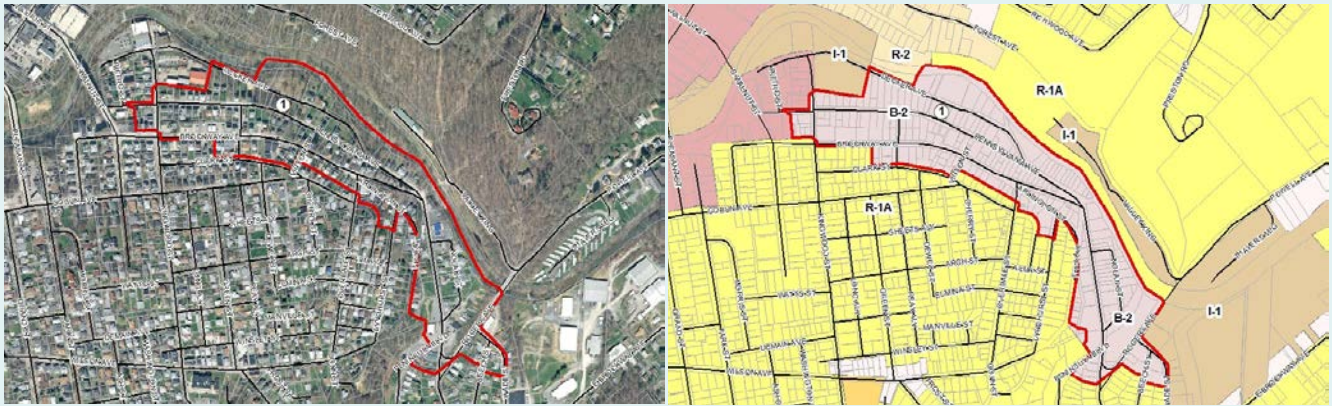
1. Areas for Future Study


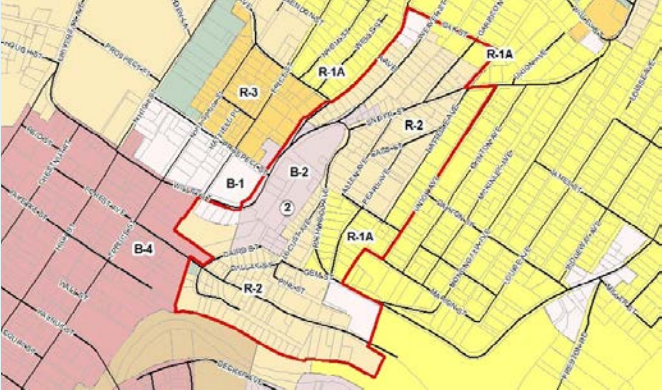
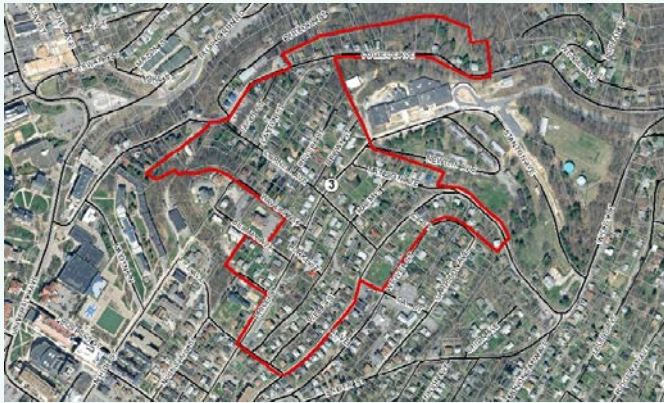
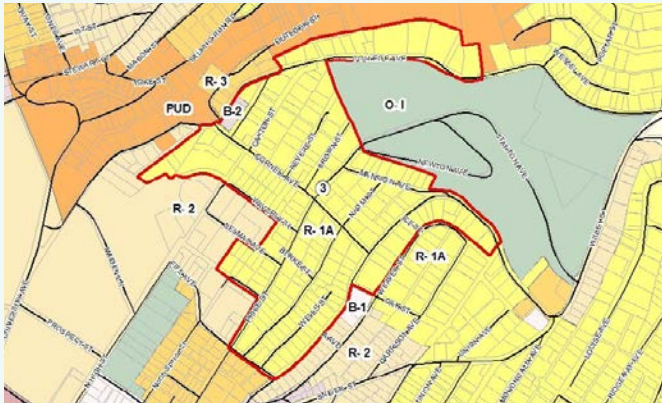
The following table and accompanying map identify areas for future study throughout the City of Morgantown. These areas are places where the existing zoning does not align with the existing land uses or the existing pattern of development. It may also be an area where the existing zoning is not compatible with, or does not fully support the desired future of the area as indicated in the Comprehensive Plan's Land Management Map. These areas require further land use and development study by the Planning Commission to enable zoning map amendment and/or zoning text amendment recommendations to City Council that will advance the goals, objectives, strategies, and consistency principles of this Comprehensive Plan Update.


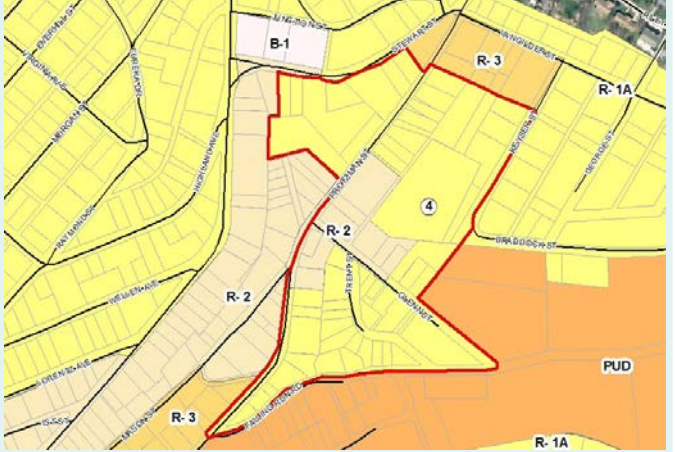

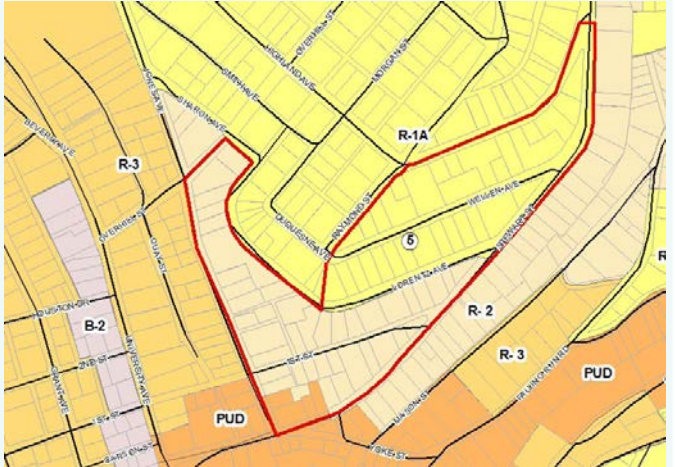
Appendix A


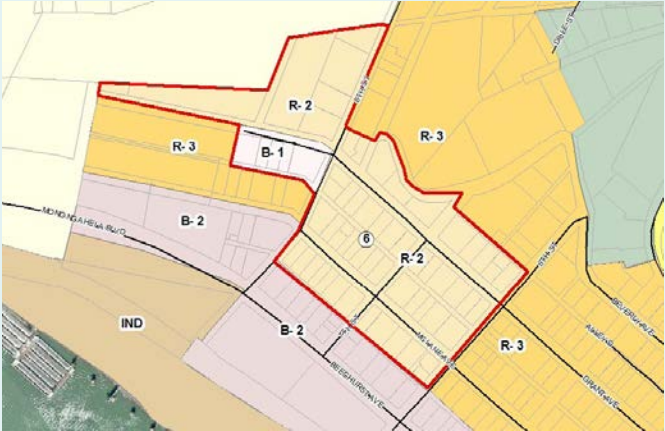

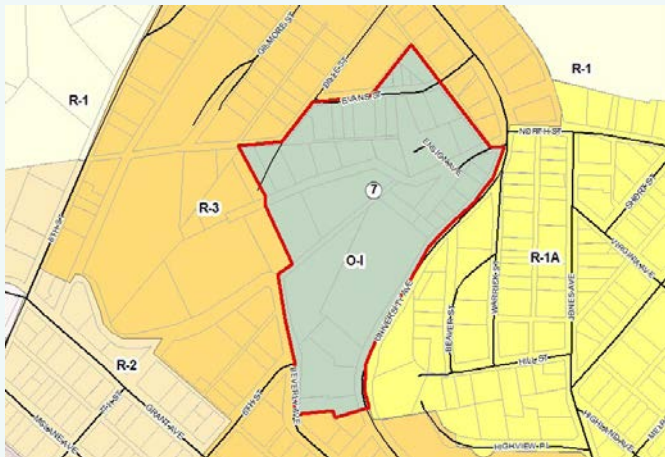
1. Areas for Future Study	1
2. Annexation Overview	13







MAP NUMBER	CURRENT ZONING	GENERAL DESCRIPTION	OBSERVATIONS
1	B-2	Brockway Avenue Corridor; adjoins the Greenmont Neighborhood.	<p>Current low density commercial zoning does reflect the existing pattern of development, site constraints, and is an obstacle to redevelopment.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none">• Permitting higher density residential patterns• Permitting mixed uses• Incentives to assemble and consolidate parcels for redevelopment• Design standards that are appropriate to the location and scale of the corridor• Increasing supply of on-site parking reducing on-street parking congestion• Infrastructure improvements supporting higher densities including sidewalks, pedestrian crossings, public open space, connection to Deckers Creek Trail.

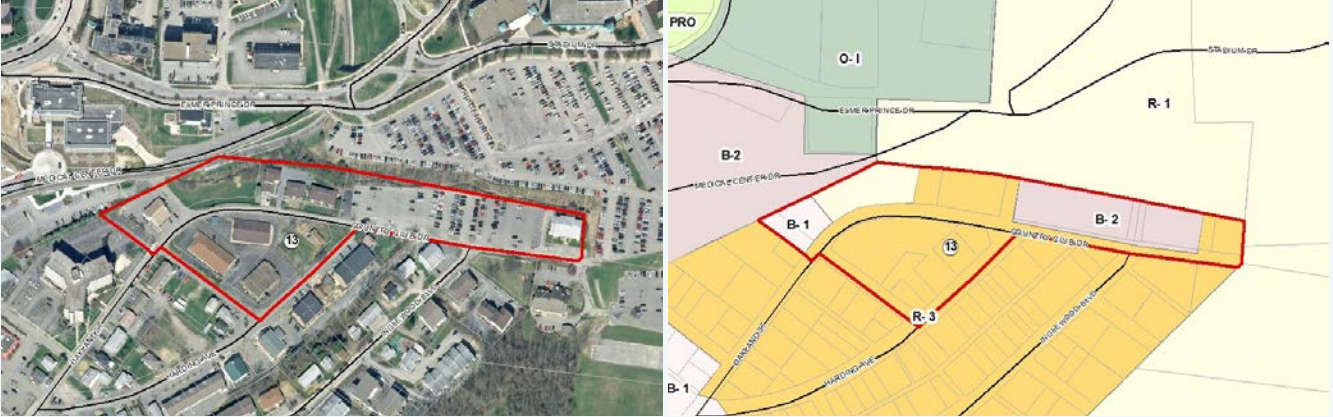
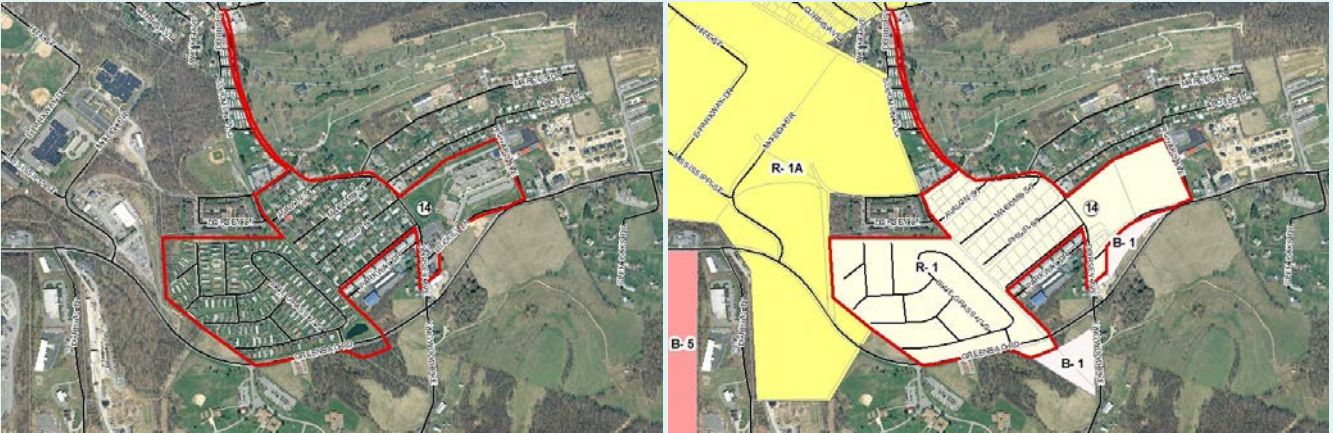


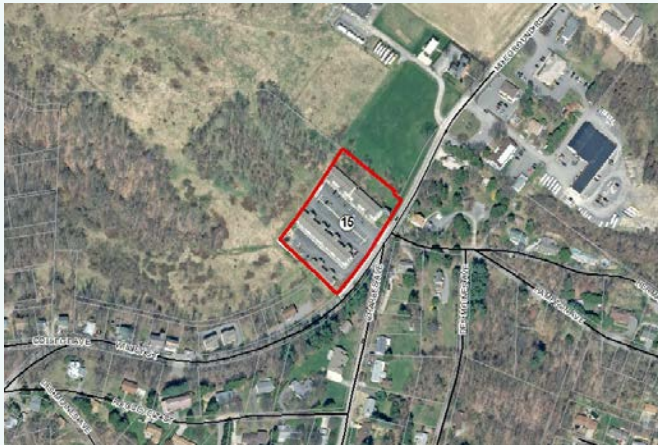


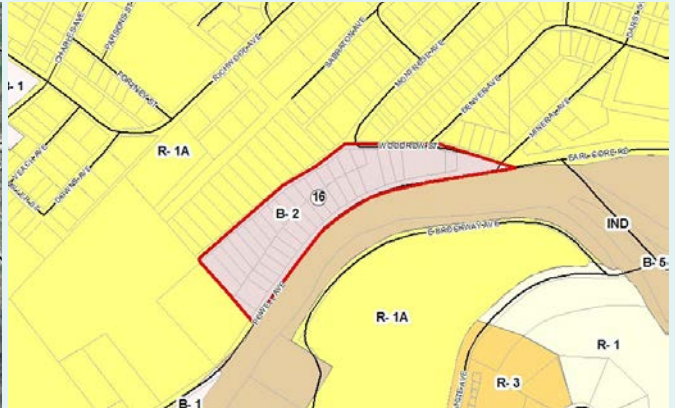
MAP NUMBER	CURRENT ZONING	GENERAL DESCRIPTION	OBSERVATIONS
2	R-1A, R-2, B-1, B-2	North Willey Street, Snyder Street, and Richwood Avenue; adjoins the Woodburn Neighborhood.	<p>Current mix of residential and commercial zoning does not reflect existing uses or future potential.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> • Permitting higher density residential patterns • Permitting mixed uses • Incentives to assemble and consolidate parcels for redevelopment • Design standards that are appropriate to the location and scale of the corridor • Transition to lower density residential adjoining the Woodburn Neighborhood. • Infrastructure improvements supporting higher densities including sidewalks, pedestrian crossings, street lighting.
 			
3	R-1A	Fraternity Hill, Price Street	<p>Current single-family residential zoning does not reflect existing uses or future potential.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> • Further a greek village concept with related design standards. • Increase density of market-rate housing stock; • Increase on-site parking supply • Improvement of infrastructure to support higher densities, sidewalks, public open space, pedestrian connections to the downtown campus, street lighting.
 			


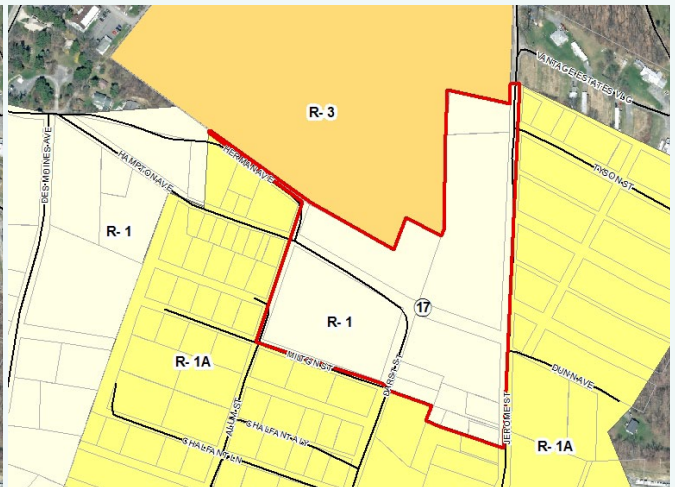

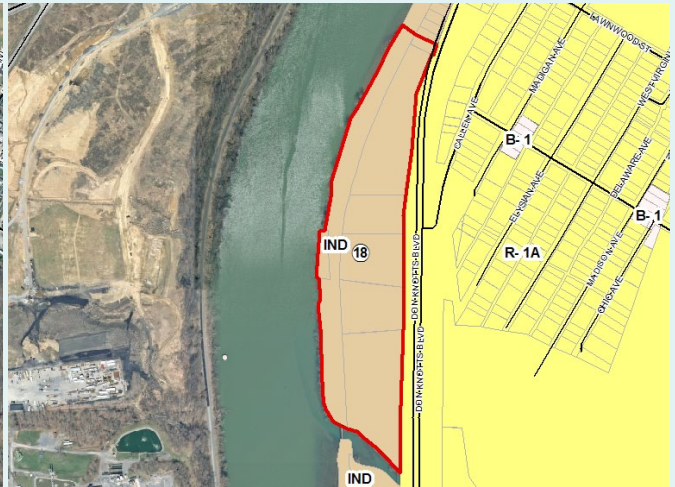
MAP NUMBER	CURRENT ZONING	GENERAL DESCRIPTION	OBSERVATIONS
4	R-1A and R-2	Protzman, Glenn, and Van Gilder Streets; adjoins the Wiles Hill / Highland Park Neighborhoods	<p>Current single-family residential zoning does not reflect existing uses, existing development patterns, or future potential.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Permitting of higher densities to match surrounding development.
 			
5	R-1A, R-2 and PUD	Stewart Street and Highland Avenue; adjoins the Wiles Hill / Highland Park Neighborhoods	<p>Current single-family residential zoning does not reflect existing uses or future potential.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Permitting of very modest increases in density of two-family and townhouse market-rate housing. Provide incentives to assemble and consolidate realty. Discouragement of continued added density of converted single-family dwellings. Establish appropriate design standards. Improved infrastructure supporting slightly higher densities; and increase supply of on-site parking.
 			

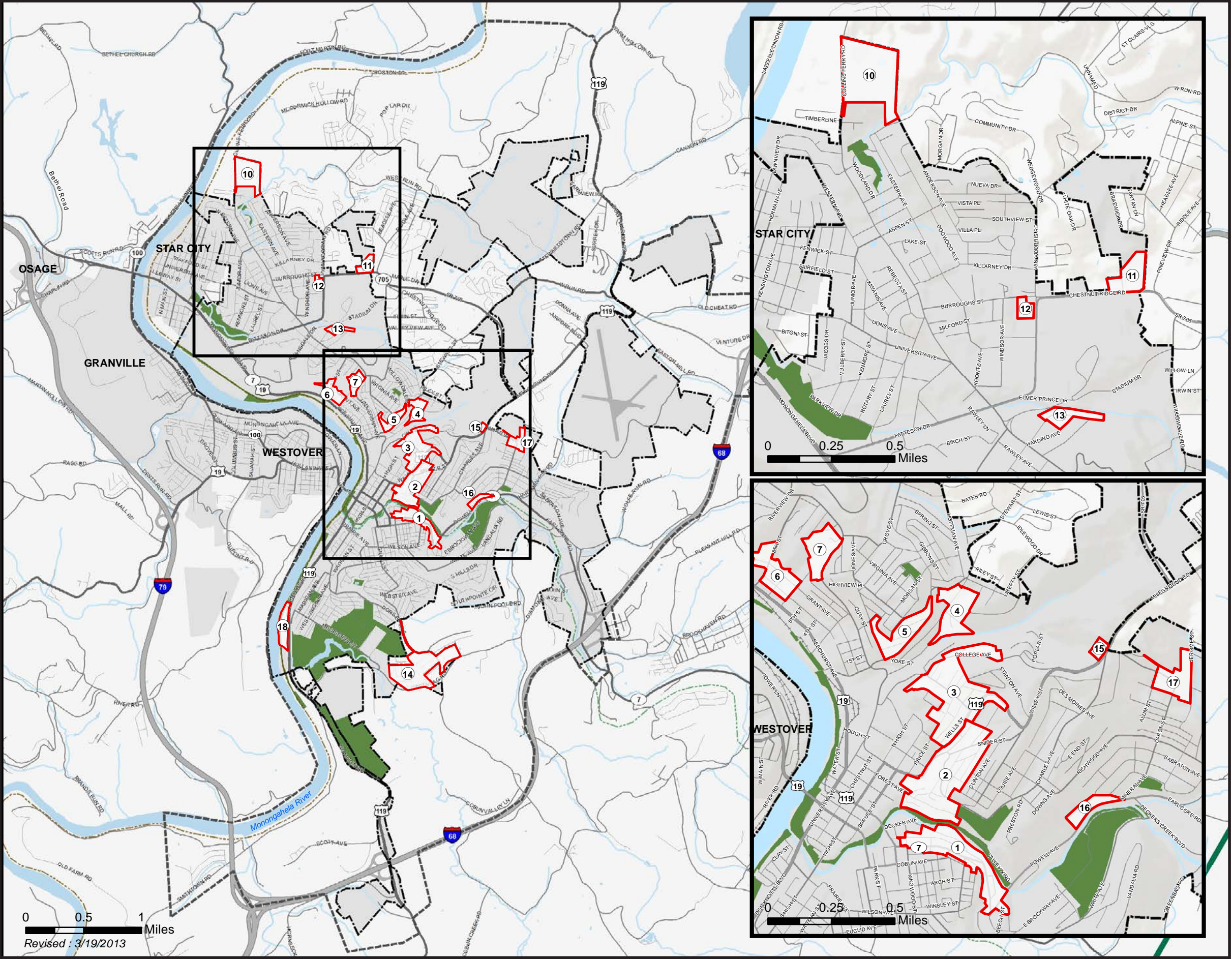
MAP NUMBER	CURRENT ZONING	GENERAL DESCRIPTION	OBSERVATIONS
6	R-2	Sunnyside Neighborhood between R-3 District, Eighth Street, and the Evansdale Neighborhood's R-1 District.	<p>Current single and two-family residential zoning does not reflect existing uses or future potential.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> • Permitting higher density residential patterns
 			
7	O-1	University Avenue, Sixth Street, Dille Street	<p>Current office and institutional zoning does not reflect existing uses, existing development pattern, or future potential.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> • Consider zoning reclassifications that allow for higher residential density patterns. • Provide incentives to assemble and consolidate realty. • Discourage continued added density of converted single-family dwellings. • Establish appropriate design standards • Improve infrastructure supporting higher densities including sidewalks, pedestrian crossings, streetscape enhancements; public open space; increased supply of on-site parking; • Consider the expansion of Sunnyside Overlay Districts.
 			

MAP NUMBER	CURRENT ZONING	GENERAL DESCRIPTION	OBSERVATIONS
10	R-1 and B-1	Collins Ferry Road at the edge of the City boundary; Suncrest Neighborhood; National Energy Technology Laboratory	<p>Current single-family residential zoning does not reflect existing uses, existing development pattern, or future potential.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Consider zoning reclassifications mitigating existing nonconforming use.
 			
11	B-1	Chestnut Ridge Road; Mylan Pharmaceuticals	<p>Existing zoning classification does not reflect existing well established light industrial use, WVU realty.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Consider zoning reclassifications mitigating existing nonconforming use.
 			
12	B-1	Van Voorhis Road; Cheslea Square; Suncrest Neighborhood	<p>Current zoning classification discourages denser mixed-use and commercial redevelopment that reflects commercial development patterns along the Patteson, Van Voorhis, and Chestnut Ridge Road corridors.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> consider incentives to increase development density and increase mixed-use housing stock.
 			

MAP NUMBER	CURRENT ZONING	GENERAL DESCRIPTION	OBSERVATIONS
13	R-1, R-3, B-1, B-2	Oakland Street, Harding Street, Country Club Drive; Evansdale	<p><i>Includes a nonconforming motel.</i></p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Consider zoning reclassification that could provide for the redevelopment of the motel into a more intense hotel or higher density residential uses.
			
14	R-1	Dorsey Avenue, Mountaineer Elementary School	<p><i>Area includes a mobile home park and existing land platting configurations appear to be more associated with R-1A District permitted density in terms of lot size, setbacks, etc.</i></p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Consider zoning reclassifications to reflect existing single-family residential characteristics and single-family densification opportunities.
			

MAP NUMBER	CURRENT ZONING	GENERAL DESCRIPTION	OBSERVATIONS
15	B-2	North Willey Street	<p><i>Area includes a recently constructed multi-family development.</i></p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Evaluate whether the current zoning classification, which is the same district designated within the community along primary corridors include Earl Core Road, Patteson Drive, Van Voorhis Road, Chestnut Ridge Road, etc., is the most appropriate classification given the recently constructed apartment development.
 			
16	B-2	Powell Avenue	<p><i>The area is vacant, undeveloped land with steep slopes subdivided into smaller, residentially scaled parcels.</i></p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Evaluate appropriate residential densities.
 			

MAP NUMBER	CURRENT ZONING	GENERAL DESCRIPTION	OBSERVATIONS
17	R-1	Darst Street and Jerome Street	<p>The area is vacant, undeveloped land with steep slopes subdivided into smaller, residentially scaled parcels.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Evaluate denser single-family development opportunities.
 			
18	I-1	Don Knotts Boulevard	<p>The area appears to include uses not permitted in the current zoning district. Industrial-type development prospects appear impractical due to existing aggregate commercial use types and the adjoining single-family neighborhood.</p> <p>Considerations for future study:</p> <ul style="list-style-type: none"> Evaluate existing nonconforming commercial uses and viability of larger-scaled former industrial buildings.
 			



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MAP 4 a
LAND MANAGEMENT
(with Areas for Future Study)

- Preserve
- Reserve
- Limited Growth
- Neighborhood Conservation
- Downtown Enhancement
- Corridor Enhancement
- WVU Campus Development
- Neighborhood Revitalization
- Infill and Redevelopment
- Encouraged Growth
- Controlled Growth/Traditional Neighborhood Area

- Developed Areas
- Roads
- Water Bodies
- Morgantown Boundary
- Study Area

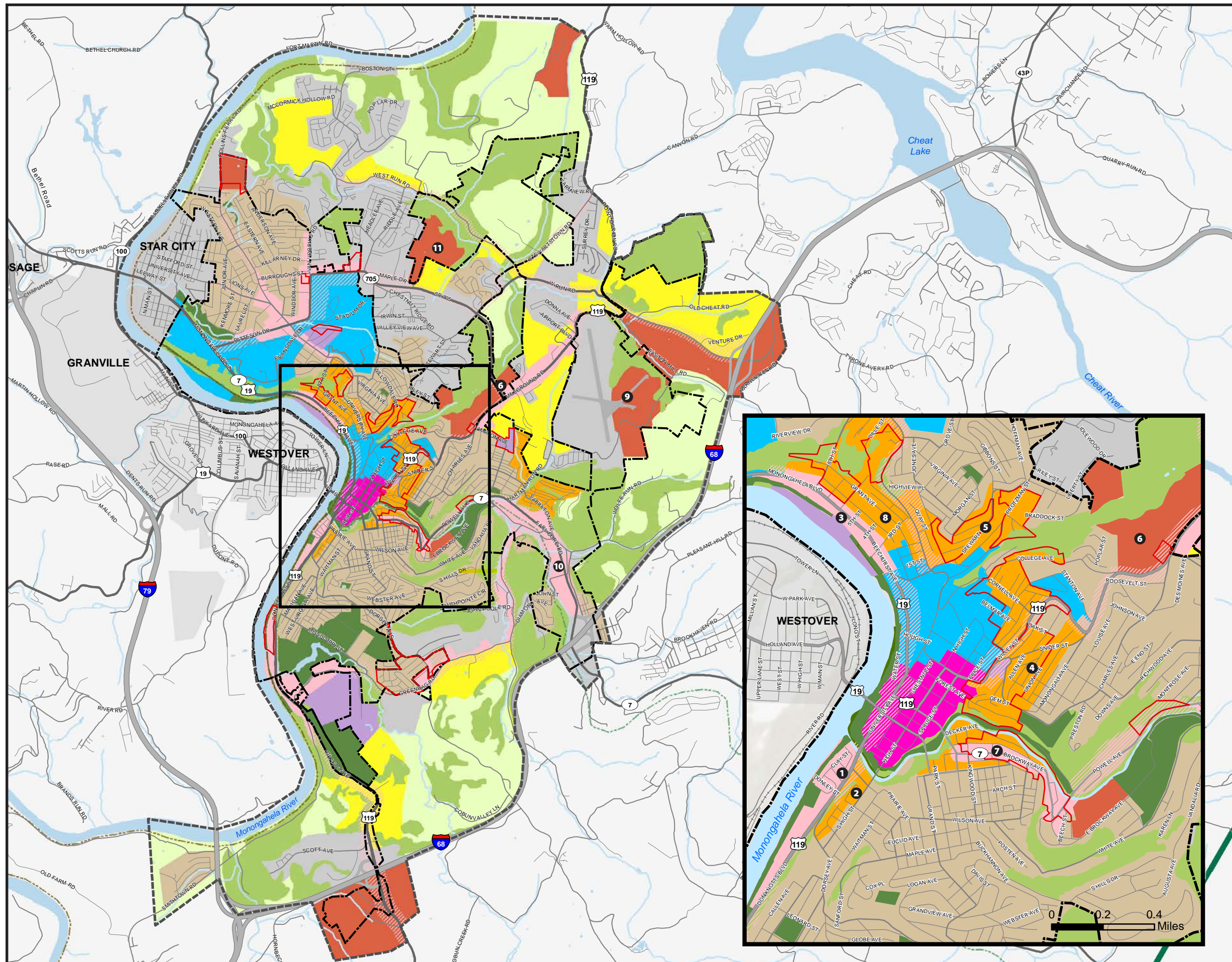
Area for Future Study

Areas of Opportunity

- 1** Waterfront / Wharf District
- 2** South High Street and University Avenue
- 3** Beechurst Avenue Corridor
- 4** North Willey Street / Richwood Avenue Area
- 5** Stewart Street Area
- 6** 705 University Farms Area
- 7** Brockway Avenue Corridor (Route 7)
- 8** Sunnyside
- 9** Airport Technology Park
- 10** Sabraton, Earl L. Core Rd.
- 11** University Research Park

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2. Annexation Overview

The purpose of this appendix is to discuss annexation laws and limitations set by the State of West Virginia, and identify potentially helpful considerations and alternatives to current policy.

Background

Annexation is a legal process by which municipalities extend their municipal benefits and services, voting privileges, regulatory protections, and taxing authority to new territory. Annexation increases a municipality's size and population, and in some instances raises its level of political influence, prestige, ability to attract desirable commercial, research, medical, and industrial development as well as employment opportunities. Annexation often increases a municipality's ability to attract public and private grant funding.

Annexation allows municipalities to take in areas on their outskirts that essentially have become part of the municipality by virtue of their proximity and population density. It allows cities to grow and, therefore, to thrive. The economic health, vitality, and sustainability of a municipality drive the economic engine of the entire region.

People locate their residences and business near cities and towns for a reason. Annexation helps spread the cost for the advantages of living in proximity to a city or town among the people who benefit from them. Annexation can help to ensure that each resident and business in an urban area pays its fair share of the cost of providing municipal benefits and services and that no one group subsidizes the other. Annexation also gives the citizens who use municipal services a voice in how they are developed and funded. That can only happen when they can vote for the city or town council that sets the standards, fees, and budgets.

Annexation can help to ensure that each resident and business in an urban area pays its fair share of the cost of providing municipal benefits and services and that no one group subsidizes the other.

Annexation benefits

- Access to municipal services including professional full-time police, fire, street maintenance, infrastructure assistance, street lighting, building and fire code protection, planning and zoning, recreation, etc.
- Increased local government representation – your neighbors could be your elected representatives.
- Tax dollars are retained in the localized area.
- Land value protection through the municipality's comprehensive plan and development regulations.
- Connects communities that are separated only by jurisdictional lines.
- Creates for efficiency in providing municipal services.

Rapid development and population growth just beyond the jurisdictional lines of Morgantown, Star City, Granville, and Westover over the past 15+ years has occurred in large part because of the limited amount of available land for development. The growth of these areas affects the quality and sustainability of construction, the character of once rural areas, traffic congestion, compatibility of adjacent land uses and development, and the need for adequate police and fire protection.

This Comprehensive Plan Update recommends that the City of Morgantown, in partnership with neighboring municipalities and the county, develop an annexation plan and advance a proactive set of policies. The plan should guide focus on the long-term expansion of its boundaries and the planning and development process for undeveloped land and the selective incorporation of previously development areas.

As part of its annexation plan, the City of Morgantown should work closely with Star City, Granville, and Westover in exploring the creation of an urban growth boundary with the County.

Overview

Annexation practices are governed by Chapter 8 Article 6 of the West Virginia State Code. The article outlines the legal framework through which municipalities may expand their corporate boundaries. This is broken into a set of permissible processes detailed below.

Chapter 8 Article 6 West Virginia State Code

The state code provides three methods for annexation.

1. Petition for Annexation (by election)

At least five percent (5%) of the freeholders of a municipality can petition the governing body of a municipality to order a vote on a proposed change to the municipality's corporate limits by annexation.

The election is held in the same manner as a municipal election. The election includes all the qualified voters of the municipality as well as all the qualified voters and all of the freeholders of the additional territory.

For the annexation election to pass, a majority of all of the legal votes cast in the municipality and a majority of all the legal votes cast in the additional territory must vote "For Annexation."

If the annexation vote passes, the governing body of the municipality files a certificate with the County Commission. The County Commission is then required to enter an order approving and confirming the annexation.

2. Annexation without Election

The governing body of a municipality may, by ordinance, provide for the annexation of additional territory without ordering a vote on the question if:

- A majority of the qualified voters of the additional territory file with the governing body a petition to be annexed; and,
- A majority of all freeholders of the additional territory, whether they reside or have a place of business therein or not, file with the governing body a petition to be annexed.

A qualified voter of the additional territory who is also a freeholder of the additional territory may join only one petition of the additional territory. If all of the eligible petitioners are qualified voters, only a voters' petition is required.

It is the responsibility of the governing body of the municipality to enumerate and verify the total number of eligible petitioners, in each category (qualified voters and freeholders).

If satisfied that the petition is sufficient in every respect, the governing body of the municipality files a certificate with the County Commission. The County Commission is then required to enter an order approving and confirming the annexation.

3. Annexation by Minor Boundary Adjustment.

A municipality may initiate an annexation request by filing with the County commission an application or statement that addresses:

1. The number of businesses located in and persons residing in the additional territory.
2. An accurate map showing metes and bounds of the additional territory.
3. A statement setting forth the municipality's plan for providing the additional territory with all applicable public services such as police and fire protection, solid waste collection, public water and sewer services and street maintenance services, including to what extent the public services are or will be provided by a private solid waste collection service or a public service district.
4. A statement of the impact of the annexation on any private solid waste collection service or public service district currently doing business in the territory proposed for annexation in the event the municipality should choose not to utilize the current service providers.

5. A statement of the impact of the annexation on fire protection and fire insurance rates in the territory proposed for annexation.
6. A statement of how the proposed annexation will affect the municipality's finances and services.
7. A statement that the annexation meets all of the foregoing requirements.

The County Commission must then notify the public of a hearing on the annexation. State Code provides a great deal of discretion to the County Commission in approving or denying the municipality's annexation minor boundary adjustment.

Pros and Cons to Annexation

Annexation may benefit a municipality, but at the same time unnecessary annexations may be fiscally irresponsible. Fiscal responsibility includes a balanced budget, prudent revenue forecasts, realistic and affordable spending plans, payment of debt, investing wisely, saving for the future and a process that remains open and accountable to citizens. The creation of a sound annexation plan and related set of policies will afford the City of Morgantown the opportunity to assess the impacts of proposed annexations and make informed and fiscally responsible decisions. The City must consider the cumulative fiscal impacts of future annexations in such a plan as well as its ability to provide services to newly annexed areas. Individual annexation proposals should be evaluated by the City, property owners and voters. The following are some arguments that may be used to support or oppose a particular annexation proposal from the perspectives of both property owners and that of the City.

ARGUMENTS FOR ANNEXATION	ARGUMENTS AGAINST ANNEXATION
<p>FROM THE PROPERTY OWNER'S PERSPECTIVE:</p> <ul style="list-style-type: none"> • Zoning helps to protect for property values by making the location, intensity and character of development more predictable. • Property code enforcement improves aesthetics, safety and reduces inappropriate activity that can negatively affect property values. • Building code enforcement and inspection reduces substandard construction • Improved police and fire protection, which often leads to reduced insurance rates. • Access to other public services that may not exist in unincorporated areas such as snow removal, parks and recreation facilities, better local representation, animal control, waste management / yard waste / recycling. • Potentially reduced fees for water, sewer and stormwater services. <p>FROM THE CITY'S PERSPECTIVE:</p> <ul style="list-style-type: none"> • Surrounding urban/suburban areas contribute to the city's fiscal health and more fairly distribute the burden of funding urban services. • Expands the tax base through both property taxes and the Business and Occupation tax. • Allows the city greater control to manage growth and development in outlying areas. • Provide services more efficiently. 	<p>FROM THE PROPERTY OWNER'S PERSPECTIVE:</p> <ul style="list-style-type: none"> • Annexation may lead to increase in property tax rate • Businesses will face higher taxes from the municipalities Business and Occupancy Tax. The B&O tax is based upon revenue, not profits, which can be a major obstacle certain types of businesses (such as retail) that typically have very small profit margins. • Rising property values can be a hardship to individuals in some situations (as they lead to higher tax bills) • Zoning and code enforcement may be perceived as negative due to the inherent restrictions imposed. • Current levels of police and fire services may be adequate • Concern that the "rural" character will be lost • Many essential urban services are already provided in unincorporated areas (water and sewer service, police and fire protection, schools, etc.) <p>FROM THE CITY'S PERSPECTIVE:</p> <ul style="list-style-type: none"> • Annexation may not provide a net fiscal benefit. There needs to be a balance between annexing residential areas and commercial areas so that revenues collected from B&O taxes are sufficient to cover cost of providing services to annexed areas.

Urban Growth Boundaries

As noted earlier, the City of Morgantown should work closely with Star City, Granville, and Westover in exploring the creation of an urban growth boundary with the County.

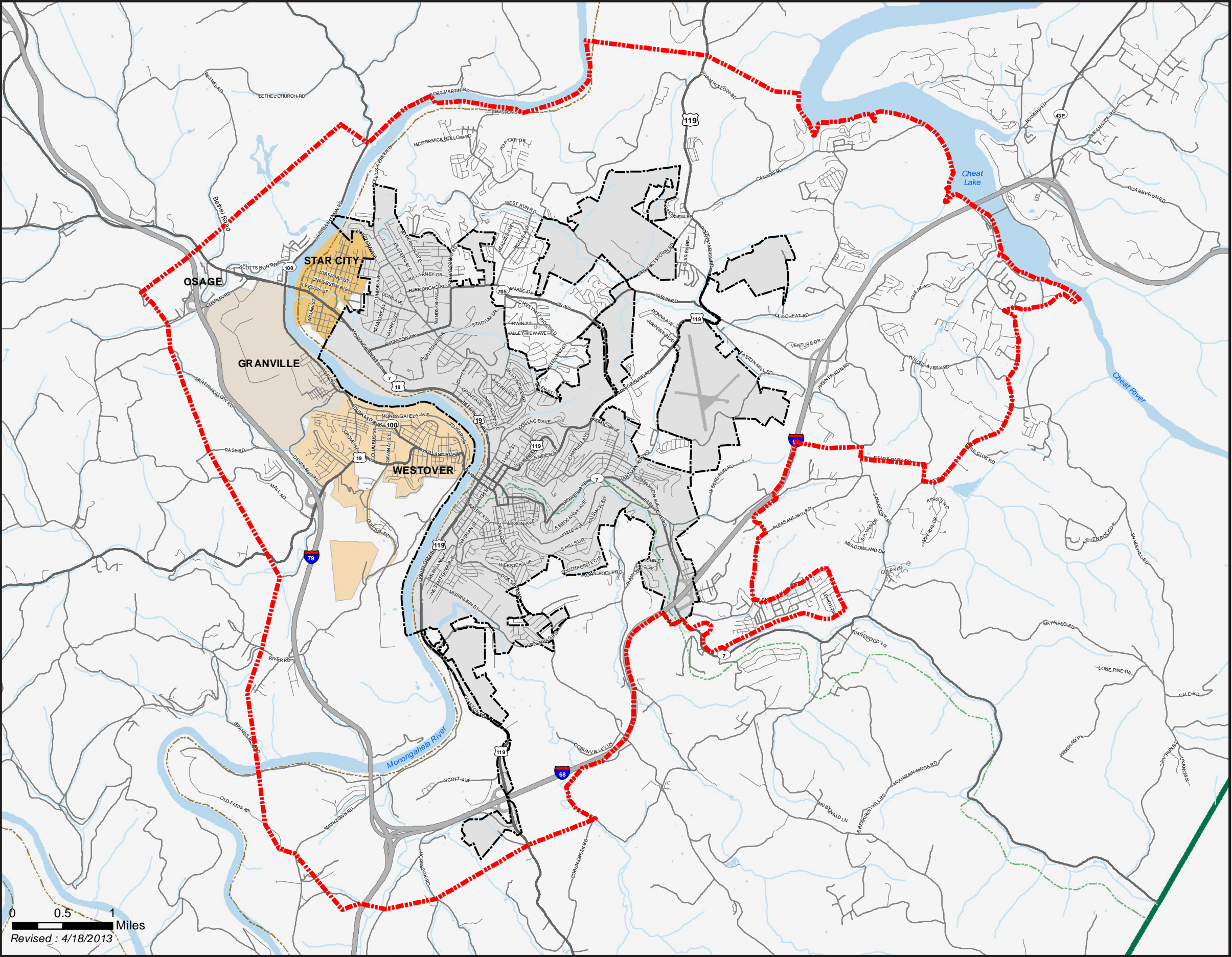
An Urban Growth Boundary makes the process of annexation easier. A growth boundary is a site-specific line, delineated on a zoning map (or a written description in a zoning ordinance) identifying an area around and outside the corporate limits of a municipality within which there is a sufficient supply of developable land for at least a prospective twenty-year period of municipal growth based on demographic forecasts and the time. The location of the line must be agreed upon by the municipality and county governments. A municipality can annex land that is entirely within its designated urban growth boundary without an election or by minor boundary adjustment and is not required to seek the County's approval.

The following are requirements for creating and maintaining an Urban Growth Boundary:

- County must have a comprehensive county wide zoning ordinance to adopt a boundary as established in Article 8 Section 6 of the West Virginia Code.
- Boundary established by the County Commissioners with the agreement of the all affected municipalities
- County must review the boundary every 10 years

Considerations for forming an Urban Growth Boundary in Monongalia County

- The County would need to adopt basic ordinance and map that applies to the entire county. At minimum the zoning will differentiate between areas within and beyond the growth boundary in terms of permitted uses and development procedures.
- With zoning, all development in the county must be subject to review and approval for compliance. The review process may be simple and primarily administrative.
- MUB should review its policies (and mandate) regarding utility service extension to differentiate between areas within and beyond the growth boundary.

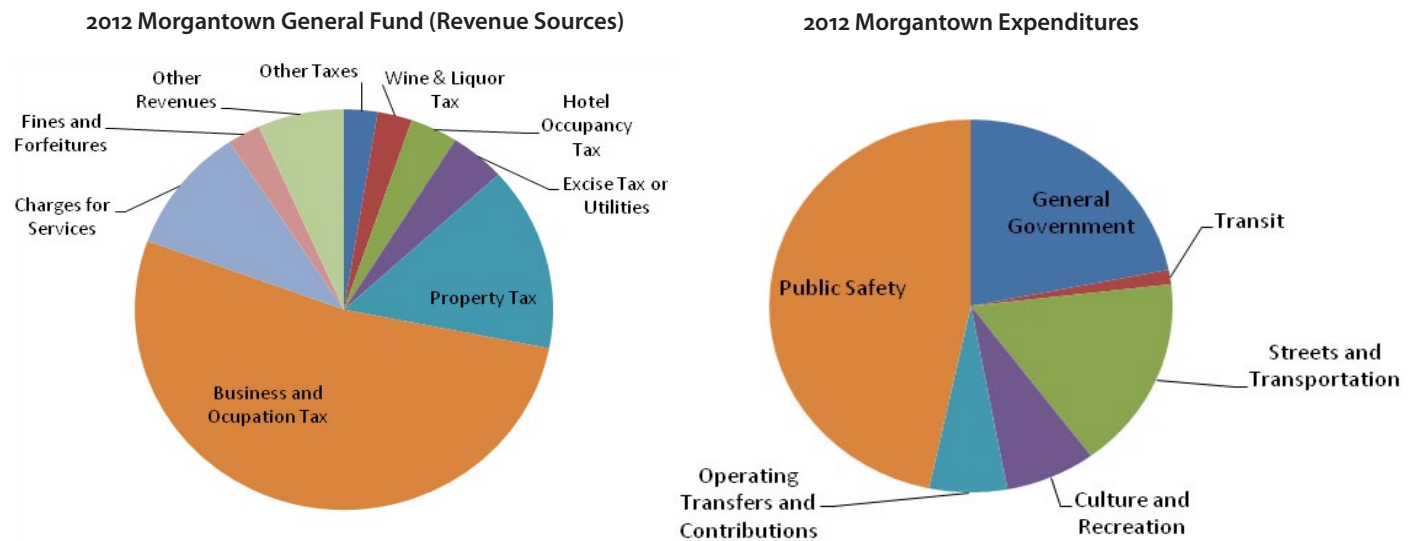


**CONCEPTUAL
URBAN GROWTH BOUNDARY**

- Developed Areas
- Roads
- Water Bodies
- Morgantown Boundary
- Conceptual Urban Growth Boundary

Fiscal Impacts

The fiscal impact of annexation must be considered when developing an annexation policy. The overall impacts on revenue and cost are the two basic factors to consider. The figures below show a breakdown of the city's revenue sources and its expenditures.



While property taxes are significant source of revenue, over half of the city's revenue comes from the Business and Occupation Tax. Thus, it is important for the city's fiscal health to increase the businesses revenue within the city, which could occur through annexing existing commercial areas (in addition to supporting the growth of businesses already in the city).

Residential areas provide less of a benefit to city revenue, while incurring costs for providing services. In West Virginia, the cost of providing services to residential areas typically outweighs the revenue those areas provide. That is not to say that annexing residential areas should not be considered, but the city should take a balanced approach, one which seeks an overall mix of land uses that is fiscally sustainable. There may be a strong argument in favor of annexing residential where it makes the city's boundaries less haphazard and allows the city to provide services more efficiently.

Because West Virginia State Code significantly limits municipal taxing authority, the City of Morgantown should work with neighboring municipalities and its residents and business community to develop a municipal tax and revenue structure that fairly and equitably distributes the fair share of the cost of providing municipal benefits and services

and that no one group, residents or businesses, subsidizes the other. The municipal tax and revenue structure should be applied across municipal boundaries, encourage annexation and economic growth, and be designed to adequately invest in improving and expanding municipal services and facilities. This will most certainly require assistance, support, and leadership by the State Legislature.

Annexation Litmus Test

A proposed annexation should be...

- Located adjacent to the existing city boundary (ideally within a designated growth area or formal Urban Growth Boundary)
- Supported by a majority of property owners in the proposed annexation area.
- Able to be efficiently served by City utilities, police and fire, and other municipal services and programs.
- Evaluated for its fiscal impact, weighing the cost of providing services to the area against the anticipated revenue generated for the City. Each annexation should not be expected to provide a fiscal benefit, but costs should be offset by other annexations such that the city experiences a net fiscal benefit from growth.
- Evaluated for other potential benefits to the city, citizens and/or property owners such as:
 - » Would the annexation open up other opportunities (access to land, natural resources, or infrastructure connections) that support the city's objectives?
 - » Would the annexation improve the cohesiveness a neighborhood?
 - » Would the annexation improve the quality or efficiency of providing urban services to the area or nearby areas?
 - » Would the population of the annexed area enjoy better government representation as part of the City?

Appendix B

Public Involvement

The following documents summarize each public input opportunity during the Crossroads regional vision process and the Comprehensive Plan Open House.

- 1. *Stakeholder Interviews Summary***
- 2. *Idea Gathering Meeting Summary***
- 3. *Idea Gathering Meetings Verbatim Comments***
- 4. *Understanding Future Growth Presentation***
- 5. *Understanding Future Growth Summary***
- 6. *Community Choices Summary***
- 7. *Community Choices Presentation***
- 8. *Comprehensive Plan Open House Summary***
- 9. *Comprehensive Plan Open House Verbatim Comments***

Stakeholder Group Summaries

The following is a draft summary of stakeholder group interviews conducted between December 7, 2011 and February 1, 2012. The consultant team interviewed approximately 100 stakeholders representing:

- Special Interests Groups
- West Virginia University
- Realtors
- Board of Education
- Neighborhoods
- Economic Development
- Business
- Developers
- Transportation

The ideas expressed in this summary reflect the opinions and perceptions of the individuals interviewed and may not be representative of all individuals interviewed or factually accurate. They have been organized into the following categories:

- Economic Development
- Parks and Recreation
- Quality of Life
- Neighborhoods and Housing
- Environment
- Getting Things Done
- Development and Growth
- Community Appearance
- Transportation – Alternatives
- Transportation – Traffic

Please review them in preparation for the Developing Goals workshop on February 29th.

ECONOMIC DEVELOPMENT

A recession resistant area... There are a number of factors that have contributed to the attractiveness of this region. In 2009 Morgantown made the top 25 markets list in USA Today and the Wall Street Journal. That gave the impression that the area is somewhat recession proof. Shortly after that Morgantown was listed as one of the top 5 markets in the country for low unemployment, now at approximately 2.8 percent. In the past seven years Morgantown has been in the top five communities for active programs to revitalize downtown according to the national Main Street program. For the last ten years Morgantown has been one of two communities in the state to register population growth.

Economic strengths... Strengths are evident. The University, the WVU Hospital, extractive businesses, Mylan Pharmaceuticals, these are all large economic engines for the area. They have grown through the recession. We have been very fortunate in this respect. These businesses in turn use the whole region for supporting services.

Economic niches for the region... The University is the flagship of the West Virginia. It has a service component (e.g. the hospital) an education component and a research component. Health care, engineering and energy are three clear economic development niches for the region.

We are a regional hub of activities... We need to embrace the idea that we operate in a region instead of focusing on the individual municipalities. This notion underscores the importance of doing collaborative work like these three plans, otherwise we are artificially small and economically vulnerable. Economically we function at the regional scale. For example at the WVU Hospital 80% of the patients are from outside Mon County. It is a phenomenon of the last few years. Drilling activities are adding a new component to the economy of the region. People work throughout the larger region including parts of Ohio yet they live in this area.

Centrally located... The region is centrally located among several states. Access is easy through the interstate system (I-68, I-79, and Mon-Fayette Expressway) but access to Morgantown and Star City is limited because of congestion and topography. Gridlock is going to stifle economic expansion. The impact is already felt.

Good business climate in the region... Geographic location/access; Sense of community; WVU graduates and facilities;

Positive regional trends... Reinvestment in the community; Vibrant Downtown (2% vacancy rate), Publicity/positive attention for the region; Strong and growing economy; More students staying in the community than in the past. "Brain trust" is growing (Growing university, expanding healthcare facilities, entrepreneurs)

High overall quality of life and a strong economy... There is a sense that if you want a job, you can find one – employment is very high and there are many opportunities.

Infrastructure is inconsistent in the County... Phones and high speed internet service is limited and unstable in parts of the county.

Challenging to find qualified employees... There are many highly educated people in the community, but relatively few skilled laborers or trades people. Local businesses face competition for skilled and unskilled labor from drilling operations, which offer high wages. There needs to be more emphasis on education / skills training and the opportunities that exist.

Abundance of retail in the area... Older retail centers such as Morgantown Mall are changing but still have high occupancy. Many retailers are moving from older areas to newer ones, leaving vacant spaces behind.

Weak outside perceptions and negative stereotypes... Despite a trend of positive national media recognition, the region is challenged by long-standing negative perceptions of West Virginia. The region lacks a strong identity. Challenge for attracting business development and attracting/retaining young people.

MUB is an obstacle to development... High costs (Prevailing wage laws, lack of competition). If you want utility services in your project, you must work with them (take it or leave it).

Area is somewhat unfriendly to business... City zoning is seen as punitive rather than incentive-based. B&O Tax structure (regressive in nature) places an unfair burden on businesses. The transportation user fee (which was voted down) should be tried again – it is a good idea (need to better educate the public).

PARKS AND RECREATION

Open Space... The city is so densely built that there is little green space in neighborhoods as well as in the city as a whole. The rail trail is a major asset and connecting neighborhoods to it should be a priority. Access to the river is spotty. There have been controversial cases of land along the river deeded to the city for parks and access and later taken back and redeveloped. There is a lot of open space that belongs to the university; but, while Morgantown facilities are available to students and faculty university facilities are not open to the community. University should be more cooperative.

QUALITY OF LIFE

There is a lack of family-friendly programs and amenities... Particularly community recreation centers and programs for children/teens.

Downtown... In spite of being walking distance from campus downtown is not seen as a redevelopment priority. Restaurants downtown are patronized by students more than by residents. Parking enforcement is very strict. The retail environment is at this point marginal.

Attainment in the public schools is high... The Monongalia County Schools is among the top five systems in the state for test scores. Three of the County 23 schools have earned Exemplary Achievement status and Suncrest Middle became a National Blue Ribbon School for the No Child Left Behind Act.

There are many barely tapped resources... Arts and culture amenities could be promoted internally and externally. There are many hidden treasures here – tourism could be stronger and not only about WVU.

Strong regional economy with a balanced quality of life... Community benefits from its location, natural resources, WVU and other major employers, good schools, recreational opportunities, and a relatively diverse, socially-accepting population.

NEIGHBORHOODS AND HOUSING

There should be a neighborhoods preservation plan... Such a plan would include strategies for maintaining neighborhoods' integrity and strengthening them.

Preserving the traditional character of neighborhoods... Residents think that plans have moved away from the definition of neighborhood. Social connectivity remains strong even in those neighborhoods that

lack recreational facilities and common meeting grounds. This is possibly due to small lots with “buildings touching each other or less than ten feet apart.” Neighborhoods that have a nicely planned out street grid also fare better. Sidewalks are poorly maintained, however.

Streets that have more decorative lights, such as Green Street have a stronger appeal. Street lighting is an issue where there have been improvements and good communication with a dialogue in place between the city and the power company. The plan should promote the fact that the city has beautiful neighborhoods rather than promoting gated communities outside the city limits.

Neighborhood rejuvenation... Sunnyside Up is a partnership between the WVU and the City of Morgantown designed to physical conditions in the Sunnyside neighborhood. It is one of several programs by the University to better integrate with the community. South Park is also a neighborhood targeted for rejuvenation and walking distance from campus. The university provides down payment support to encourage faculty to live in the proximity of campus. It is both a recruitment tool and a strategy to improve the city’s quality of life.

Social issues strongly affect some neighborhoods... Even if houses are in compliance with the codes issues like noise from students and their behavior remain. “Do not blame the students, blame the landlords.” Student locations should be clearly defined and housing for faculty should be encouraged to create a more diverse housing market.

Pedestrian friendliness is important... Residents would like to see improved pedestrian connectivity and more consideration given in the plan to creating sidewalks and better walkability. Lack of connectivity and of good well maintained sidewalks creates a situation where residents are likely to use short cuts, parking lots, etc. to move around. Mention was made of beautiful stairs in place in some neighborhoods where the topography is too steep. However those steps are not well kept and often eliminated through redevelopment.

Diversity of Housing... Residents see a big need for housing for people other than students. This includes university faculty as well as empty nesters. There should be incentives to encourage housing diversity. Rental housing for students is very profitable. Even when housing targeted for different demographics is placed on the market tends inevitably to convert to student housing. Heritage Point was mentioned as an example.

Price of housing is off base with the rest of West Virginia. It is tough for younger people and workers to buy a house in the city, as a result they move to the county or even in the next counties where prices are more in line with WV.

Housing prices... make it difficult for younger residents to buy a house. This issue is important. National and local sources forecast a significant talent shortage. The area is well positioned to attract and retain talent due to the university. But high housing prices and a weak social infrastructure could be obstacles. The creation of higher density hubs in Morgantown and Star City could create desirable and socially attractive environments.

Students Housing... There are 6,000 beds on campus. Undergraduates are required to live on campus the first year. Meal plans are not required so students can patronize food facilities in the city. Recognize that private sector involvement in housing students is critical. Also recognize that student housing projects outside the city limit are problematic. They increase traffic. There is too much substandard student housing – code enforcement/standards weak.

Lack of affordable housing is a barrier to some demographics... By West Virginia standards, housing in Morgantown area is not very affordable – a barrier for some demographics and attracting employees. Many people commute from nearby counties. There is limited availability for retirement demographic. Younger single people less affected by affordability and are more likely to live in the city. Employers must offer higher wages to attract people to move into the area partly due to housing cost. Land availability (lack of) has been a driving factor in prices – forcing retail and students further away from Downtown. Many people (perhaps a majority) commute into Morgantown (many from outside of the County), using city resources yet they don't vote or pay taxes here.

Zoning is a big issue... Residents see zoning as a key tool to protect their neighborhoods from infill of cheap housing and the transformation of single-family into multiple-family. They also see that there is inconsistency in the application of rules. “We have good ordinances they are not enforced.” Approving bodies are very liberal in granting variances. And grand-fathering supersedes and it is often at odds with planning for a community. Code enforcement like zoning is applied inconsistently with some neighborhoods suffering more than others. High density development is “flooding neighborhoods” creating traffic issues. We need good traffic flow, safety and quiet. “Livability is related to zoning.”

ENVIRONMENT

Need to improve/encourage environmental stewardship... Single stream recycling should be a city service, along with a community gardens program, and an energy plan to reduce consumption.

GETTING THINGS DONE

Communications with City... Communications with the city are improving but more needs to be done. Morgantown has a sophisticated system of boards and commissions (mostly appointed). It is a system difficult to navigate. And there is a perception that there is a disconnect between what the city is trying to do and what the boards are doing. Streamlining those boards would be desirable. There is support for the proposed creation of a commission, the coordinating council, made up of the officers of neighborhoods associations.

Consolidation... The consensus expressed was that consolidation would be beneficial. Political consolidation has been talked about but that discussion did not lead to any practical step. There is agreement that the problems the area faces are bigger than Morgantown and Star City and that “We are damaging ourselves by working independently.”

Minor consolidation in purchasing is in place and the consolidation of the PRT and surface transit is considered a great success to be emulated. “We need to be comfortable as one region without losing the identity of the smaller communities.”

There is a deficit of leadership and good judgment... Often good ideas are not realized because a vocal minority raises opposition. Infrastructure improvements that have been made leave people feeling dumbfounded – as to what they were thinking and why – don't make sense. Example:

Intergovernmental coordination has been weak... Different municipalities generally do not work together.

There is a lack of leadership in the community... Both elected and civic. Inadequate cooperation makes planning difficult. There is a lack of foresight by leaders who often allow a vocal minority to get in the way of good ideas / progress.

DEVELOPMENT AND GROWTH

A transient community... The National Association of Realtors finds that households move on average every 5 to 7 years. Residents in the Morgantown region move every 2 to 5 years. A reason for that is that a great deal of employment in the region is from the federal agencies and government employees are often on a two-year rotation. Student population is also transient. There is strong internal migration of residents moving to different locations within the region.

Attractive to national developers... The transient nature of the community is attractive to developers. The development community is transitioning from being generally local to national firms from Texas, NJ, Pittsburgh, and Virginia, for example. This has happened notably in the past four years leading to overbuilding in student housing. Even though some of these developments are experiencing difficulties, very cheaply built student housing continues to be built. 30% of those are for purchase, 70% are rentals. This rental to purchase ratio skews the whole housing picture in a market where buying would make a lot more sense. The natural gas extraction business is bringing in specialized workers and more demand for rentals. This is a relatively new phenomenon.

New development is creating disagreement... with the existing population. As a result of overbuilding in the county reliance on the car increases and so does congestion on roads that were essentially low traffic two-lane rural roads.

Planning legacy is weak... There seems to be little coordination between various municipal and county agencies, private organizations, WVU. Things just happen and people react. Implementation of past plans has been poor – seems that there is little follow-through and accountability. In terms of zoning, there is a sense that you can get a variance for anything.

Lack of planning in County... Haphazard development, incompatible uses, high density development without adequate road infrastructure. Some great developments built in wrong locations. Developers only do what is required and no more. Developers find ways to circumvent what minimal regulations exist.

Zoning (lack of) is the biggest issue... Lack of land use planning and county-wide zoning is an obstacle to growth and driver of transportation issues (“Mountaineers always free” – state motto). This prevents businesses from coming or expanding. Need to coordinate land use / development with infrastructure planning. Essentially there is no permitting or inspection process, only requirements to comply with the national and state building codes. The fire marshal has some inspecting jurisdiction. There have been attempts at creating countywide zoning. One special planning district was created in the county in last 20 years but the perception is it does not have the teeth it should. Lack of countywide zoning also makes business decision-making unpredictable. A vision and a plan that would identify and set aside areas for housing, industrial development, etc. would be beneficial in the long run. We need to build a coalition that includes the University, small businesses (chamber), the hospitals, developers and rental businesses to advocate for change.

Facility planning for public schools... Each county is required to produce a school Facilities Plan every ten years. The ten-year plan is a prerequisite to obtain funds from the state to build new facilities and maintain and enhance existing ones. The substantial growth experienced in the Morgantown area and the lack of plans and regulations to manage that growth at the county level has affected the ability of the Monongalia County Schools and of the Board of education to do long term planning. The condition places Monongalia County Schools in a reactive rather than proactive situation. School facilities are used extensively by the community.

Additional regulation in the County is undesirable... Development approval process in the County favors development.

Redevelopment is the future... Some of the housing stock in Morgantown and in Star City is made up of homes that are too small for the current market preferences. As current owners age and look for alternatives those properties are likely to be redeveloped and new homes to be built. Redevelopment and potentially annexation are going to be key to the long-term sustainability of the housing market. The inconsistent application and enforcement of regulation is seen as problematic, random, and playing favors. It increases stress and cost to the developer. Streamlining with consistency would have a positive impact on the redevelopment effort. The Suncrest Town center had been planned with a housing component to create a mixed use environment, but the residential and commercial components are not integrated.

Development in city is challenging... Approval process is lengthy, inconsistent. There are few incentives to encourage development/redevelopment. Administrative approvals of some conditional uses should be considered to speed development process.

Need incentives for redevelopment... Second Ward, Greenmont area have redevelopment opportunities. Wharf district downtown – great potential and progress must continue.

Need to encourage urban infill... There should be more incentives for redevelopment. Target revitalization efforts on “borderline” neighborhoods.

Downtown... Downtown is an area that is alive with restaurants. That creates a paradox. There is probably a market for conversion of office buildings into residential but students’ lifestyle clashes with that of the most likely users: the empty nesters. There have been few residential conversions in downtown Morgantown mostly for student housing. There is also demand for office space, unfortunately many of the buildings in downtown are not ADA accessible. Parking is metered at all hours making it difficult for region’s residents to patronize restaurants.

Businesses should face the river and trail... Riverfront is underutilized. It is an asset and should not be forgotten.

The region is a victim of success... Victim of growth by poor planning - growth has not been managed well (deficit of planning), resulting in land use conflict and inadequate infrastructure and traffic congestion.

Mostly physical impediments to development... In Morgantown, the main development issues are topography, lack of available land (must tear down / redevelop) high land costs. City regulations are generally easy to deal with. In county areas, more costly infrastructure.

MUB does a good job very efficient at getting efficient... Much better than what had been done under the Sanitary Board. Rates are lowest in West Virginia. It is one of our best assets.

Need funding sources for infrastructure... Current B&O tax (2%) is a regressive tax based on gross receipts. 3-4 years ago a user fee was proposed but voted down (weak educational campaign to blame). Very little of citizen’s tax bill goes to city (most people do not understand that)

Topography... The area topography severely limits the amount of buildable space.

Lack of funding. The failed service/user fee developed by the MPO was mentioned several times, along with WVDOH's unwillingness to provide money for projects the locals prefer. Finding a way to have developers contribute was brought up repeatedly.

COMMUNITY APPEARANCE

Aesthetics of development should be improved and respect surrounding character... Housing built for students is very generic and low-quality in appearance. Often it does not fit with surroundings. There is also a lack of code enforcement for property upkeep. Demolition of historic properties often occurs without permits.

Need a greater emphasis on appearance of development... Code enforcement/upkeep, aesthetics of development including landscaping should be emphasized. There needs to be a vision for the appearance of some areas. Quality of place is inconsistent, particularly gateways. Code enforcement is weak, especially in student areas.

TRANSPORTATION - ALTERNATIVES

Rail-to-trail is an important asset... It is used by the whole community and connects it socially and physically.

Accessibility should permeate all planning... City buildings are not 100% ADA compliant. We need a complete streets policy. Biking and pedestrian mobility should be possible throughout the area. Currently accessibility for bikes and pedestrians is very limited (partly due to the number of State Routes which the city has minimal influence over).

Transportation... 20 percent of the students walk to campus. The PRT has a daily ridership well over 15,000 trips.

Sidewalks are needed throughout the city... Sidewalks should be incorporated in new developments and on all city streets to create a complete pedestrian network. This would help aesthetics, traffic and health. Some that exist are not ADA compliant. There is also a strong desire to expand rail-trail.

Alternative forms of transportation should also be improved... There is a sense that the current bus system (routes) that are not efficient – could be improved. Alternatives are necessary for some demographics and may help reduce road pressures.

Alternative transportation... Should extend PRT to Mon General (potential park and ride location).

Existing alternative transportation is good but could be expanded... The bus system is a good success story (1.5 million riders) but needs more frequent/efficient routes. PRT has a significant positive impact on transportation network (Significant impact on traffic when system is down).

Transit is key. In each interview, the stakeholders felt that transit is an integral part of the overall system and worked well to incorporate pedestrians and bicyclists. Most participants thought transit worked very well in the area except for a few details. They would like to see improved frequency in service, specific bus stop locations, and a schedule that benefits every day workers; not just students.

Transportation system lacks adequate way-finding... This was mentioned for vehicular, pedestrian, and bicycle traffic.

Transportation Demand Management is well received in the area and MPO is doing a good job. Flextime at Mylan Pharmaceuticals and for businesses in the surrounding area could alleviate some of the congestion. There is an opportunity for better coordination among all the major employers and additional park-n-ride locations.

TRANSPORTATION – TRAFFIC

Must deal with... Traffic congestion, a continuous pressure point. The quality of the pedestrian experience from a safety and quality of life standpoints: crosswalks, sidewalks, etc. The attraction of national retailers. An improvement in student housing. Improved bus service with more formal bus stops.

Traffic congestion... also affects school planning in that it makes driving times unpredictable. The Monongalia County Schools can only address the problem of congestion by increasing the number of school busses in order to comply to length of travel and safety regulations. More busses add to the overall congestion. Technology could help address the transportation issue

Road transportation infrastructure is holding the region back... Getting around the area is very hard due to congestion and is getting worse. Efforts are needed to reduce congestion: traffic management, reducing vehicle miles, altering traffic patterns, increasing capacity.

Transportation is the number one obstacle to economic growth in region... Road congestion and traffic are major concerns, but the majority (of this group) do not see alternative transportation as worthwhile.

West Run Expressway was a missed opportunity... An interstate beltway is needed to keep some traffic out of town.

Interstate beltway is needed... As a way of keeping traffic off the roads that shouldn't have so much. There is too much truck traffic downtown that should not be there. Perhaps city is afraid to reduce traffic downtown (might hurt businesses?).

Business growth and housing development has outpaced the transportation system... This situation has created an environment where the system is incomplete, inadequate, disjointed, and overwhelmed. There are congestion problems due to limited capacity and lack of efficiency.

Major transportation issues were consistently defined as:

- Grumbeins Island
- Peak hour congestion
- Topography
- Inadequate pedestrian facilities
- Only two N-S corridors and two E-W corridors
- Funding
- Transit schedule and frequency. Lack of specified bus stops
- City cooperation/coordination and politics in the area as well as at the state level.
- Lack of county zoning
- Parking downtown, parking during events, and on street parking that restricts municipal services
- Truck traffic through the CBD
- WVDOH should consider/improve signal synchronization and potential reversible lane locations

- No enforcement at dangerous intersections, toward pedestrians who cross illegally, or illegal parking.
- Negative media representation
- Vehicular mentality
- Lack of adequate biking facilities

Major Congestion Areas... In each interview the Monongahela Blvd/Beechurst Avenue/University Avenue/Don Knotts Drive corridor, the 705 corridor and Mileground were repeatedly mentioned.

Major Safety Concerns... These revolved around the specific dangerous intersections listed below as well as pedestrians intermingling with motor vehicles. Grumbeins Island was most frequently mentioned.

- Grumbeins Island
- US 119 at Stewartstown Road
- SR 705 at Stewartstown Road
- Van Voorhis Rd. at West Run Road
- US 119 at West Run Road
- Cheat Road at Tyrone Avery Road
- Tyrone Road at Tyrone Avery Road
- Don Knotts Blvd at US 119
- Sabraton Road at Greenbag Road
- Mileground at Trinity Church
- Anywhere along SR 705 corridor



Memo

February 13, 2012 (Revised 2/20)

To: Regional Vision Group, Bill Austin, Chris Fletcher, Mayor Sharp

From: Michael Curtis

Cc: Gianni Longo, Jamie Greene, Steve Thicken, Jamie Snow

Re: Idea Gathering Meeting Results

This memorandum summarizes the Idea Gathering Meetings conducted for the Crossroads process. It is organized into the following structure:

- I. Overview
- II. What did we learn?
- III. Who did we hear from?

Attached to this memo is a collection of all the input gathered from the public meetings.

I. OVERVIEW

On January 25 and 26, 2012 two Idea Gathering public meetings were conducted to engage the public in Crossroads, a process to develop a vision for the Morgantown region. The results of these idea gathering workshops will provide the foundation for creating regional goals, which will become the foundation for three plans: The Comprehensive Plan for the City of Morgantown, The Comprehensive Plan for the Town of Star City, and the Long Range Transportation Plan for the Morgantown Monongalia Metropolitan Planning Organization.

Workshop format

The workshop consisted of two parts: an assembly and small group work.

During the assembly representatives of the Regional Vision Group, City of Morgantown, Morgantown Monongalia Metropolitan Planning Organization and the Town of Star City explained the purpose of the meeting and the public's role in the vision process. Then the consultant introduced the participants to a visioning exercise to be completed in small groups.

During the second part of the program, participants worked in small groups with a trained volunteer facilitator on two activities:

Ideas for the Future. The first activity was a brainstorming exercise in response to the question, "What should be done to make Morgantown, Star City and Monongalia County the best it can be in the coming years?" Participants were asked to record ideas independently for five minutes and then the facilitator recorded each participant's ideas on flipchart paper until all of the group's ideas were recorded.

Strong Places, Weak Places. The second group activity was a mapping exercise called "Strong Places, Weak Places." Participants were given an introduction to the exercise and instructed to think about strong places and

weak places in the greater Morgantown area. For strong places participants were instructed to think about places that are desirable to visit, are special in a positive way, represent conditions they would like to see more of in the area, and reflect well on the community. For weak places participants were asked to consider those places that are undesirable to visit, need to be improved, or generally reflect poorly on the community. Participants marked three strong and three weak locations on small individual maps and then compiled their strong and weak places on a large group map of the planning area using small sticky dots. Green dots were used for strong places, and red for weak places. Groups then discussed their top three strong and weak places, and described the qualities and characteristics of these areas. Finally, each participant was asked to identify one place in the whole county that they treasure most. They identified these places with a yellow dot.

II. WHAT DID WE LEARN?

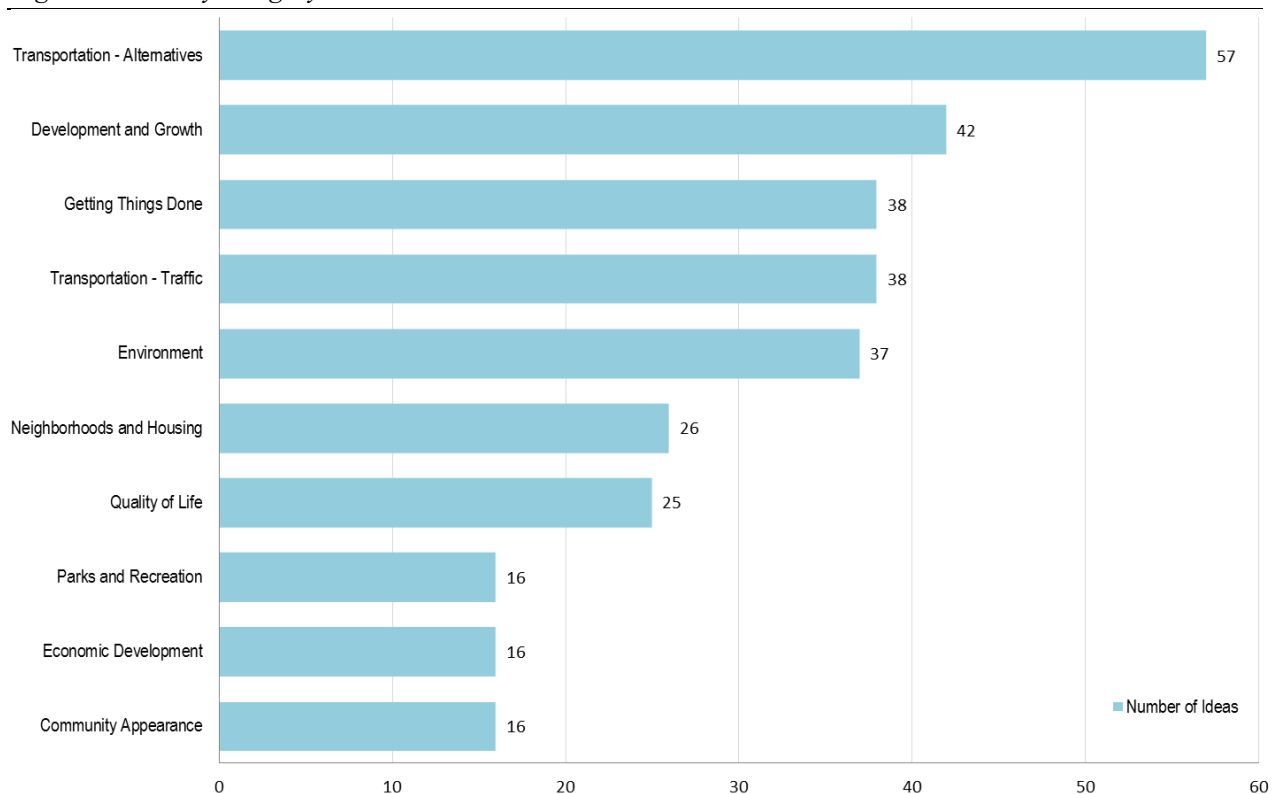
A. Ideas For The Future

269 ideas for the future were recorded between the two meetings. These ideas were entered verbatim into a database and analyzed for recurring ideas (themes). The ideas were then assigned to fourteen broad categories. Many ideas were assigned to more than one category. The categories and defining themes in each are listed below in alphabetical order. The themes (in parentheses) represent ideas that were recurring within a category and are listed in no particular order. Figure 1 graphically depicts the distribution of ideas by category.

1. **Community Appearance** (landscaping, code enforcement, property maintenance, litter, power lines)
2. **Development and Growth** (zoning, planning for growth, enforcement of building codes)
3. **Environment** (storm water management, fracking, air quality, recycling, energy and natural resources)
4. **Economic Development** (small business support, job growth)
5. **Getting Things Done** (leadership, collaboration, home rule, community engagement, service consolidation, working together)
6. **Neighborhoods and Housing** (affordability, housing conditions, preservation, walkability, compete neighborhoods)
7. **Parks and Recreation** (public recreation areas, trails, park expansion and development, neighborhood parks)
8. **Quality of Life** (education and training, safety, support for the arts, schools, city services, recreation centers, recycling)
9. **Transportation – alternatives** (PRT, complete streets, bus system, trails, biking and pedestrian accommodation)
10. **Transportation – traffic** (safety, connectivity, fees or incentives, truck traffic, road patterns, parking, signage, traffic management)

Distribution of Ideas

Figure 1 shows an ordering of the categories based on the number of ideas each contains. This ordering is an aid for assessing general community sentiment communicated through the 269 ideas and should not be construed as a deliberate ranking of priorities by the public. The sum of ideas in each category is greater than the total number of ideas because some ideas appear in multiple categories.

Figure 1. Ideas by category

B. Strong Places, Weak Places

This section describes the results of the Strong Places, Weak Places exercise. It was created by compounding the comments of all the small groups (see page 8). The composite map provides further evidence and gives a clear visual snapshot of the public's likes and dislikes. We will meet with staff to mine such rich information and will use the results in preparation for the Developing Goals Workshop in February and the Understanding Future Growth Workshop in March. In the latter, the regional treasures information will guide discussion of desired land preservation recommendations, while a final analysis of the strong places and weak places will provide guidance on addressing the "how do we grow?" question.

Top Strong Places

Based on the composite map (page 8), the most frequently identified strong places are:

1. **Rail-to-trail and various parks** - Krepps Park, Star City Riverfront, White Park (pedestrian connectivity, community destination, family oriented, strong community support)
2. **Suncrest neighborhood** (walkable, school in neighborhood, peaceful, quiet residential area)
3. **Downtown** (sense of community, pedestrian friendly, historic, vibrant)
4. **Historic neighborhoods** - High Street, South Park, Greenmont (economic value for the city, walkable, unique character)

Other strong places

Several other places show small clusters of strong (green) dots but were mentioned infrequently throughout the groups or in only one instance.

- WVU Health Sciences Campus
- WVU Farm / Greenspace
- Cheat Lake

Top Weak Places

Based on the composite map (page 8), the most frequently identified weak places are:

1. **Beechurst Avenue / Stewart Street / Sunnyside** (heavy truck traffic, lack of sidewalks, unattractive development, safety concerns, blight, housing conditions)
2. **705 Corridor / Chestnut Ridge Rd.** (poorly planned, dangerous traffic patterns, fast and heavy traffic)
3. **University Town Center** (unattractive, no sidewalks, heavy traffic volumes, lack of trees)
4. **Whitmore Park / Hogback / Willey St.** (unattractive, air quality issues, run down and dilapidated housing)
5. **Mileground** (no green space, unattractive, overabundance of billboards, noisy, crowded)
6. **West Run** (no development controls, no green space, unsafe housing, vandalism)
7. **Route 7** (poor traffic pattern, unattractive, poor connections)

Other weak places

Several other places show small clusters of weak (red) dots but were mentioned infrequently throughout the groups or in only one instance.

- Brookhaven
- Mountaineer Mall Shopping Center / Greenbag Rd.
- Van Voorhis Rd.

Strong and Weak characteristics

The characteristics that participants used to describe strong and weak places were analyzed to determine the primary qualities that make a place strong or weak in the eyes of citizens.

Characteristics of strong places

The strong characteristics fall into the following seven categories. These categories and their defining characteristics are listed below.

1. **Accessible** (walkable, rail trail connectivity, steady traffic flow and ample parking, PRT)
2. **Aesthetics** (area visually appealing, maintained, street trees and lighting, historic preservation, logical street layout)
3. **Arts/Entertainment** (arts and cultural events, restaurants and farmers markets, nightlife and entertainment, community facilities)
4. **Community/People** (diversity and tolerance, family-oriented, educational opportunities, community pride, neighborhood associations)
5. **Green Space and Natural Areas** (beautiful and scenic landscapes, riverfront accessibility, peaceful, parks and street trees, wildlife habitats)
6. **Recreation** (parks and open space, rail trail, outdoor exercise, fishing and boating)
7. **Transition/Improvement** (downtown development, maintenance, neighborhood revitalization, land and building reuse, smart growth)

Characteristics of weak places

The weak characteristics fall into the following six categories. These categories and their defining characteristics are listed below.

1. **Transportation and Infrastructure Concerns** (Congestion and heavy volumes of traffic, pedestrian inaccessibility and lack of sidewalks)
2. **Unsafe** (Traffic conflict with pedestrians and cyclists, dangerous roadway or traffic patterns, unsafe housing)
3. **“Blight”** (Dilapidated property, aesthetically displeasing, undesirable uses)
4. **Environmental** (Noise, lack of greenspace)
5. **Government and Administration** (Unregulated development, lack of planning or strong growth controls)
6. **Underdevelopment and Underutilized** (Several sites throughout the planning area that are currently underutilized, Some uses downtown are bad for the area and hinder its further development, old and vacant properties have accumulated)

Characteristics of most treasured places

The most commonly mentioned county-wide treasures were the river, rail-trail, downtown, Cheat Lake and areas in the far east of the county including Cooper’s Rock. A detailed look into these treasures will be undertaken with staff in preparation for the Understanding Future Growth workshop in March.

III. WHO DID WE HEAR FROM?

The Idea Gathering Meeting gathered input from approximately 100 participants. That number does not include volunteers, facilitators, or participants who did not sign an attendance sheet. The following are key points about workshop participation based upon exit questionnaire responses about participant satisfaction and demographic characteristics. The observations are general and may not reflect all participants since only 83 participants filled out an exit questionnaire.

By the Numbers: Participation

The following are the numbers of participants who signed in at each workshop.

South Middle School (January 25th):	45
North Elementary School (January 26th):	50
<i>Total registered participants:</i>	<i>95</i>

Characteristics of participants

Residency

- **Most participants live in Morgantown.** Over 60% of respondents were from the City of Morgantown; 30% of the respondents were from other areas of Monongalia County (not Star City).
- **Low representation from Star City.** The meeting sign-in sheets indicate that ten participants were residents of Star City. However, only five respondents to the exit questionnaire (6%) said they were from Star City.

- **Most are longtime residents.** 90% claimed to have lived within the county for 10 or more years. 22% claimed to have lived there longer than 40 years.

Employment and Property Ownership

- **Most work in the county.** Over 70% of the respondents work within the county; 20% are retired.
- **Business owners participated in significant numbers.** 28% of respondents own a business within the county.
- **Most are property owners.** 86% of respondents own property within the county.

Age

- **Participants mostly middle-age or older.** 52% were between the ages of 45 and 64; 25% were age 65 or older.
- **Younger demographic under-represented.** 12% of participants were between the age of 35 and 44 (9 respondents). Only 10% of participants were under the age of 34, compared with 57% in all of Monongalia County.

Gender

- **Slightly higher attendance from men.** 59% of participants were male, while 53% of Morgantown's total population is male.

Race

- **Racial composition matches that of entire community.** 90% of respondents were white; 4% were black; 6% were two or more races or another race; These racial distributions match that of the County and City according to the 2010 US Census.

Income

- **Diverse representation from various income levels.** The distribution of household income for respondents closely mirrored that of Morgantown and the county. However, households with income totaling less than \$20,000 a year were the only group with noticeably low representation.

Educational Attainment.

- **Participants generally have high levels of education.** More than half of respondents have a masters degree or Ph.D. while that group makes up only about 28% of the entire Morgantown population; 94% of respondents had some college or a degree in their background compared with about 81% of the entire Morgantown population.

Opinions About the Workshops

The exit questionnaires polled participants about their interests and opinions about the meetings. The results indicate overwhelmingly high levels of satisfaction.

1. How did you hear about this workshop?

- A majority of respondents were informed about the meeting through electronic resources. These sources included Email, Facebook, Twitter and other city/community websites.

- Word of mouth also played a significant role. Many respondents mentioned invitations from friends, city/MPO staff and by other people directly involved in the planning process. Other community boards and commission meetings were also mentioned as sources of information.
- Many people mention hearing about the meetings from multiple sources.
- Newspaper, radio and flyers were also mentioned as sources, but in lower numbers than above.

2. What interests or concerns caused you to attend this workshop?

- Respondents attended meeting for various reasons but a majority were concerned with transportation issues including:
 - Congestion / traffic
 - Pedestrian access and safety
 - Biking options and safety
- Other commonly mentioned reasons relate to growth and development:
 - Unplanned growth
 - Housing
 - Community aesthetics
 - Open space preservation
- Respondents also expressed affection for the community, concern for future prosperity, and general interest in the plan. Many expressed a desire to improve the overall quality of the life and provide a vision and guidance for growth.

Satisfaction	YES
Were you comfortable working in tonight's small group?	99%
Did you have an opportunity to fully express your ideas?	96%
Were your ideas received and recorded appropriately?	98%
Was the process fair to everyone in your small group?	100%
Were you exposed to new ideas and concerns?	86%
Will you continue to participate in the planning process?	100%

	Too Long	Too Short	About Right
Rate the workshop length.	1%	1%	98

Figure 2. Composite Map of Strong, Weak, and Treasured Places

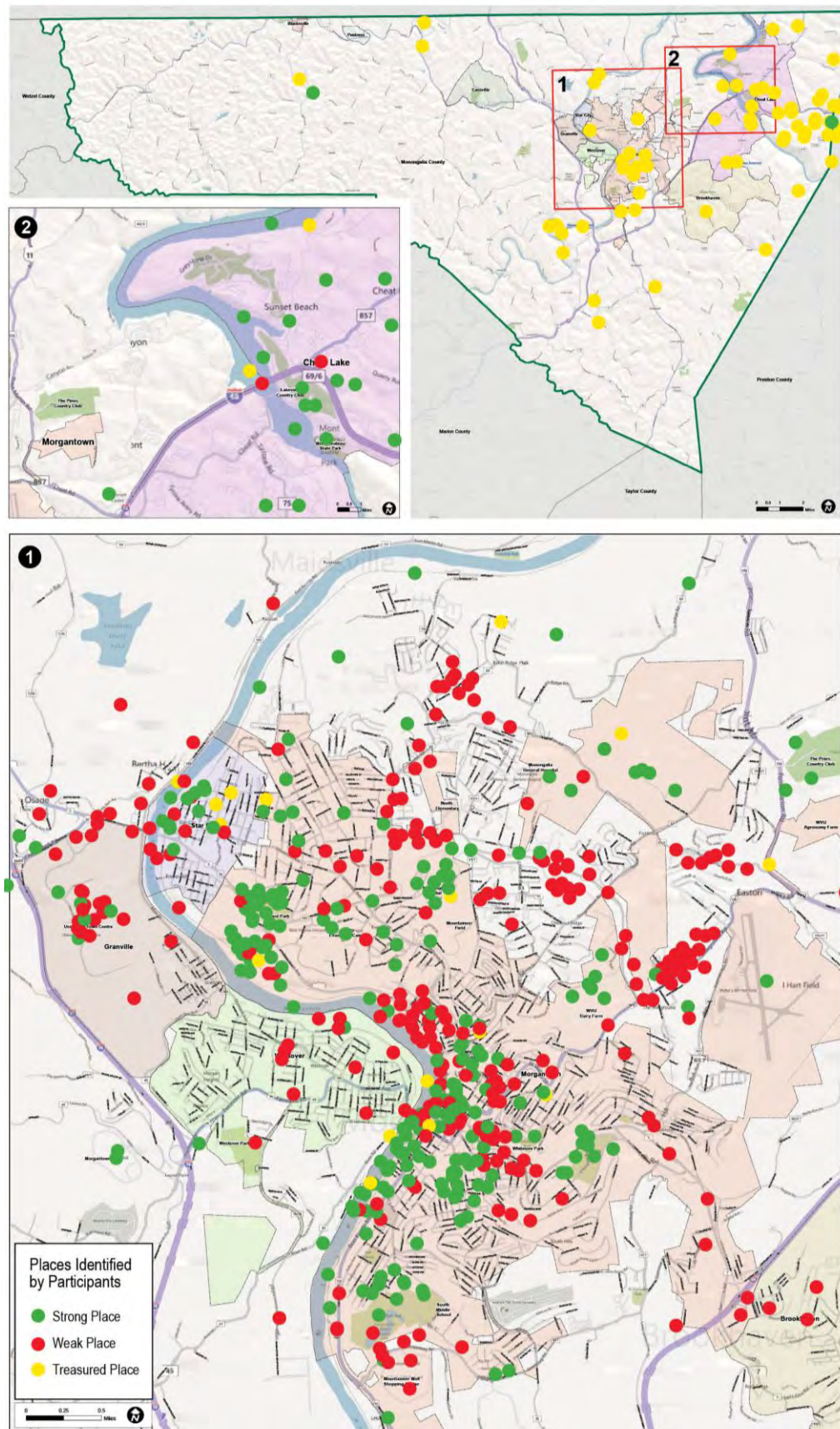


Figure 2 is a composite of all the small group maps from the Strong Places, Weak Places activity. Refer to Page 2 for description of this activity. An 11x17 inch version of this map along with images of each of the eleven group maps is attached to this memo.

All Ideas

ID #	Date	Location	Group #	Facilitator	Idea
1	Jan. 26	NE	6	Kierig	Appropriate sidewalks that are up to ADA standards
2	Jan. 26	NE	6	Kierig	Avoid urban sprawl and disastrous developments
3	Jan. 26	NE	6	Kierig	How do we use our natural resources to help develop our future
4	Jan. 26	NE	6	Kierig	Keep single family homes (owner occupied) in the downtown neighborhoods
5	Jan. 26	NE	6	Kierig	Implement streets (complete streets) that support all kinds of transportation (bicycles, pedestrians, cars)
6	Jan. 26	NE	6	Kierig	County wide zoning. Planned use development.
7	Jan. 26	NE	6	Kierig	Keep and create recreational parks and interconnecting paths for pedestrians and bicycles
8	Jan. 26	NE	6	Kierig	Identify dilapidated neighborhoods and plan for improvements
9	Jan. 26	NE	6	Kierig	Insist on greenery and green space around all construction and parking lots
10	Jan. 26	NE	6	Kierig	Transportation depot in Cheat Lake/Western County for better access to transfers
11	Jan. 26	NE	6	Kierig	Promote farmland protection
12	Jan. 26	NE	6	Kierig	Region develop more balanced energy product (i.e., hydro electric)
13	Jan. 26	NE	6	Kierig	Encourage locally grown food systems
14	Jan. 26	NE	6	Kierig	Develop water resource preservation plan
15	Jan. 26	NE	6	Kierig	In anticipation of development, build the roads first
16	Jan. 26	NE	6	Kierig	Respect and preserve the natural environment including streams, watersheds and wetlands
17	Jan. 26	NE	6	Kierig	County and City wide coordination of litter control year-round
18	Jan. 26	NE	6	Kierig	Implement recycling in the entire County
19	Jan. 26	NE	6	Kierig	Develop a usable bus system- expand hours, double routes, triple number of buses
20	Jan. 26	NE	6	Kierig	Work with University to prevent freshman from bring cars the 1st year
21	Jan. 26	NE	6	Kierig	PRT extension
22	Jan. 26	NE	6	Kierig	Evaluate operation of energy plants vs. change and population and health
23	Jan. 26	NE	6	Kierig	Develop/build more lanes (Carpool and bus lanes)

Key: NE: North Elementary SMS: South Middle School

ID #	Date	Location	Group #	Facilitator	Idea
24	Jan. 26	NE	6	Kierig	Pay attention to air quality
25	Jan. 26	NE	6	Kierig	Better pedestrian crossings- lighting and signage
26	Jan. 26	NE	6	Kierig	provide incentive for supermarket in downtown Morgantown (walking distance)
27	Jan. 26	NE	6	Kierig	Create market places
28	Jan. 26	NE	6	Kierig	Reduce greenhouse gases
29	Jan. 26	NE	6	Kierig	Transportation for seniors and people with disabilities
30	Jan. 26	NE	6	Kierig	Need improved taxi service
31	Jan. 26	NE	6	Kierig	Car and bicycle sharing programs
32	Jan. 26	NE	2	Reinke	Planning for land use on outside borders of all towns and cities
33	Jan. 26	NE	2	Reinke	Preserve established neighborhoods via zoning, traffic controls, etc...
34	Jan. 26	NE	2	Reinke	Home Rule to generate more income for local governments to address issues
35	Jan. 26	NE	2	Reinke	Better activities/Recreational opportunities for teenagers (those under drinking age)
36	Jan. 26	NE	2	Reinke	Business friendly atmosphere
37	Jan. 26	NE	2	Reinke	More interest in property/business owners in terms of their plans
38	Jan. 26	NE	2	Reinke	Traffic improvements to reduce congestion
39	Jan. 26	NE	2	Reinke	Accept fact that infrastructure will be more costly due to steep topography
40	Jan. 26	NE	2	Reinke	Continue to support schools- financially and otherwise
41	Jan. 26	NE	2	Reinke	More cooperation/collaboration with other governments
42	Jan. 26	NE	2	Reinke	Increase financial responsibility on developers (i.e., surrounding areas)
43	Jan. 26	NE	2	Reinke	Job/Income growth to preserve and improve quality of life
44	Jan. 26	NE	2	Reinke	More single family housing neighborhoods
45	Jan. 26	NE	2	Reinke	Continue to attract new businesses
46	Jan. 26	NE	2	Reinke	Lack of Northern thoroughfare for workers and visitors coming South
47	Jan. 26	NE	2	Reinke	Route trucks around city
48	Jan. 26	NE	2	Reinke	Public Transit- Expand PRT/Airport
49	Jan. 26	NE	2	Reinke	Plan solid waste/recycle
50	Jan. 26	NE	2	Reinke	Direct bypasses/bridges to improve access
51	Jan. 26	NE	2	Reinke	Protect green spaces
52	Jan. 26	NE	5	Williams	Tax breaks as incentives for commuters carpooling

ID #	Date	Location	Group #	Facilitator	Idea
53	Jan. 26	NE	5	Williams	Improving public transportation system in all areas (accessibility to seniors, public knowledge of amenities, point A to point B, sidewalks that connect bus routes, stops and bike lanes more readily available to public, PRT (more alternative modes)
54	Jan. 26	NE	5	Williams	Accessibility (buildings, sidewalks, transportation, housing)
55	Jan. 26	NE	5	Williams	Change Morgantown Utility Board (MUB) to Morgantown Environmental Board/Add utility services/Change mission of MUB to more environmentally friendly/Biodiesel at waste treatment plant/capture methane and reuse to run plant/broadband citywide, overall improve waste management
56	Jan. 26	NE	5	Williams	Redesign roadways so trucks and cars can move smoothly from point A to B
57	Jan. 26	NE	5	Williams	Regulate building construction
58	Jan. 26	NE	5	Williams	Bury utilities
59	Jan. 26	NE	5	Williams	Exploring a heightened transit system between cities/towns (Charleston and Washington)
60	Jan. 26	NE	5	Williams	Develop areas that people do not have to drive to (downtown without traffic)
61	Jan. 26	NE	5	Williams	Making sure communities outside the City get the same care as people living in the City/Get the County more engaged with it's citizens
62	Jan. 26	NE	5	Williams	Transportation City USA: use every mode of transportation/utilize our unique geography (i.e., Incline on Grant Street to get bikes up)
63	Jan. 26	NE	5	Williams	Be innovators of transportation and encompass accessibility and realize not everyone travels the same way/zip line, pully, escalator
64	Jan. 26	NE	5	Williams	Affordable housing for all income levels with affordable transportation options for each development/People would like to live closer but can't afford it. Thus having to drive/mixed use zoning
65	Jan. 26	NE	5	Williams	Work to increase urban canopy by 10%/Increase City tree count to 1,000/Educate public of importance of trees and nature
66	Jan. 26	NE	5	Williams	Legislative changes to make Morgantown more autonomous

ID #	Date	Location	Group #	Facilitator	Idea
67	Jan. 26	NE	5	Williams	More local agriculture cultivation and organic growing/pesticide free/hormone free farming techniques (soil pollution, not refertilizing land, organic growing techniques)
68	Jan. 26	NE	5	Williams	Public parks that are accessible to kids/ not ones you have to drive to/have to put bike in car to get to rail trail and parks/Connect parks with community developments and businesses
69	Jan. 26	NE	5	Williams	Affordable housing that meets Fair Housing Law/Federal and State laws stop letting builders ignore laws/enforcement
70	Jan. 26	NE	5	Williams	Work towards the unification of Morgantown, Star City and Westover to increase economic development, efficiency of services (beautification too) effectiveness in planning, block grants, resource sharing/ City density is being undercut / Enhance instead of working against each other
71	Jan. 26	NE	5	Williams	Protect and enhance waterways system (fracking bad)
72	Jan. 26	NE	5	Williams	Complete streets- City and County
73	Jan. 26	NE	5	Williams	Support strategies that would attract residents so they want to come live here (accessibility) restrict to family development schools at center of neighborhoods formally we need a new center for neighborhoods
74	Jan. 26	NE	5	Williams	Let the perception of our community be diverse like one WVU all inclusive (one Mon. County)/ an openness to showcase diversity and uniqueness people don't see the inclusiveness/promote/make public aware
75	Jan. 26	NE	5	Williams	Preserving historic structures and nature assets, use regulations and incentives to take advantage of our cultural resources before they are gone/take advantage of them in new ways/Collaborate politically, with business, public and private partnerships
76	Jan. 26	NE	5	Williams	Get rid of trash, overgrown properties, litter, dirt, garbage, especially entryways (gum)
77	Jan. 26	NE	5	Williams	Facilitate community conversations (web/in person/all ages involved and income levels)
78	Jan. 26	NE	5	Williams	Community building all ages
79	Jan. 26	NE	5	Williams	Need for community services to be close to aging population
80	Jan. 26	NE	5	Williams	Implement the plans - bike, pedestrian, transit

ID #	Date	Location	Group #	Facilitator	Idea
81	Jan. 26	NE	4	Richmond	Walkable/Bikeable community linking trails
82	Jan. 26	NE	4	Richmond	Controlled growth
83	Jan. 26	NE	4	Richmond	Plan walkways/bikeways with roads
84	Jan. 26	NE	4	Richmond	Consistent code enforcement
85	Jan. 26	NE	4	Richmond	More cooperation between WV and community
86	Jan. 26	NE	4	Richmond	"Share the Lane" signage
87	Jan. 26	NE	4	Richmond	Cleaner community
88	Jan. 26	NE	4	Richmond	Focus on the community as a whole
89	Jan. 26	NE	4	Richmond	Utilize alternatives to above ground utilities
90	Jan. 26	NE	4	Richmond	Develop and fund a robust public transit system
91	Jan. 26	NE	4	Richmond	Support for small businesses
92	Jan. 26	NE	4	Richmond	City-wide aesthetics/landscaping plan
93	Jan. 26	NE	4	Richmond	Develop better planned/designed roads
94	Jan. 26	NE	4	Richmond	Better designed traffic patterns
95	Jan. 26	NE	4	Richmond	Develop design standards for new construction and enforce them
96	Jan. 26	NE	4	Richmond	develop more parks and recreation locations
97	Jan. 26	NE	4	Richmond	More public indoor pool facilities
98	Jan. 26	NE	4	Richmond	Preserve neighborhoods
99	Jan. 26	NE	4	Richmond	Link neighborhoods via biking/walking to community attractions commercial and educational venues
100	Jan. 26	NE	1	Stout	Develop a plan for street sweeping to improve air quality
101	Jan. 26	NE	1	Stout	Better plan for regulating run-off water through retention systems
102	Jan. 26	NE	1	Stout	Do what we can, don't expect perfection
103	Jan. 26	NE	1	Stout	Better 1st responder timing
104	Jan. 26	NE	1	Stout	Achieve home rule
105	Jan. 26	NE	1	Stout	Consolidate auxiliary services (i.e., fire, police, ambulatory)
106	Jan. 26	NE	1	Stout	Smaller schools and well funded after school programs
107	Jan. 26	NE	1	Stout	Extend the PRT
108	Jan. 26	NE	1	Stout	Expand recycling to more items
109	Jan. 26	NE	1	Stout	Decent, affordable, low income housing
110	Jan. 26	NE	1	Stout	Curbside recycling
111	Jan. 26	NE	1	Stout	Get a good grant writer

ID #	Date	Location	Group #	Facilitator	Idea
112	Jan. 26	NE	1	Stout	Be careful who you vote for
113	Jan. 26	NE	1	Stout	Moderation of tax increases for all
114	Jan. 26	NE	1	Stout	Encourage post-secondary education and training for modern employment opportunities
115	Jan. 26	NE	1	Stout	Find a plan to keep our kids in school-alternatives-vocational, apprenticeships, technical
116	Jan. 26	NE	1	Stout	Better road signage at intersections
117	Jan. 26	NE	1	Stout	Address air quality/water quality issues
118	Jan. 26	NE	1	Stout	Seriously address drug/pill addiction
119	Jan. 26	NE	1	Stout	A better storm water system for growth that doesn't cost citizens as much
120	Jan. 26	NE	1	Stout	Lack of sidewalks/walkways and bikeways
121	Jan. 26	NE	1	Stout	Plan comprehensively, coherent regulated development
122	Jan. 26	NE	1	Stout	Maintain and promote the assets we have (i.e., historical and business)
123	Jan. 26	NE	1	Stout	Always consider energy efficiency and sustainability as we upgrade or expand our infrastructure
124	Jan. 26	NE	1	Stout	Educate the public (i.e., litter/cleaning up)
125	Jan. 26	NE	1	Stout	New businesses while maintaining existing to improve the town's growth
126	Jan. 26	NE	1	Stout	Easier access from I 79/68 to major employers in the area
127	Jan. 26	NE	1	Stout	Maintain local roads through Star City/Morgantown that makes it difficult to get to certain areas at certain times of the day
128	Jan. 26	NE	1	Stout	Use main thoroughfares to get in and out of town with signs to guide
129	Jan. 26	NE	1	Stout	Pride of ownership of the community
130	Jan. 26	NE	1	Stout	Think metropolitan
131	Jan. 26	NE	3	Graves	Beltway system around town with spokes going in/out
132	Jan. 26	NE	3	Graves	Improve infrastructure- sewer, water, services provided by the City
133	Jan. 26	NE	3	Graves	Get rid of smell by Star City bridge
134	Jan. 26	NE	3	Graves	Develop river's full resources
135	Jan. 26	NE	3	Graves	Preserve traditional neighborhoods
136	Jan. 26	NE	3	Graves	Develop Campus Connector- Evansdale campus to Grant Avenue
137	Jan. 26	NE	3	Graves	Study relationship between road access and successful businesses

ID #	Date	Location	Group #	Facilitator	Idea
138	Jan. 26	NE	3	Graves	Consolidate services between cities to leave more money to spend on other things
139	Jan. 26	NE	3	Graves	Stop project on Boyers Avenue in Star City
140	Jan. 26	NE	3	Graves	Programs to gain public support to renew communities
141	Jan. 26	NE	3	Graves	Develop public recreational activities to include venues for art, education, library
142	Jan. 26	NE	3	Graves	More cooperation between WVU and municipalities
143	Jan. 26	NE	3	Graves	Better roadside drainage
144	Jan. 26	NE	3	Graves	Improve education in grade levels 1-12
145	Jan. 26	NE	3	Graves	Fix Morgantown's and Star City's boat docks
146	Jan. 26	NE	3	Graves	Develop Star City Park for recreational and community use
147	Jan. 26	NE	3	Graves	Improve working relationship with the State
148	Jan. 26	NE	3	Graves	Get big trucks out of downtown Morgantown- need truck route
149	Jan. 25	SMS	1	Kierig	Improve base transportation and connect Northern access to make complete route
150	Jan. 25	SMS	1	Kierig	Improve and expand public transportation
151	Jan. 25	SMS	1	Kierig	Need County-wide planning
152	Jan. 25	SMS	1	Kierig	Build bicycle connectors
153	Jan. 25	SMS	1	Kierig	Controlled growth
154	Jan. 25	SMS	1	Kierig	Enforce existing laws and regulations
155	Jan. 25	SMS	1	Kierig	Stagger shift change times for large employers
156	Jan. 25	SMS	1	Kierig	Improve the commuter routes in and out of town
157	Jan. 25	SMS	1	Kierig	Coordinate in town development with all agencies- MUB, DOH, City planning
158	Jan. 25	SMS	1	Kierig	Improve multimodal connectivity
159	Jan. 25	SMS	1	Kierig	Preserve and expand green space
160	Jan. 25	SMS	1	Kierig	Continual traffic flow evaluation both vehicle and pedestrian- note seasonal/hourly changes (i.e., special events)
161	Jan. 25	SMS	1	Kierig	Allow Morgantown to have a say in road changes instead of mandates from Charleston
162	Jan. 25	SMS	1	Kierig	Support the arts
163	Jan. 25	SMS	1	Kierig	Do an engineering evaluation of transportation options
164	Jan. 25	SMS	1	Kierig	Provide local control with regard to funding options
165	Jan. 25	SMS	1	Kierig	Expand the PRT- longer hours for public use

ID #	Date	Location	Group #	Facilitator	Idea
166	Jan. 25	SMS	1	Kierig	CAP university enrollment
167	Jan. 25	SMS	1	Kierig	Integrate existing modes of transportation (i.e., mountain line and PRT)
168	Jan. 25	SMS	1	Kierig	Insured access regardless of individual or mode of travel (i.e., wheelchairs and bicycles)
169	Jan. 25	SMS	2	Clow	Adopt state building code county-wide
170	Jan. 25	SMS	2	Clow	Put empty commercial buildings to use
171	Jan. 25	SMS	2	Clow	Focus planning on people instead of machines
172	Jan. 25	SMS	2	Clow	Better planning (i.e., think projects through before starting)
173	Jan. 25	SMS	2	Clow	Pedestrian accommodations
174	Jan. 25	SMS	2	Clow	County-wide access to water and sewer
175	Jan. 25	SMS	2	Clow	Better enforcement of building and zoning codes county-wide
176	Jan. 25	SMS	2	Clow	Diversify housing stock, ensuring compliance with Fair Housing Act
177	Jan. 25	SMS	2	Clow	Overall better signage/street markings
178	Jan. 25	SMS	2	Clow	Charge roadway users in accordance with costs they incur
179	Jan. 25	SMS	2	Clow	Get WVU involved more with City on pedestrian issues
180	Jan. 25	SMS	2	Clow	Maintain and increase green space- help with drainage issues
181	Jan. 25	SMS	2	Clow	Improve traffic infrastructure and routing
182	Jan. 25	SMS	2	Clow	Public recreation centers and programs free to the public
183	Jan. 25	SMS	2	Clow	Concerted effort to align and present on to two key projects instead of a bunch of projects, especially as it relates to funding
184	Jan. 25	SMS	2	Clow	Farmland preservation
185	Jan. 25	SMS	2	Clow	Bicycle lanes
186	Jan. 25	SMS	2	Clow	Concentrate student housing within walking distance of campus and provide walking venues
187	Jan. 25	SMS	2	Clow	Limit on cell phone usage (especially texting while driving)
188	Jan. 25	SMS	2	Clow	Bicycle and pedestrian safety education for every grade school and driver's education class
189	Jan. 25	SMS	2	Clow	Reactive City human rights commission
190	Jan. 25	SMS	2	Clow	Facilitate locally owned businesses
191	Jan. 25	SMS	2	Clow	Get big trucks out of downtown
192	Jan. 25	SMS	2	Clow	More and better public transportation
193	Jan. 25	SMS	2	Clow	Extend PRT system around town

ID #	Date	Location	Group #	Facilitator	Idea
194	Jan. 25	SMS	2	Clow	Underground utilities
195	Jan. 25	SMS	2	Clow	Adopt complete street sign legislation
196	Jan. 25	SMS	2	Clow	Pursue Home Rule
197	Jan. 25	SMS	2	Clow	Star City bridge not ADA compliant
198	Jan. 25	SMS	3	Nye, J.	Bury power lines on major thorough-fares coming in and out of town(s)
199	Jan. 25	SMS	3	Nye, J.	Improve connectivity for housing developments and communities
200	Jan. 25	SMS	3	Nye, J.	Reduce or eliminate large trucks coming up Broadway Avenue through town
201	Jan. 25	SMS	3	Nye, J.	Plan infrastructure to accommodate future development
202	Jan. 25	SMS	3	Nye, J.	Preserve traditional neighborhoods
203	Jan. 25	SMS	3	Nye, J.	Concerted effort to address Marcellus shale development
204	Jan. 25	SMS	3	Nye, J.	Explore concept of metro government
205	Jan. 25	SMS	3	Nye, J.	More welcoming to new people
206	Jan. 25	SMS	3	Nye, J.	Get rid of Sunnyside power plant
207	Jan. 25	SMS	3	Nye, J.	Lead State in innovative technology products such as solar housing and urban wind farms
208	Jan. 25	SMS	3	Nye, J.	Speed humps, roundabouts, over the road pedestrian crossing for downtown
209	Jan. 25	SMS	3	Nye, J.	Impose fines for exposed/loose garbage around housing/business areas
210	Jan. 25	SMS	3	Nye, J.	Foster a functional relationship between municipal, county and state governments
211	Jan. 25	SMS	3	Nye, J.	Network of sidewalks
212	Jan. 25	SMS	3	Nye, J.	Work together to lobby Charleston for additional financial funding consistent with WVU and economic growth which occurred over the last 15 years
213	Jan. 25	SMS	3	Nye, J.	Free parking downtown, at least after 6PM when try to get dinner or see a show (2 hour parking problem)
214	Jan. 25	SMS	3	Nye, J.	Parking a problem all over town
215	Jan. 25	SMS	3	Nye, J.	Improvements in main parks and neighborhoods that don't have parks
216	Jan. 25	SMS	3	Nye, J.	Involve more students in heavily populated areas, in community activities
217	Jan. 25	SMS	3	Nye, J.	Improving Brockway Avenue gateway into City, all entries of City to be improved
218	Jan. 25	SMS	3	Nye, J.	Continuity of development between jurisdictions

ID #	Date	Location	Group #	Facilitator	Idea
219	Jan. 25	SMS	3	Nye, J.	Comprehensive zoning
220	Jan. 25	SMS	3	Nye, J.	Improve but not necessarily redevelop chronically blighted areas
221	Jan. 25	SMS	3	Nye, J.	Improve public transit
222	Jan. 25	SMS	3	Nye, J.	Cost-share when possible across all metro government
223	Jan. 25	SMS	3	Nye, J.	Access to rail-trail from South Park Bridge- build pedestrian bridge that is planned
224	Jan. 25	SMS	3	Nye, J.	Planning redevelopment all the way through (High Street-WVU)
225	Jan. 25	SMS	3	Nye, J.	Improve street lighting in pedestrian areas/crossings
226	Jan. 25	SMS	5	Williams	"Truck Route" around the City
227	Jan. 25	SMS	5	Williams	Encourage alternative modes of transportation and don't cater to cars
228	Jan. 25	SMS	5	Williams	Support cycling initiatives
229	Jan. 25	SMS	5	Williams	Bring more vertical growth and density in already developed areas, bring amenities that are usually at "malls" into walkable neighborhoods/close to shopping (no car sprawl)/Parking pods with walkable shopping
230	Jan. 25	SMS	5	Williams	More comprehensive planning for future growth in the area basically infrastructure in the developments
231	Jan. 25	SMS	5	Williams	Continue to jointly plan and implement- in particular, combine resources especially political for transportation projects/assemble political and financial resources to make projects happen
232	Jan. 25	SMS	5	Williams	Make Morgantown/Monongalia County housing more affordable
233	Jan. 25	SMS	5	Williams	Benchmark similar communities that have made themselves healthy, intelligent and prosperous
234	Jan. 25	SMS	5	Williams	Comprehensive trash, fill, recycling plan which encourages more recycling less consumption and includes a municipal composting site for leaves, etc.
235	Jan. 25	SMS	5	Williams	Integrating housing and commerce (i.e., Old mall into senior living) and rejuvenating old malls, etc., in a progressive way
236	Jan. 25	SMS	5	Williams	Embrace a variety of transportation. Create strength in community with variety to make more attractive to the healthy, intelligent populations. (i.e., PRT expansion)

ID #	Date	Location	Group #	Facilitator	Idea
237	Jan. 25	SMS	5	Williams	Support citizen engagement such as virtual Morgantown map as way to constantly poll population. More input opportunities through electronic media to get a better "pulse" of what is going on here. Interactive and engaging (i.e., free Wi-Fi downtown)
238	Jan. 25	SMS	5	Williams	Finish the beltway around Morgantown to create an alternative route around Morgantown
239	Jan. 25	SMS	5	Williams	Expand airport runway to 6,200 ft. for more commercial capacity under a joint effort with City, County, WVU, all jurisdictions on board
240	Jan. 25	SMS	5	Williams	More pedestrian friendly (i.e., safety amenities, sidewalks, crossing guards at schools (Dorsey Avenue) Evansdale campus/cross road to restaurant
241	Jan. 25	SMS	5	Williams	Establish complete streets and safe routes to schools throughout the entire County
242	Jan. 25	SMS	5	Williams	Think of air quality when we are planning- protect and improve air and water quality and water resources
243	Jan. 25	SMS	5	Williams	More partnering with WVU and the community so townies can ride it (PRT) more readily/not limited basis. Attractive to tourists.
244	Jan. 25	SMS	5	Williams	Make public transportation more reliable with route times and address ease of use for parents with small children more available service too/bus schedule doesn't work well, bike rack on all buses
245	Jan. 25	SMS	5	Williams	Support green building and retrofitting building look at resource extraction and energy needs of the area. Oil/Gas
246	Jan. 25	SMS	5	Williams	reconfigure bus routes, too many layovers and trips back to the depot/pick up and hit as many main stops as possible/ stop wasting time on return trips to depot/more efficiency
247	Jan. 25	SMS	5	Williams	Continued engagement with WVU in all of our comprehensive planning effort. They are a significant entity.
248	Jan. 25	SMS	5	Williams	More green space and farmland preservation
249	Jan. 25	SMS	5	Williams	Make cycling and walking irresistible
250	Jan. 25	SMS	4	Nye, R.	Greenway on Route 100 from Westover to Mt. Morris with trees and bike lane
251	Jan. 25	SMS	4	Nye, R.	Complete streets for bicycles, people and the disabled

ID #	Date	Location	Group #	Facilitator	Idea
252	Jan. 25	SMS	4	Nye, R.	Promote mix use pedestrian oriented development that comprises active transport (walking/cycling)- public transportation (de-emphasis on car transportation)
253	Jan. 25	SMS	4	Nye, R.	Smaller buses with more frequent schedules
254	Jan. 25	SMS	4	Nye, R.	Affordable, accessible housing for non-student
255	Jan. 25	SMS	4	Nye, R.	Coordinate building of houses with adding more classrooms to avoid over crowdedness
256	Jan. 25	SMS	4	Nye, R.	Neighborhood schools instead of large far away schools
257	Jan. 25	SMS	4	Nye, R.	More trails and greenways outside of the City that go through nature
258	Jan. 25	SMS	4	Nye, R.	Urban planners/designers must be hired to design the building and widening of roads in towns and cities
259	Jan. 25	SMS	4	Nye, R.	Mixed use zoning to provide for general stores, food stores and mix of daily needs services in the City
260	Jan. 25	SMS	4	Nye, R.	Right of home rule
261	Jan. 25	SMS	4	Nye, R.	County-wide building code
262	Jan. 25	SMS	4	Nye, R.	Better access to the airport
263	Jan. 25	SMS	4	Nye, R.	No fracking next to water
264	Jan. 25	SMS	4	Nye, R.	Restrict loads on trucks and restrict their travel through town
265	Jan. 25	SMS	4	Nye, R.	Create human rights commission to prevent discrimination
266	Jan. 25	SMS	4	Nye, R.	Enforce traffic laws for cyclists
267	Jan. 25	SMS	4	Nye, R.	Cleaner energy reduce emissions
268	Jan. 25	SMS	4	Nye, R.	Slower, but more efficient traffic flow
269	Jan. 25	SMS	4	Nye, R.	Expand PRT and transit oriented development

Additional Ideas:

ID #	Source	Date	Idea
1	Citizen	13-Feb	Better land control
2	Citizen	13-Feb	More zoning
3	Citizen	13-Feb	Resource preservation
4	Citizen	13-Feb	Implement TDM behavior changes
5	Citizen	13-Feb	Stop poor development
6	Citizen	13-Feb	Bigger penalties for bad/adverse projects
7	Citizen	13-Feb	Reroute heavy truck traffic away
8	Citizen	13-Feb	Better street lighting
9	Citizen	13-Feb	Align political, school, TAZ, land use, and tax districts
10	Citizen	13-Feb	Identify and minimize pedestrian congestion (crosswalks, bus pads, etc.)
11	Citizen	13-Feb	Fix Railtrail
12	Citizen	13-Feb	Fix intersection of Pleasant St. to Spruce St.
13	Citizen	13-Feb	Socioeconomic links to tourism, safety and sustainability
14	Citizen	13-Feb	Promote telework
15	Citizen	13-Feb	Improve air quality
16	Suncrest Neighborhood Assoc.	24-Jan	Access and interface with commercial services (garbage pickup, recycling)
17	Suncrest Neighborhood Assoc.	24-Jan	Expansion of transportation options to jobs, university, schools
18	Suncrest Neighborhood Assoc.	24-Jan	Pedestrian accessibility (sidewalk repair, replacement, development, bridges, park & trail access)
19	Suncrest Neighborhood Assoc.	24-Jan	Bicycling transportation options
20	Suncrest Neighborhood Assoc.	24-Jan	Schools and Education (retention of existing schools, changes, additions, older adult, children, intergenerational)
21	Suncrest Neighborhood Assoc.	24-Jan	Street lighting to enable year-round pedestrian and cycling travel
22	Suncrest Neighborhood Assoc.	24-Jan	Housing goals (code enforcement, long-term affordability, affordable housing, home repair loans, building green)
23	Suncrest Neighborhood Assoc.	24-Jan	Traffic (speeding, traffic calming, truck traffic, bus idling, air quality, parking)
24	Suncrest Neighborhood	24-Jan	Parks & Recreation (existing parks, new park development, shared facilities, programming, green space preservation)

ID #	Source	Date	Idea
25	Suncrest Neighborhood Assoc.	24-Jan	Tree care (street trees, trees on private property)
26	Suncrest Neighborhood Assoc.	24-Jan	Neighborhood Redevelopment (retail access, groceries, employment opportunities, youth et al, infrastructure improvement)
27	Suncrest Neighborhood Assoc.	24-Jan	Streets infrastructure (storm water)
28	Suncrest Neighborhood Assoc.	24-Jan	Neighborhood Security/Crime Prevention (code compliance)
29	Suncrest Neighborhood Assoc.	24-Jan	Solid Waste and Recycling Services
30	Suncrest Neighborhood Assoc.	24-Jan	Neighborhood association support, strengthening the participation of all citizens, including youths, into the economic & civic life fo the community
31	Suncrest Neighborhood Assoc.	24-Jan	Accountability of City Administration
32	Suncrest Neighborhood Assoc.	24-Jan	Promotion of Partner Relations
33	The Greenmont Neighborhood Assoc.	24-Jan	Preserve traditional neighborhoods in Morgantown
34	The Greenmont Neighborhood Assoc.	24-Jan	Develop public recreational spaces and facilities
35	The Greenmont Neighborhood Assoc.	24-Jan	Generally improve public infrastructure
36	The Greenmont Neighborhood Assoc.	24-Jan	Improve chronically blighted areas of Greenmont
37	The Greenmont Neighborhood Assoc.	24-Jan	Promote the value of public engagement and cooperation
38	The Greenmont Neighborhood Assoc.	24-Jan	Promote official recognition of neighborhood associations within city government

ID #	Source	Date	Idea
39	The Greenmont Neighborhood Assoc.	24-Jan	Continue working and growing the relationship with the State of West Virginia
40	The Greenmont Neighborhood Assoc.	24-Jan	Improve parking and transportation in the neighborhoods
41	Citizen	25-Jan	Build the data of ped/bike use & safety to help qualify for HSIP funding
42	Citizen	25-Jan	More businesses and residents integrating solar panels
43	Citizen	25-Jan	More local agriculture cultivation/organic growing farms/pesticide/hormone free
44	Citizen	25-Jan	More farmers markets
45	Citizen	25-Jan	More cultural festivals focusing on performance and multimedia art
46	Citizen	25-Jan	Stop the trucks between Sabraton and Downtown & fix the road
47	Citizen	25-Jan	General reorganization & creation of public transport.
48	Citizen	25-Jan	Tax breaks for commuters who car/vanpool
49	Citizen	25-Jan	Create a plan that flows w/ each area
50	Citizen	25-Jan	Create symmetry throughout the area
51	Citizen	25-Jan	Plan infrastructure to accommodate future development
52	Citizen	25-Jan	Mimick similar regions that have plans that are proven
53	Citizen	25-Jan	Allow room in development for green space and recreation
54	Citizen	25-Jan	Create recreation facilities for community
55	Citizen	25-Jan	Bury utility lines
56	Citizen	25-Jan	Impose fines for garbage
57	Citizen	25-Jan	Improve street lighting
58	Woodburn Association of Neighbors	25-Jan	Improve the quality of housing in the Woodburn Neighborhood
59	Woodburn Association of Neighbors	25-Jan	Eliminate dilapidated and vacant housing
60	Woodburn Association of Neighbors	25-Jan	Increase compliance with housing code
61	Woodburn Association of Neighbors	25-Jan	Increase owner-occupied housing to 60%
62	Woodburn Association of Neighbors	25-Jan	Work to preserve older homes
63	Woodburn Association of Neighbors	25-Jan	Ensure new development fits

Idea Gathering Meetings
Crossroads Visioning Process – **All Ideas**

ID #	Source	Date	Idea
64	Woodburn Association of Neighbors	25-Jan	Explore forming a limited liability company to purchase homes in the neighborhood
65	Woodburn Association of Neighbors	25-Jan	Create a social network of people to help foster a sense of safety
66	Woodburn Association of Neighbors	25-Jan	Increase the use of Whitmore Park
67	Woodburn Association of Neighbors	25-Jan	Identify lots/areas of Woodburn for "Pocket Parks" and community gardens
68	Woodburn Association of Neighbors	25-Jan	Plant more trees
69	Woodburn Association of Neighbors	25-Jan	Keep Woodburn Elementary School in the neighborhood
70	Woodburn Association of Neighbors	25-Jan	Improve walkability through the neighborhood and connectivity to the rest of the city
71	Woodburn Association of Neighbors	25-Jan	Locate signs at major entrances to Woodburn neighborhood
72	Woodburn Association of Neighbors	25-Jan	Develop a streetscape plan from "sign to sign" starting at Richwood and Monongalia Ave.
73	Woodburn Association of Neighbors	25-Jan	Work with the city to develop a plan to improve and maintain quality of streets and sidewalks
74	Woodburn Association of Neighbors	25-Jan	Collect, catalogue, and publish the unique history of Woodburn neighborhood
75	Woodburn Association of Neighbors	25-Jan	Put the pressure on the city improve the neighborhoods surrounding Woodburn

Strong Places:

#	DATE	Grp#	FACILITATOR	LOCATION	CHARACTERISTICS
70	1/25/2012	2	Clow	Rail trail	Pedestrian connectivity
71	1/25/2012	2	Clow	Rail trail	Uncongested bike access to essential destinations
73	1/25/2012	2	Clow	Rail trail	Traffic route for non-motorized vehicles
74	1/25/2012	2	Clow	Rail trail	Community destination
72	1/25/2012	2	Clow	Rail trail	Health/exercise
69	1/25/2012	2	Clow	Suncrest Park and Star City	Pedestrian friendly
66	1/25/2012	2	Clow	Suncrest Park and Star City	Family oriented
64	1/25/2012	2	Clow	Suncrest Park and Star City	People places- no machines
68	1/25/2012	2	Clow	Suncrest Park and Star City	Pet friendly
65	1/25/2012	2	Clow	Suncrest Park and Star City	Peaceful/beautiful
67	1/25/2012	2	Clow	Suncrest Park and Star City	Wildlife
63	1/25/2012	2	Clow	Suncrest Park and Star City	Recreation
101	1/26/2012	3	Graves	The Pines Country Club	Golf course/country club
109	1/26/2012	3	Graves	University Centre/Granville	Glenmark/University town center
110	1/26/2012	3	Graves	Rail Trail	Waterfront
112	1/26/2012	3	Graves	Rail Trail	River
111	1/26/2012	3	Graves	Rail Trail	Potential for future development
105	1/26/2012	3	Graves	Neighborhoods	Historic neighborhood
108	1/26/2012	3	Graves	Neighborhoods	Culture
106	1/26/2012	3	Graves	Neighborhoods	Unique pockets
107	1/26/2012	3	Graves	Neighborhoods	Community
102	1/26/2012	3	Graves	Neighborhoods	South Park
103	1/26/2012	3	Graves	Neighborhoods	Greenmont
104	1/26/2012	3	Graves	Neighborhoods	Economic value for the city
100	1/25/2012	1	Kierig	Krepps park	Within City limits (City only place with zoning)
94	1/25/2012	1	Kierig	Krepps park	Aesthetically pleasing
96	1/25/2012	1	Kierig	Krepps park	Organized/planned space
97	1/25/2012	1	Kierig	Krepps park	Upkeep is good
98	1/25/2012	1	Kierig	Krepps park	Concerned citizens (organized advocates/neighborhood associations, BOPARC)
99	1/25/2012	1	Kierig	Krepps park	Strong community support
95	1/25/2012	1	Kierig	Krepps park	Green space
93	1/25/2012	1	Kierig	Krepps park	Development planned
92	1/25/2012	1	Kierig	Krepps park	Community destination
113	1/26/2012	6	Kierig	Rail trail/Arboretum/Greenspace around River	Easy access
116	1/26/2012	6	Kierig	Rail trail/Arboretum/Greenspace around River	Family oriented and safe

117	1/26/2012	6	Kierig	Rail trail/Arboretum/Greenspace around River	Greenery and water
118	1/26/2012	6	Kierig	Rail trail/Arboretum/Greenspace around River	Scenic
115	1/26/2012	6	Kierig	Rail trail/Arboretum/Greenspace around River	Free recreation
114	1/26/2012	6	Kierig	Rail trail/Arboretum/Greenspace around River	Multiuse
82	1/25/2012	1	Kierig	Riverfront/Waterfront	Within City limits (City only place with zoning)
76	1/25/2012	1	Kierig	Riverfront/Waterfront	Aesthetically pleasing
78	1/25/2012	1	Kierig	Riverfront/Waterfront	Organized/planned space
79	1/25/2012	1	Kierig	Riverfront/Waterfront	Upkeep is good
80	1/25/2012	1	Kierig	Riverfront/Waterfront	Concerned citizens (organized advocates/neighborhood associations, BOPARC)
81	1/25/2012	1	Kierig	Riverfront/Waterfront	Strong community support
77	1/25/2012	1	Kierig	Riverfront/Waterfront	Green space
75	1/25/2012	1	Kierig	Riverfront/Waterfront	Development planned
91	1/25/2012	1	Kierig	South Park	Within City limits (City only place with zoning)
85	1/25/2012	1	Kierig	South Park	Aesthetically pleasing
87	1/25/2012	1	Kierig	South Park	Organized/planned space
88	1/25/2012	1	Kierig	South Park	Upkeep is good
89	1/25/2012	1	Kierig	South Park	Concerned citizens (organized advocates/neighborhood associations, BOPARC)
90	1/25/2012	1	Kierig	South Park	Strong community support
86	1/25/2012	1	Kierig	South Park	Green space
84	1/25/2012	1	Kierig	South Park	Development planned
83	1/25/2012	1	Kierig	South Park	Community destination
123	1/26/2012	6	Kierig	Wharf District	Parking
125	1/26/2012	6	Kierig	Wharf District	Left greenspace and character of old Morgantown
124	1/26/2012	6	Kierig	Wharf District	Blighted area that was redeveloped. Kept character of old warehouses.
121	1/26/2012	6	Kierig	Wharf District	Amphitheatre
119	1/26/2012	6	Kierig	Wharf District	Trail and eating
120	1/26/2012	6	Kierig	Wharf District	Multiuse- business, entertainment, outdoor recreation, can walk or bike
122	1/26/2012	6	Kierig	Wharf District	Contemporary hotel accommodations
131	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Connection to heritage

127	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	educational/kid's day
128	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Organic produce
134	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Wildlife
135	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Scenic
132	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	BOPARC- conserve green space
129	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Animals part of environment
133	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Recreational opportunities
136	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Provide relaxation
130	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Refuge from sprawl
137	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Use daily
126	1/26/2012	6	Kierig	WVU Farm/Greenspace/Parks	Working farm
46	1/25/2012	3	Nye, J.	Greenmont	sidewalks
47	1/25/2012	3	Nye, J.	Greenmont	close to downtown
48	1/25/2012	3	Nye, J.	Greenmont	good urban design
44	1/25/2012	3	Nye, J.	Greenmont	Intact neighborhoods
50	1/25/2012	3	Nye, J.	Greenmont	Strong sense of community, strong neighborhood associations
62	1/25/2012	3	Nye, J.	Greenmont	Traditional neighborhoods
45	1/25/2012	3	Nye, J.	Greenmont	Near schools
49	1/25/2012	3	Nye, J.	Greenmont	grid, tree canopy
52	1/25/2012	3	Nye, J.	White Park Area	Walkable
51	1/25/2012	3	Nye, J.	White Park Area	Recreational area, green space
53	1/25/2012	3	Nye, J.	White Park Area	Good urban planning
61	1/25/2012	3	Nye, J.	White Park Area	Seneca Center is good
54	1/25/2012	3	Nye, J.	Rail Trail	4-lane road (traffic moves)
55	1/25/2012	3	Nye, J.	Rail Trail	Looks almost decent
58	1/25/2012	3	Nye, J.	Rail Trail	Well developed green space
56	1/25/2012	3	Nye, J.	Rail Trail	Rail trail
57	1/25/2012	3	Nye, J.	Rail Trail	Cohesive business development
59	1/25/2012	3	Nye, J.	Rail Trail	Wharf district- cohesive business development
60	1/25/2012	3	Nye, J.	Suncrest Park	Green space- arboretum
35	1/25/2012	4	Nye, R	Donn Knotts Blvd.	Traffic flows
34	1/25/2012	4	Nye, R	Donn Knotts Blvd.	Nice gateway
33	1/25/2012	4	Nye, R	Donn Knotts Blvd.	Rail/trail
36	1/25/2012	4	Nye, R	Donn Knotts Blvd.	Rail trail is great
37	1/25/2012	4	Nye, R	South Park/Greenmont	Walkable neighborhood
39	1/25/2012	4	Nye, R	South Park/Greenmont	Close to town
40	1/25/2012	4	Nye, R	South Park/Greenmont	Historic
38	1/25/2012	4	Nye, R	South Park/Greenmont	Mixed use- bars, bakeries, etc., within walking distance
41	1/25/2012	4	Nye, R	South Park/Greenmont	Mixed socioeconomic population

43	1/25/2012	4	Nye, R	Towns/Parks (Marilla/White/Suncrest)	Make City nice to live in
42	1/25/2012	4	Nye, R	Towns/Parks (Marilla/White/Suncrest)	Public Recreation
206	1/26/2012	2	Reinke	Cheat Lake	Recreation, Restaurant access
207	1/26/2012	2	Reinke	Cheat Lake	Good quality of life housing
205	1/26/2012	2	Reinke	Downtown/South Park/WVU downtown campus	Pedestrian friendly
203	1/26/2012	2	Reinke	Downtown/South Park/WVU downtown campus	Vitality, services, streetscape
204	1/26/2012	2	Reinke	Downtown/South Park/WVU downtown campus	South Park historic preservation
212	1/26/2012	2	Reinke	Suncrest/WVU	Aesthetics
208	1/26/2012	2	Reinke	Suncrest/WVU	Rail to Trails
209	1/26/2012	2	Reinke	Suncrest/WVU	Good housing, parks, quality of life, access
210	1/26/2012	2	Reinke	Suncrest/WVU	Healthcare
211	1/26/2012	2	Reinke	Suncrest/WVU	Services
176	1/26/2012	4	Richmond	Downtown Morgantown	Access via walking
178	1/26/2012	4	Richmond	Downtown Morgantown	Rail trail access to Downtown
181	1/26/2012	4	Richmond	Downtown Morgantown	Streetscaping
179	1/26/2012	4	Richmond	Downtown Morgantown	Historic interests
175	1/26/2012	4	Richmond	Downtown Morgantown	Cultural opportunities
177	1/26/2012	4	Richmond	Downtown Morgantown	Museums
173	1/26/2012	4	Richmond	Downtown Morgantown	Local businesses
180	1/26/2012	4	Richmond	Downtown Morgantown	Strength of Mainstreet Morgantown
174	1/26/2012	4	Richmond	Downtown Morgantown	WVU downtown campus
172	1/26/2012	4	Richmond	Krepps Park	Small walkable community
171	1/26/2012	4	Richmond	Krepps Park	Rail trail
164	1/26/2012	4	Richmond	Star City	Small walkable community
166	1/26/2012	4	Richmond	Star City	Marina/Fishing
168	1/26/2012	4	Richmond	Star City	New residential areas
167	1/26/2012	4	Richmond	Star City	New business
165	1/26/2012	4	Richmond	Star City	Tugboat depot
170	1/26/2012	4	Richmond	Wharf District	Amphitheatre
169	1/26/2012	4	Richmond	Wharf District	Economic development
149	1/26/2012	1	Stout	Downtown/Wharf/Amphitheater (rail trail)	Parking, buses, PRT, boats
147	1/26/2012	1	Stout	Downtown/Wharf/Amphitheater (rail trail)	Restaurants, pedestrian access to businesses
146	1/26/2012	1	Stout	Downtown/Wharf/Amphitheater (rail trail)	Community activities
150	1/26/2012	1	Stout	Downtown/Wharf/Amphitheater (rail trail)	Natural beauty
148	1/26/2012	1	Stout	Downtown/Wharf/Amphitheater	Bike trail

					(rail trail)	
144	1/26/2012	1	Stout		Downtown/Wharf/Amphitheater (rail trail)	Newest planned growth
145	1/26/2012	1	Stout		Downtown/Wharf/Amphitheater (rail trail)	Smart reuse
157	1/26/2012	1	Stout		Health Campus	centrally located
154	1/26/2012	1	Stout		Health Campus	Adequate parking
155	1/26/2012	1	Stout		Health Campus	Accessible via PRT, walking bus
153	1/26/2012	1	Stout		Health Campus	Stadium
156	1/26/2012	1	Stout		Health Campus	Newer construction/modern facility
158	1/26/2012	1	Stout		Health Campus	Research Center
151	1/26/2012	1	Stout		Health Campus	Major employer
152	1/26/2012	1	Stout		Health Campus	Serves a broad region
160	1/26/2012	1	Stout		Star City park/Playground/Memorials	Boat access
162	1/26/2012	1	Stout		Star City park/Playground/Memorials	Family oriented
163	1/26/2012	1	Stout		Star City park/Playground/Memorials	Quiet at a dead end
159	1/26/2012	1	Stout		Star City park/Playground/Memorials	Rail trail
161	1/26/2012	1	Stout		Star City park/Playground/Memorials	Substantial open areas for development
140	1/26/2012	1	Stout		Suncrest, Park, Arboretum, river and rail trail	Easy access
142	1/26/2012	1	Stout		Suncrest, Park, Arboretum, river and rail trail	Well maintained
143	1/26/2012	1	Stout		Suncrest, Park, Arboretum, river and rail trail	Family oriented
139	1/26/2012	1	Stout		Suncrest, Park, Arboretum, river and rail trail	Greenspace
141	1/26/2012	1	Stout		Suncrest, Park, Arboretum, river and rail trail	Peaceful
138	1/26/2012	1	Stout		Suncrest, Park, Arboretum, river and rail trail	Recreation
16	1/25/2012	5	Williams, D.		Downtown Business Districts	Pedestrian friendly
22	1/25/2012	5	Williams, D.		Downtown Business Districts	Walkable library/public services/p.o.
17	1/25/2012	5	Williams, D.		Downtown Business Districts	Up and coming Sunnyside area- safe housing and higher density downtown/walkable
12	1/25/2012	5	Williams, D.		Downtown Business Districts	University campus is close makes a great mix

21	1/25/2012	5	Williams, D.	Downtown Business Districts	Historic buildings
23	1/25/2012	5	Williams, D.	Downtown Business Districts	Arts, theater, museum (i.e., Morgantown museum, Arts Monongalia)
11	1/25/2012	5	Williams, D.	Downtown Business Districts	Convivial living together downtown
13	1/25/2012	5	Williams, D.	Downtown Business Districts	Night life/music
14	1/25/2012	5	Williams, D.	Downtown Business Districts	Ice cream
15	1/25/2012	5	Williams, D.	Downtown Business Districts	Café/restaurants
18	1/25/2012	5	Williams, D.	Downtown Business Districts	Farmer's market
20	1/25/2012	5	Williams, D.	Downtown Business Districts	Unique local shops downtown/Mom and pops shops
19	1/25/2012	5	Williams, D.	Downtown Business Districts	Wharf and Hazel Ruby McLain Park
182	1/26/2012	5	Williams, D.	High Stand and South Park/Greenmont	Connects/walkable
187	1/26/2012	5	Williams, D.	High Stand and South Park/Greenmont	Lighting
188	1/26/2012	5	Williams, D.	High Stand and South Park/Greenmont	Historic (NRHP district)- High Street, Greenmont, South Park
185	1/26/2012	5	Williams, D.	High Stand and South Park/Greenmont	Nice houses because of greenspace/trees
183	1/26/2012	5	Williams, D.	High Stand and South Park/Greenmont	I shop here
184	1/26/2012	5	Williams, D.	High Stand and South Park/Greenmont	Planting strips and trees along South park
186	1/26/2012	5	Williams, D.	High Stand and South Park/Greenmont	Greenmont development/enhancement
32	1/25/2012	5	Williams, D.	Neighborhood Associations	Schools
29	1/25/2012	5	Williams, D.	Neighborhood Associations	Trees
31	1/25/2012	5	Williams, D.	Neighborhood Associations	Deer/wildlife
30	1/25/2012	5	Williams, D.	Neighborhood Associations	Walkable
24	1/25/2012	5	Williams, D.	Neighborhood Associations	Vibrant
25	1/25/2012	5	Williams, D.	Neighborhood Associations	Historic South Park
26	1/25/2012	5	Williams,	Neighborhood Associations	Government

			D.		
27	1/25/2012	5	Williams, D.	Neighborhood Associations	Chancery Hills
28	1/25/2012	5	Williams, D.	Neighborhood Associations	Willes Hills
190	1/26/2012	5	Williams, D.	Parks and Connection to Trails	Art
194	1/26/2012	5	Williams, D.	Parks and Connection to Trails	Terra Café
193	1/26/2012	5	Williams, D.	Parks and Connection to Trails	Children's park (Tug Boat Depot)- Star City
192	1/26/2012	5	Williams, D.	Parks and Connection to Trails	Arboretum
191	1/26/2012	5	Williams, D.	Parks and Connection to Trails	Rail trail
189	1/26/2012	5	Williams, D.	Parks and Connection to Trails	Suncrest Park neighbor /Krepps Park
2	1/25/2012	5	Williams, D.	Parks and Recreation	Major grocery stores on the trail
7	1/25/2012	5	Williams, D.	Parks and Recreation	Art
9	1/25/2012	5	Williams, D.	Parks and Recreation	Festivals
8	1/25/2012	5	Williams, D.	Parks and Recreation	Variety of activities at Dorsey's Knob
3	1/25/2012	5	Williams, D.	Parks and Recreation	Green space
4	1/25/2012	5	Williams, D.	Parks and Recreation	Peaceful beauty
5	1/25/2012	5	Williams, D.	Parks and Recreation	River, creek, water
6	1/25/2012	5	Williams, D.	Parks and Recreation	Viewscape
1	1/25/2012	5	Williams, D.	Parks and Recreation	Trail/facilities/connectivity
10	1/25/2012	5	Williams, D.	Parks and Recreation	Cycling
197	1/26/2012	5	Williams, D.	Suncrest and Star City Residential	Walkable school in neighborhood
195	1/26/2012	5	Williams, D.	Suncrest and Star City Residential	Terra Café/Park on river
199	1/26/2012	5	Williams, D.	Suncrest and Star City Residential	Friendly
198	1/26/2012	5	Williams, D.	Suncrest and Star City Residential	#1 Elementary School in the State
201	1/26/2012	5	Williams, D.	Suncrest and Star City Residential	Middle School adds quality
202	1/26/2012	5	Williams,	Suncrest and Star City	Retain school inside

			D.	Residential	neighborhoods in City limits
200	1/26/2012	5	Williams, D.	Suncrest and Star City Residential	Crossing guards
196	1/26/2012	5	Williams, D.	Suncrest and Star City Residential	Peaceful, quite residential area

Weak Places:

#	DATE	Grp#	FACILITATOR	LOCATION	CHARACTERISTICS
1	1/25/2012	5	Williams, D.	Hogback	Close to downtown (perception of downtown)
2	1/25/2012	5	Williams, D.	Hogback	Trucks
3	1/25/2012	5	Williams, D.	Hogback	Narrow lanes/too narrow for trucks
4	1/25/2012	5	Williams, D.	Hogback	Delapilated properties
5	1/25/2012	5	Williams, D.	Hogback	Worsen by dust, debris, fumes, exhaust
6	1/25/2012	5	Williams, D.	Hogback	Trucks in your lane
7	1/25/2012	5	Williams, D.	Hogback	Wrecks
8	1/25/2012	5	Williams, D.	Hogback	Inappropriate truck traffic for a residential area
9	1/25/2012	5	Williams, D.	Hogback	Noise
10	1/25/2012	5	Williams, D.	Hogback	breathability
11	1/25/2012	5	Williams, D.	Hogback	Run down student housing
12	1/25/2012	5	Williams, D.	Hogback	Better places to live
13	1/25/2012	5	Williams, D.	Hogback	No connectivity of sidewalks
14	1/25/2012	5	Williams, D.	Hogback	Dangerous/walking in winter
15	1/25/2012	5	Williams, D.	Mileground	No green space
16	1/25/2012	5	Williams, D.	Mileground	Ugly
17	1/25/2012	5	Williams, D.	Mileground	Disfunctional
18	1/25/2012	5	Williams, D.	Mileground	Trashy (i.e., lap dance signs)
19	1/25/2012	5	Williams, D.	Mileground	Not walkable
20	1/25/2012	5	Williams, D.	Mileground	Wall to wall billboards
21	1/25/2012	5	Williams, D.	Mileground	Counter human
22	1/25/2012	5	Williams, D.	Mileground	Building to edge of roads
23	1/25/2012	5	Williams, D.	Mileground	Dangerous
24	1/25/2012	5	Williams, D.	Mileground	Too many driveways
25	1/25/2012	5	Williams, D.	Mileground	Only to accommodate traffic
26	1/25/2012	5	Williams, D.	Mileground	Genecidal
27	1/25/2012	5	Williams, D.	Mileground	No planning, no zoning, no regulations, no management of infrastructure or resource coordination
28	1/25/2012	5	Williams, D.	Mileground	Not built for people
29	1/25/2012	5	Williams, D.	Mileground	Fast service
30	1/25/2012	5	Williams, D.	705	Heavy traffic
31	1/25/2012	5	Williams, D.	705	Gridlock
32	1/25/2012	5	Williams, D.	705	Not walkable
33	1/25/2012	5	Williams, D.	705	"Curb cutting"
34	1/25/2012	5	Williams, D.	705	Failing traffic lights
35	1/25/2012	5	Williams, D.	705	Can't cross it
36	1/25/2012	5	Williams, D.	705	EMS hard to access/move people
37	1/25/2012	5	Williams, D.	705	Only designed for cars
38	1/25/2012	5	Williams, D.	705	Traffic too fast
39	1/25/2012	5	Williams, D.	705	Dangerous

40	1/25/2012	4	Nye, R.	University Towncenter	Traffic too fast
41	1/25/2012	4	Nye, R.	University Towncenter	Bad for downtown
42	1/25/2012	4	Nye, R.	University Towncenter	No walking or cycling
43	1/25/2012	4	Nye, R.	University Towncenter	Another entrance/exit
44	1/25/2012	4	Nye, R.	Beechhurst/university Ave./Don Knotts Blvd	Finish job
45	1/25/2012	4	Nye, R.	Beechhurst/university Ave./Don Knotts Blvd	Needs sidewalks
46	1/25/2012	4	Nye, R.	Beechhurst/university Ave./Don Knotts Blvd	Bad traffic pattern
47	1/25/2012	4	Nye, R.	Beechhurst/university Ave./Don Knotts Blvd	No pedestrain crossings
48	1/25/2012	4	Nye, R.	Beechhurst/university Ave./Don Knotts Blvd	Bad access to rail-trail from east side of road
49	1/25/2012	4	Nye, R.	Mountain Air	Tunnel for cars under Mountain Air
50	1/25/2012			Whitmore Park	Truck Traffic 'central' Brockway Corridor
51	1/25/2012	3	Nye, J.	Whitmore Park	Not compatible with civilized life
52	1/25/2012	3	Nye, J.	Whitmore Park	Blighted buildings
53	1/25/2012	3	Nye, J.	Whitmore Park	Pedestrian difficulties (lighting and mixing cars with pedestrians)
54	1/25/2012	3	Nye, J.	Vandalia Rd.	Blighted "no man's" land, needs improvement
55	1/25/2012	3	Nye, J.	Beechurst/Sunnyside	Collusium unusable to students on game day
56	1/25/2012	3	Nye, J.	Beechurst/Sunnyside	Hard to cross Monongalia Blvd/Patterson Dr.
57	1/25/2012	3	Nye, J.	WVU / Downtown	No where to go
58	1/25/2012	3	Nye, J.	WVU / Downtown	Beechurst Traffic
59	1/25/2012	3	Nye, J.	WVU / Downtown	Congestion
60	1/25/2012	3	Nye, J.	WVU / Downtown	Eye sore as a gateway
61	1/25/2012	3	Nye, J.	WVU / Downtown	Power plants
62	1/25/2012	3	Nye, J.	WVU / Downtown	Potholes
63	1/25/2012	3	Nye, J.	WVU / Downtown	Lack of diversity of useful business, too many luxury, no hardwares or grocery, pharmacy
64	1/25/2012	3	Nye, J.	Van Vorhis Rd.	Island developed- two lane road now 10,000 car/day, no sidewalks and pedestrians are walking
65	1/25/2012	3	Nye, J.	Mileground	Congestion and road conditions
66	1/25/2012	3	Nye, J.	Mileground	Cut-through traffic
67	1/25/2012	3	Nye, J.	Mileground	Building appearances
68	1/25/2012	3	Nye, J.	Mileground	Elementary school being built there
69	1/25/2012	2	Clow	Mileground	Car only focus
70	1/25/2012	2	Clow	Mileground	Fast service
71	1/25/2012	2	Clow	Mileground	Crowded
72	1/25/2012	2	Clow	Mileground	Noisey
73	1/25/2012	2	Clow	Mileground	Overdeveloped

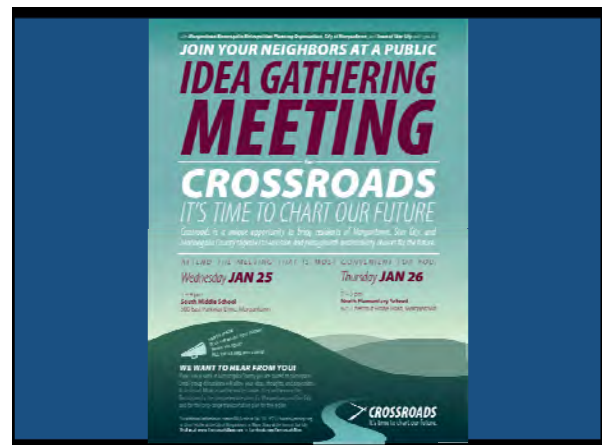
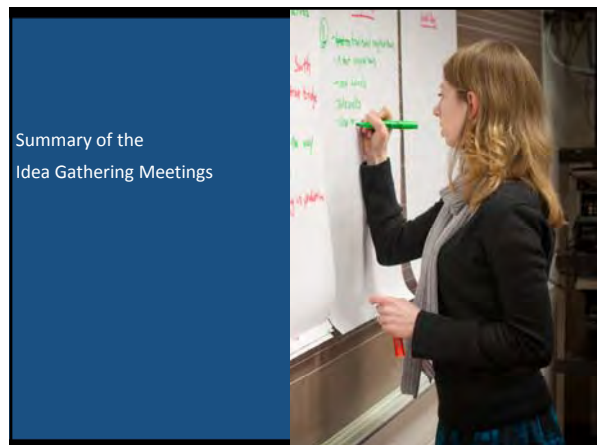
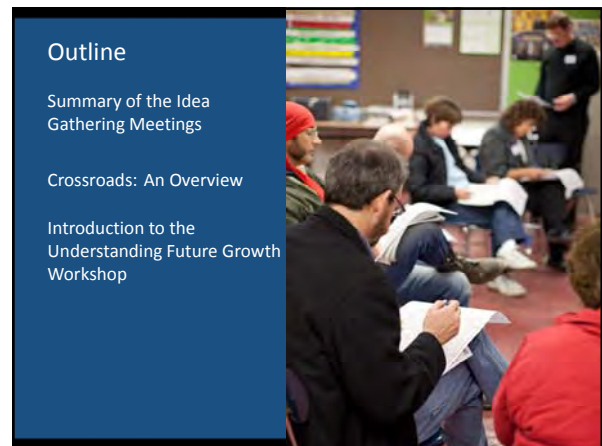
74	1/25/2012	2	Clow	Mileground	Only way out
75	1/25/2012	2	Clow	Mileground	Traffic control synchronization
76	1/25/2012	2	Clow	Downtown	Dilapolated housing/student housing
77	1/25/2012	2	Clow	Downtown	Lack od accessibility
78	1/25/2012	2	Clow	Downtown	POOR BIKE/PEDESTRIAN ACCOMODATIONS
79	1/25/2012	2	Clow	Downtown	Too many bars
80	1/25/2012	2	Clow	Downtown	No green space
81	1/25/2012	2	Clow	Downtown	Traffic/truck traffic
82	1/25/2012	2	Clow	University Towncenter	Horrible roads
83	1/25/2012	2	Clow	University Towncenter	No bike/pedestrian accomodations
84	1/25/2012	2	Clow	University Towncenter	High traffic speeds
85	1/25/2012	2	Clow	University Towncenter	Heavy volume
86	1/25/2012	2	Clow	University Towncenter	No traffic control
87	1/25/2012	1	Kierig	Star City Entrance Corridor	Traffic congestion
88	1/25/2012	1	Kierig	Star City Entrance Corridor	Road do not support the traffic
89	1/25/2012	1	Kierig	Star City Entrance Corridor	Residential blight
90	1/25/2012	1	Kierig	Star City Entrance Corridor	Dangerous
91	1/25/2012	1	Kierig	Star City Entrance Corridor	Aesthetically displeasing and depressing
92	1/25/2012	1	Kierig	Star City Entrance Corridor	Unregulated development
93	1/25/2012	1	Kierig	Star City Entrance Corridor	No organized group of people that care about the place
94	1/25/2012	1	Kierig	Star City Entrance Corridor	Non-owner occupied
95	1/25/2012	1	Kierig	Star City Entrance Corridor	Not enough emphasis upon people housing instead of student housing
96	1/25/2012	1	Kierig	Star City Entrance Corridor	Too much paving/concrete
97	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	Traffic congestion
98	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	Road do not support the traffic
99	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	Residential blight
100	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	Dangerous
101	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	Aesthetically displeasing and depressing
102	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	Unregulated development
103	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	No organized group of people that care about the place
104	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	Non-owner occupied
105	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	Not enough emphasis upon people housing instead of student housing
106	1/25/2012	1	Kierig	Brockway/Pennsylvania Avenue	Too much paving/concrete
107	1/25/2012	1	Kierig	Sunnyside/Beechurst	Traffic congestion

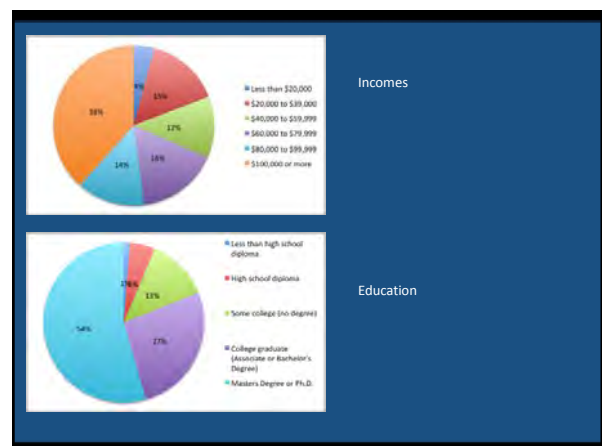
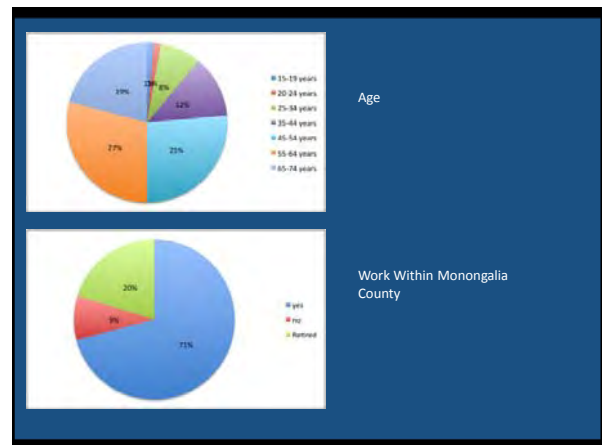
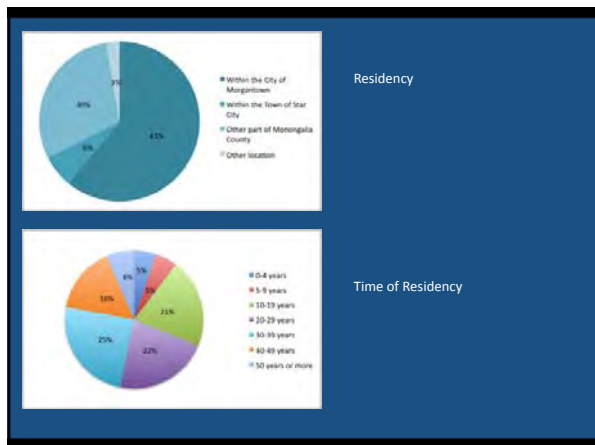
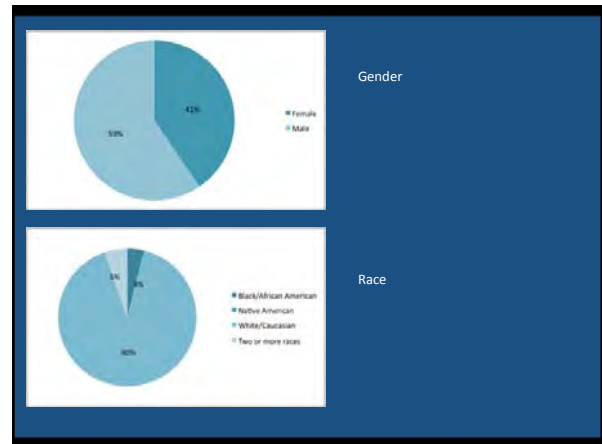
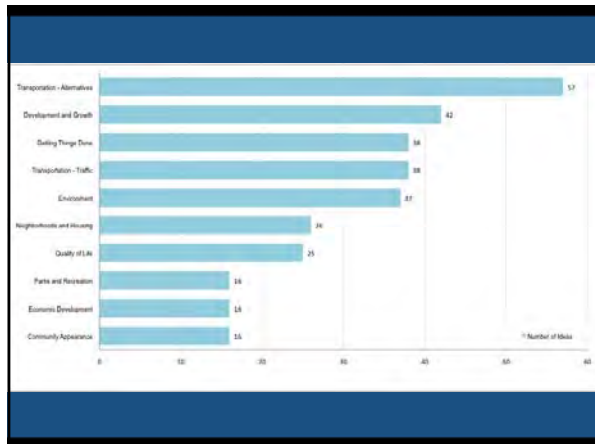
				Corridor	
108	1/25/2012	1	Kierig	Sunnyside/Beechurst Corridor	Road do not support the traffic
109	1/25/2012	1	Kierig	Sunnyside/Beechurst Corridor	Residential blight
110	1/25/2012	1	Kierig	Sunnyside/Beechurst Corridor	Dangerous
111	1/25/2012	1	Kierig	Sunnyside/Beechurst Corridor	Aesthetically displeasing and depressing
112	1/25/2012	1	Kierig	Sunnyside/Beechurst Corridor	Unregulated development
113	1/25/2012	1	Kierig	Sunnyside/Beechurst Corridor	No organized group of people that care about the place
114	1/25/2012	1	Kierig	Sunnyside/Beechurst Corridor	Non-owner occupied
115	1/25/2012	1	Kierig	Sunnyside/Beechurst Corridor	Not enough emphasis upon people housing instead of student housing
116	1/25/2012	1	Kierig	Sunnyside/Beechurst Corridor	Too much paving/concrete
117	1/26/2012	3	Graves	Mileground	Develop the river/cleanup
118	1/26/2012	3	Graves	Mileground	Housing
119	1/26/2012	3	Graves	Mileground	More business
120	1/26/2012	3	Graves	Mileground	Fishing
121	1/26/2012	3	Graves	Chesnut Ridge Rd.	Traffic downtown
122	1/26/2012	3	Graves	Chesnut Ridge Rd.	705
123	1/26/2012	3	Graves	Chesnut Ridge Rd.	West Run
124	1/26/2012	3	Graves	Chesnut Ridge Rd.	Beechurst
125	1/26/2012	3	Graves	Chesnut Ridge Rd.	Van Voorhis intersection
126	1/26/2012	3	Graves	Chesnut Ridge Rd.	Star City
127	1/26/2012	3	Graves	Nyland Park Rd.	No business model
128	1/26/2012	3	Graves	Nyland Park Rd.	The old mall
129	1/26/2012	3	Graves	Nyland Park Rd.	Under utilized
130	1/26/2012	3	Graves	Nyland Park Rd.	Under marked
131	1/26/2012	3	Graves	WVU	Creates traffic (i.e., football games)
132	1/26/2012	3	Graves	WVU	Lack of planning in the County
133	1/26/2012	3	Graves	WVU	Needs more cooperation between governmental entities
134	1/26/2012	3	Graves	WVU	Need money
135	1/26/2012	3	Graves	WVU	Planning to build with the futrue in mind
136	1/26/2012	3	Graves	Dorsey Avenue	DUI problem area
137	1/26/2012	6	Kierig	Beechurst/Sunnyside	Blighted neighborhood
138	1/26/2012	6	Kierig	Beechurst/Sunnyside	Development not attractive
139	1/26/2012	6	Kierig	Beechurst/Sunnyside	Too crowded
140	1/26/2012	6	Kierig	Beechurst/Sunnyside	Power plant
141	1/26/2012	6	Kierig	Beechurst/Sunnyside	Homes not safe
142	1/26/2012	6	Kierig	Beechurst/Sunnyside	Crime rate
143	1/26/2012	6	Kierig	Beechurst/Sunnyside	Congestion on Beechurst

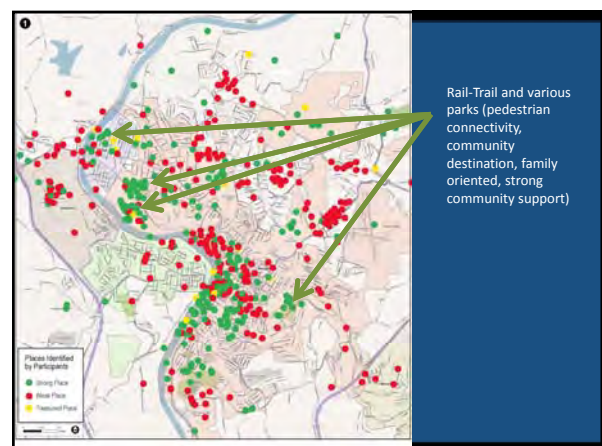
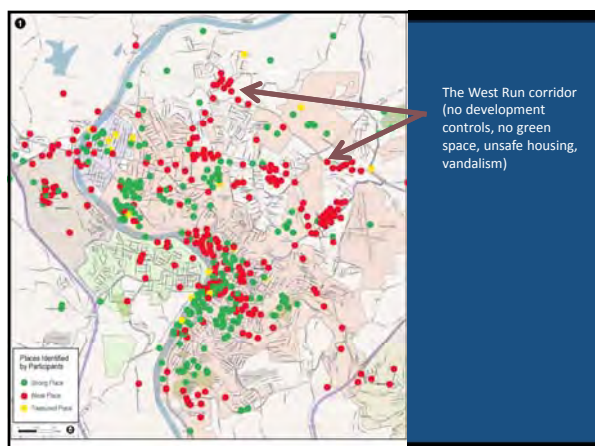
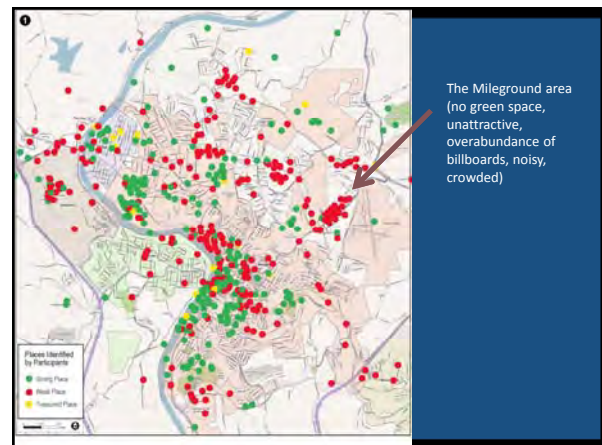
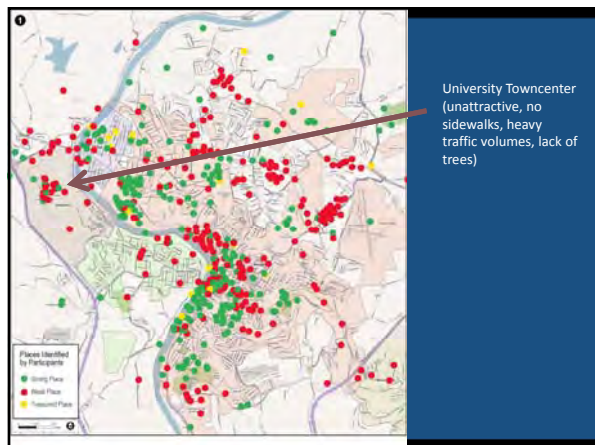
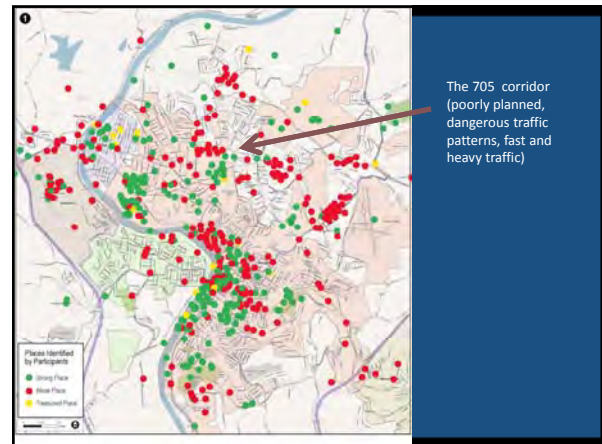
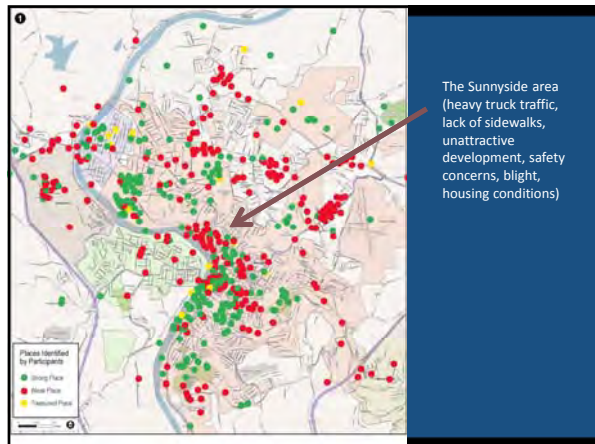
144	1/26/2012	6	Kierig	Beechurst/Sunnyside	Truck traffic (dump trucks to power plants)
145	1/26/2012	6	Kierig	West Run Road	Design doesn't respect[natural environment
146	1/26/2012	6	Kierig	West Run Road	Development without planning
147	1/26/2012	6	Kierig	West Run Road	No greenery/green space
148	1/26/2012	6	Kierig	West Run Road	Traffic on narrow road
149	1/26/2012	6	Kierig	West Run Road	No zoning
150	1/26/2012	6	Kierig	West Run Road	Lower Willey/Stewart Alleyview Ave
151	1/26/2012	6	Kierig	West Run Road	Unsanitary, garbage and litter
152	1/26/2012	6	Kierig	West Run Road	Unsafe housing
153	1/26/2012	6	Kierig	West Run Road	Crowded
154	1/26/2012	6	Kierig	West Run Road	Not maintained
155	1/26/2012	6	Kierig	West Run Road	Parking
156	1/26/2012	6	Kierig	West Run Road	Missing street signs
157	1/26/2012	6	Kierig	West Run Road	Vandalism
158	1/26/2012	1	Stout	Route 7	Not appealing
159	1/26/2012	1	Stout	Route 7	Lacking growth
160	1/26/2012	1	Stout	Route 7	Bottleneck
161	1/26/2012	1	Stout	Route 7	Need connections to Western part of County
162	1/26/2012	1	Stout	Route 7	Bypasses I-79
163	1/26/2012	1	Stout	Route 7	Bad intersection to university Town Center
164	1/26/2012	1	Stout	Old Mall	Old and vacant
165	1/26/2012	1	Stout	Old Mall	Revitalization needed
166	1/26/2012	1	Stout	Old Mall	Improve Green Bag Road
167	1/26/2012	1	Stout	Old Mall	Poor location
168	1/26/2012	1	Stout	Old Mall	Competition from Wal-Mart
169	1/26/2012	1	Stout	Mileground/705/Willey/Hampton	Traffic congestion
170	1/26/2012	1	Stout	Mileground/705/Willey/Hampton	Suncrest Town Center
171	1/26/2012	1	Stout	Mileground/705/Willey/Hampton	New school location
172	1/26/2012	1	Stout	Mileground/705/Willey/Hampton	Signal coordination
173	1/26/2012	1	Stout	Mileground/705/Willey/Hampton	Speed too high
174	1/26/2012	1	Stout	Mileground/705/Willey/Hampton	Stewartstown/Vanvoorhis/Mileground/Easton Hill backups, etc.
175	1/26/2012	1	Stout	Mileground/705/Willey/Hampton	Cars cut through neighborhoods
176	1/26/2012	1	Stout	Mileground/705/Willey/Hampton	No sidewalks/bike paths
177	1/26/2012	4	Richmond	Chestnut Ridge Road Area	Lack of safe roads (i.e., Voorhees)
178	1/26/2012	4	Richmond	Chestnut Ridge Road Area	Congestion
179	1/26/2012	4	Richmond	Chestnut Ridge Road Area	Lack of safety for bikers/pedestrians

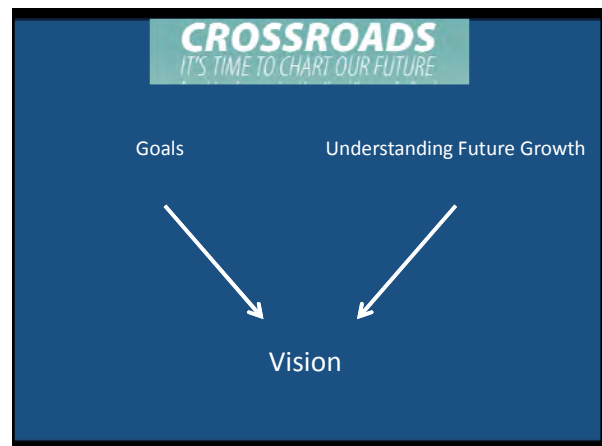
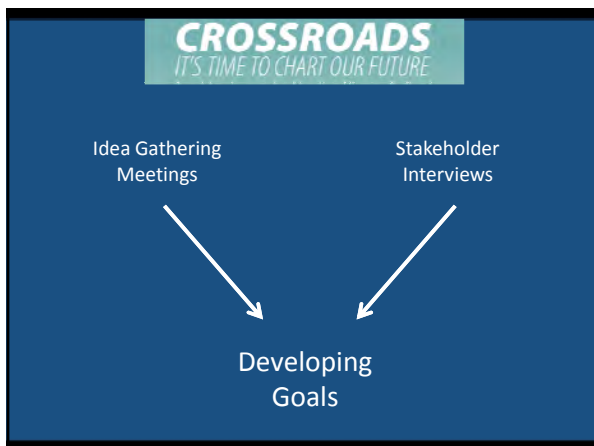
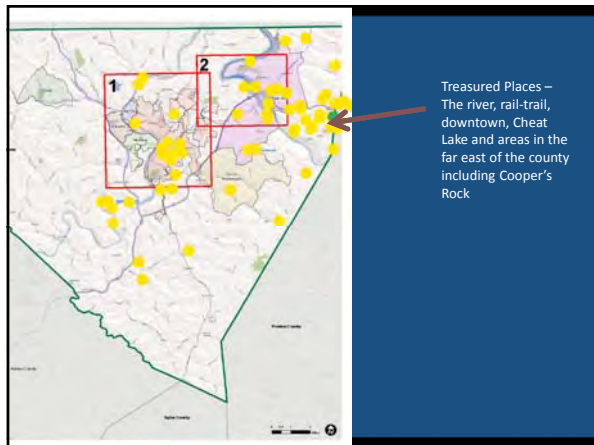
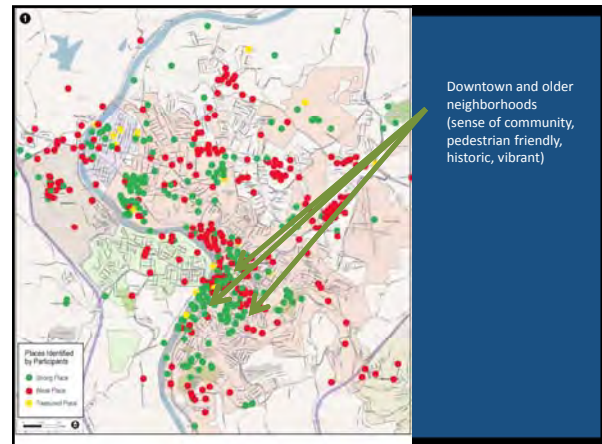
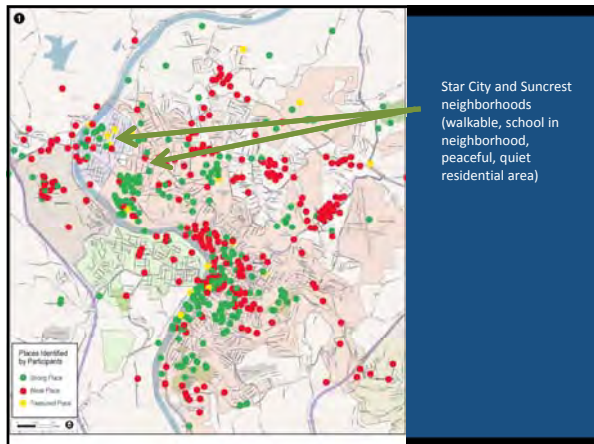
180	1/26/2012	4	Richmond	Chestnut Ridge Road Area	high traffic area
181	1/26/2012	4	Richmond	705/Suncrest Town Center	Lack of planning
182	1/26/2012	4	Richmond	705/Suncrest Town Center	Lack of pedestrian usability
183	1/26/2012	4	Richmond	705/Suncrest Town Center	Dangerous driving
184	1/26/2012	4	Richmond	705/Suncrest Town Center	Light at research Park/Town Center intersection
185	1/26/2012	4	Richmond	Willey Street Area and Richwood	Gem/DALLAS in need of "Sunnyside Up" development
186	1/26/2012	4	Richmond	Willey Street Area and Richwood	Trash/poor aesthetics
187	1/26/2012	4	Richmond	Willey Street Area and Richwood	Ugly
188	1/26/2012	4	Richmond	University Town center	Lack of sidewalks
189	1/26/2012	4	Richmond	University Town center	No greenscaping
190	1/26/2012	4	Richmond	University Town center	Need more traffic lights 9i.e., Giant Eagle)
191	1/26/2012	4	Richmond	University Town center	Scary driving patterns
192	1/26/2012	4	Richmond	University Town center	Ugly
193	1/26/2012	5	Williams, D.	Mileground/Sabraton Corridor	Utility wires and hazardous
194	1/26/2012	5	Williams, D.	Mileground/Sabraton Corridor	Stuck in traffic
195	1/26/2012	5	Williams, D.	Mileground/Sabraton Corridor	Car lots
196	1/26/2012	5	Williams, D.	Mileground/Sabraton Corridor	New school location
197	1/26/2012	5	Williams, D.	Mileground/Sabraton Corridor	Not green design
198	1/26/2012	5	Williams, D.	Mileground/Sabraton Corridor	Business unsightly
199	1/26/2012	5	Williams, D.	Mileground/Sabraton Corridor	Roadway not build correctly
200	1/26/2012	5	Williams, D.	Mileground/Sabraton Corridor	Not friendly design/not attractive/not usable/no hometown feel
201	1/26/2012	5	Williams, D.	Mileground/Sabraton Corridor	Dangerous
202	1/26/2012	5	Williams, D.	2 (Uncontrolled development/Haphazard)	Must use cars between shopping stores
203	1/26/2012	5	Williams, D.	2 (Uncontrolled development/Haphazard)	No sidewalks/bike paths
204	1/26/2012	5	Williams, D.	2 (Uncontrolled development/Haphazard)	Trailers, eye sores
205	1/26/2012	5	Williams, D.	2 (Uncontrolled development/Haphazard)	Needs a Main Street with parking behind it with walk connectivity
206	1/26/2012	5	Williams, D.	2 (Uncontrolled development/Haphazard)	No zoning
207	1/26/2012	5	Williams, D.	2 (Uncontrolled development/Haphazard)	Erratic roadways

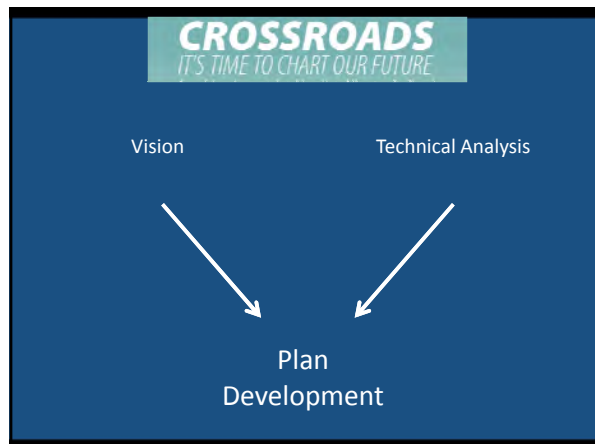
208	1/26/2012	5	Williams, D.	2 (Uncontrolled development/Haphazard)	Overlapping properties/build on other peoples properties (air-born- decks on other peoples side
209	1/26/2012	5	Williams, D.	University Town Center/Granville	Disjointed/non-continuous
210	1/26/2012	5	Williams, D.	University Town Center/Granville	Don't build an interstate capacity highway and expect people to go 23mph/poor design
211	1/26/2012	5	Williams, D.	University Town Center/Granville	No sidewalks
212	1/26/2012	5	Williams, D.	University Town Center/Granville	Must get in car to drive between businesses
213	1/26/2012	5	Williams, D.	University Town Center/Granville	Hard to enter at exit
214	1/26/2012	5	Williams, D.	University Town Center/Granville	BNO bike spaces on roads
215	1/26/2012	5	Williams, D.	University Town Center/Granville	No good shoulders
216	1/26/2012	5	Williams, D.	University Town Center/Granville	No crosswalks
217	1/26/2012	5	Williams, D.	University Town Center/Granville	More residents with no transportation- they have to drive
218	1/26/2012	5	Williams, D.	University Town Center/Granville	No accessibility to Mylan Park
219	1/26/2012	5	Williams, D.	University Town Center/Granville	No walking from Star City/no accessibility for residents/employees need to walk there
220	1/26/2012	5	Williams, D.	University Town Center/Granville	No trees
221	1/26/2012	2	Reinke	Next to South Park	Poor housing (no interest)
222	1/26/2012	2	Reinke	Brookhaven	No planning/Hodgepodge
223	1/26/2012	2	Reinke	Brookhaven	Poor access
224	1/26/2012	2	Reinke	Brookhaven	Poor services isolated
225	1/26/2012	2	Reinke	West Run	Huge retaining wall "Green Monster"
226	1/26/2012	2	Reinke	West Run	No planning/controls
227	1/26/2012	2	Reinke	West Run	Poor infrastructure
228	1/26/2012	2	Reinke	Granville	Town center good- greatly increases goods/services/retail
229	1/26/2012	2	Reinke	Granville	Poor housing/poverty along river











Next Step

- Two Hands-on Planning workshops
- Early June
- To consider discrepancies between the vision and the technical analysis

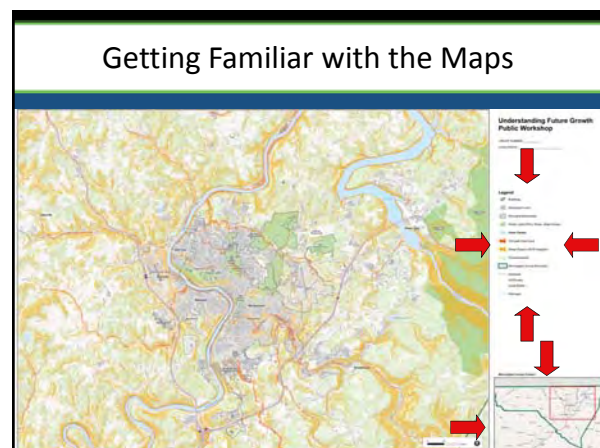


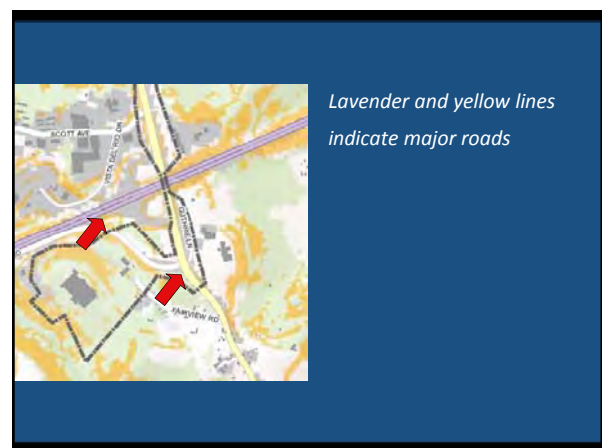
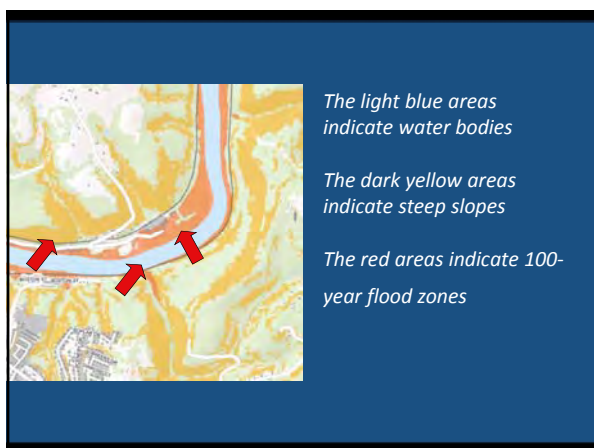
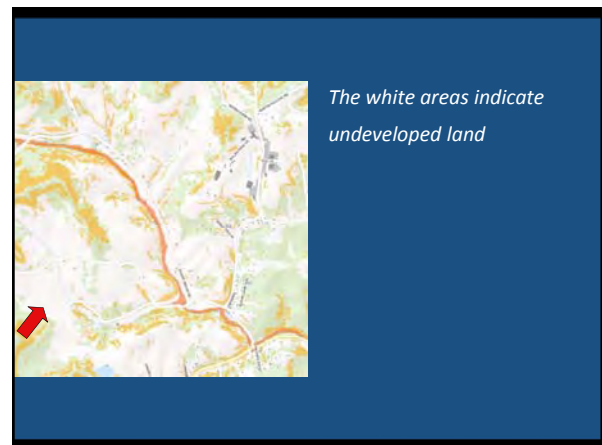
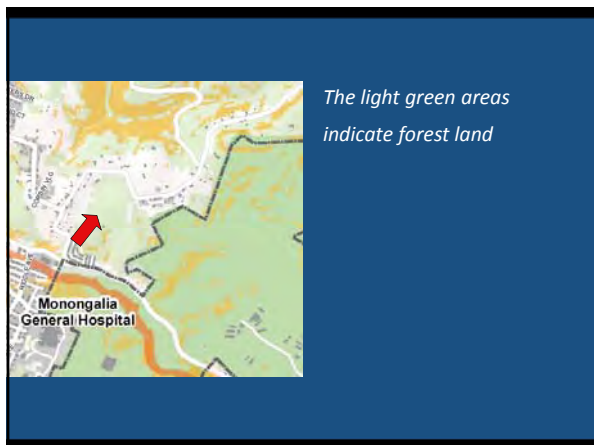
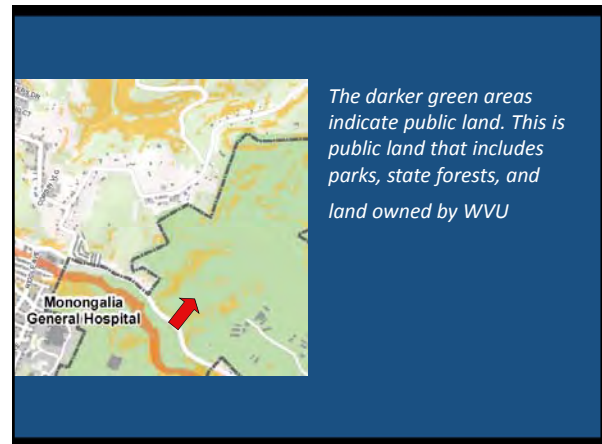
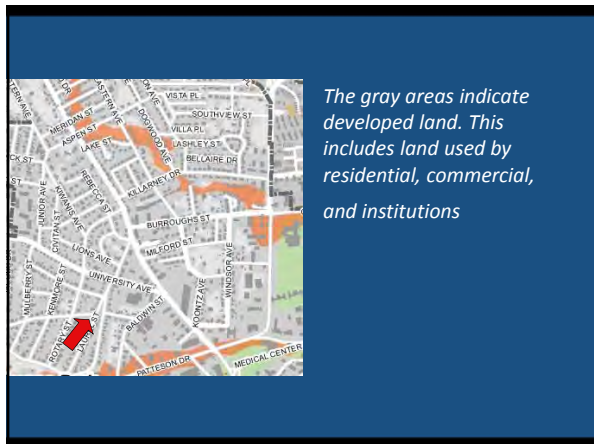
Agenda

- Introductions (Before general presentation starts)
- Mapping Future Growth
- Impacts on the Region
- Group Reporting

Purpose

- To recommend where future growth should occur





Quantifying Future Growth

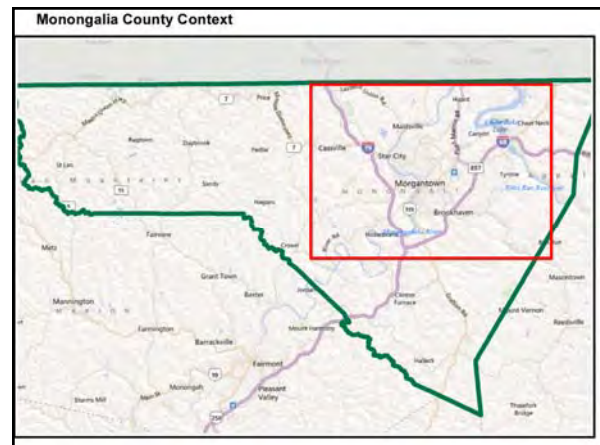
- Forecasting population growth to 2040
- Identifying an average per-capita land consumption rate

Population Growth

- The county is projected to add approximately 41,880 people by the year 2040 (Based on a population projection prepared by WVU)

Land Consumption in the Map Area

- How much land will be needed to accommodate the projected population growth?



Population Change in County 2000-2010

County

Population 2000	81,866
Population 2010	96,189
Change 2000-2010	14,323

Population Change in Map Area 2000-2010

Map Area

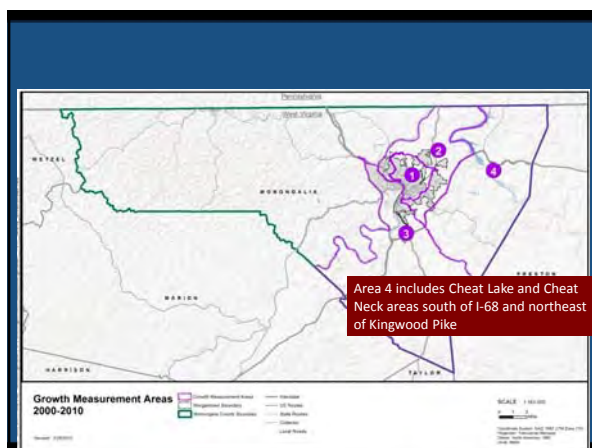
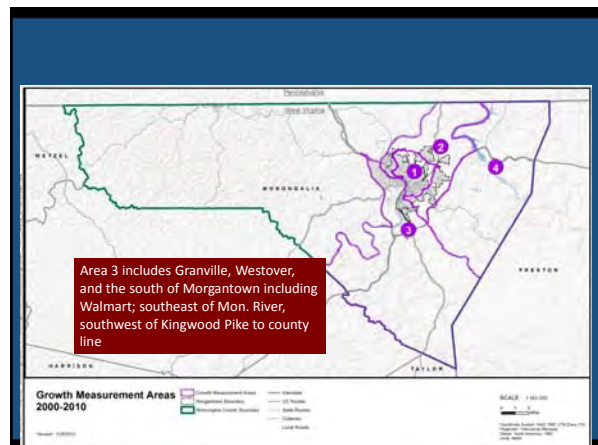
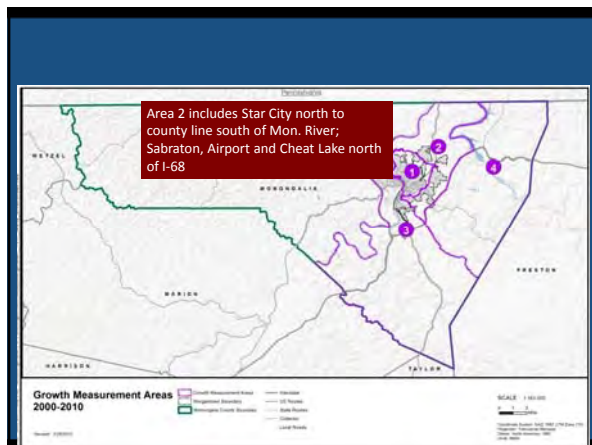
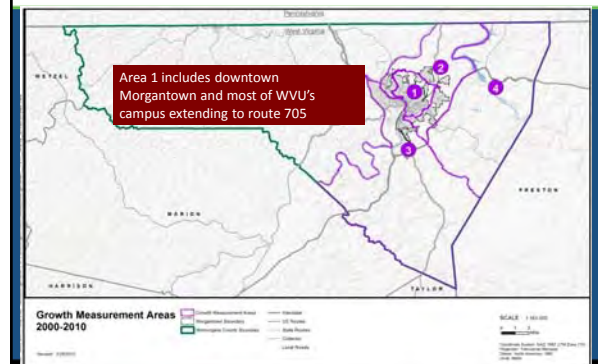
Population 2000	70,905
Population 2010	96,189
Change 2000-2010	14,494

Comparison

- County Change 2000-2010 14,323
- Map Area Change 2000-2010 14,494

A reasonable expectation is that
this trend will continue

Measuring Development



Land Consumption Rate in the Four Areas

- Population Change 2000-2010 15,336
- Acres Developed 2000-2010 3,259
- Average acre per new person 0.21

Projected Land Needs

- The county is projected to add approximately 41,880 people by the year 2040
- Assuming 0.21 acres per person, this growth will require 8,800 acres of land to accommodate the projected population, if current trends continue

Projected Land Needs

- 8,800 acres equal nearly 14 square miles, or...
- 314 acres per year or $\frac{1}{2}$ square mile per year for the 28-year span of this plan

Land Into "Chips"

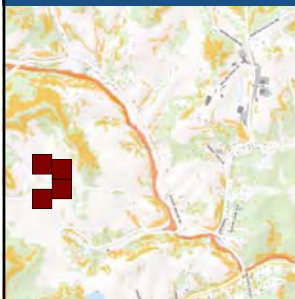


- We have translated 8,800 acres into 220 chips, each the equivalent of 40 acres, or approximately 200 people
- Each of you will receive a share of the 220 chips – the equivalent of 8,800 acres

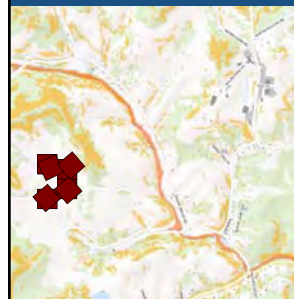
Using the "Chips"



Chips can go anywhere on the map except on those areas that are public land and on water

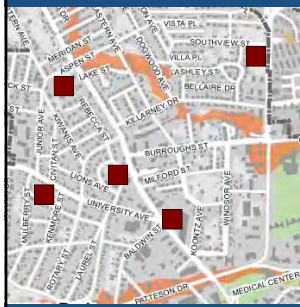


Chips can be placed on any undeveloped land



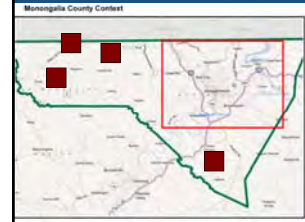
Chips can be placed on top of one another, indicating the desire to increase intensity of development in one area and use less land overall

When stacking, please offset chips so we can determine how many chips are in the stack



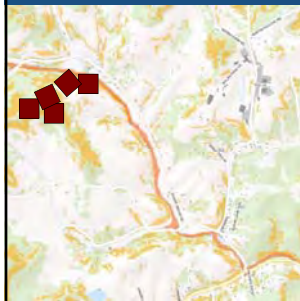
Chips can be placed on areas already developed, indicating a desire for redevelopment, infill development, or increasing intensity of development in existing communities

It's ok if chips overlap onto some blue or green areas and if they cover a road



Chips can also be placed outside of the large map (using the 11x17 map of the county), indicating the desire to accommodate future growth further into the county.

They will be out of scale but the point you are making will not be lost



Careful consideration should be given to placing chips on steep slopes or 100-year flood zones

Let's Start!



- Is this rate sustainable
- Are there better ways to accommodate growth?



Memo

April 23, 2012

To: Regional Vision Group, Bill Austin, Chris Fletcher, Mayor Sharp
From: Michael Curtis
Cc: Gianni Longo, Jamie Greene, Steve Thicken, Jamie Snow
Re: Idea Gathering Meeting Results

This memorandum provides a preliminary summary the Understanding Future Growth meeting conducted for the Crossroads process. It is organized into the following structure:

- I. Overview
- II. What did we learn?
- III. Who did we hear from?

Attached to this memo is a collection of all the input gathered from the public meetings.

I. OVERVIEW

On March 28th, 2012 a public meeting was conducted to engage the public in Crossroads, a process to develop a vision for the Morgantown region. The results of the understanding future growth workshop will provide the foundation for prioritizing future development locations, which will help build the framework for three plans: The Comprehensive Plan for the City of Morgantown, The Comprehensive Plan for the Town of Star City and the Long Range Transportation Plan for the Morgantown Monongalia Metropolitan Planning Organization.

Workshop format

The understanding future growth workshop consisted of a brief assembly to update participants on past meetings and a future growth mapping activity.

Presentation. Following a brief recap of the vision process to-date, the consultant team introduced the “Where do we grow” map activity and underlying assumptions. These assumptions* included:

- A County population growth projection for the year 2040 provided by WVU (41,660 new residents)
- A per capita rate of land consumption over the last decade (acres developed for each new resident) (0.2 acres per person)
- A total amount of land that would be needed to accommodate the population projection if recent land consumption rates continued. (8,800 acres of land)

*Details of the assumptions are attached to this memo.

“Where do we grow” mapping activity. The mapping activity asked participants to allocate the projected growth in the county in 40 acre increments. Groups ranging in size from five to eight participants, led by a trained facilitator, were given a total of 220 ¾-inch stickers (each representing 40 acres, for a total of 8,800 acres) and asked to place them on a table-size map. Participants could place their growth chips where they felt growth should occur, while considering the draft regional goals that had been previously developed. The map

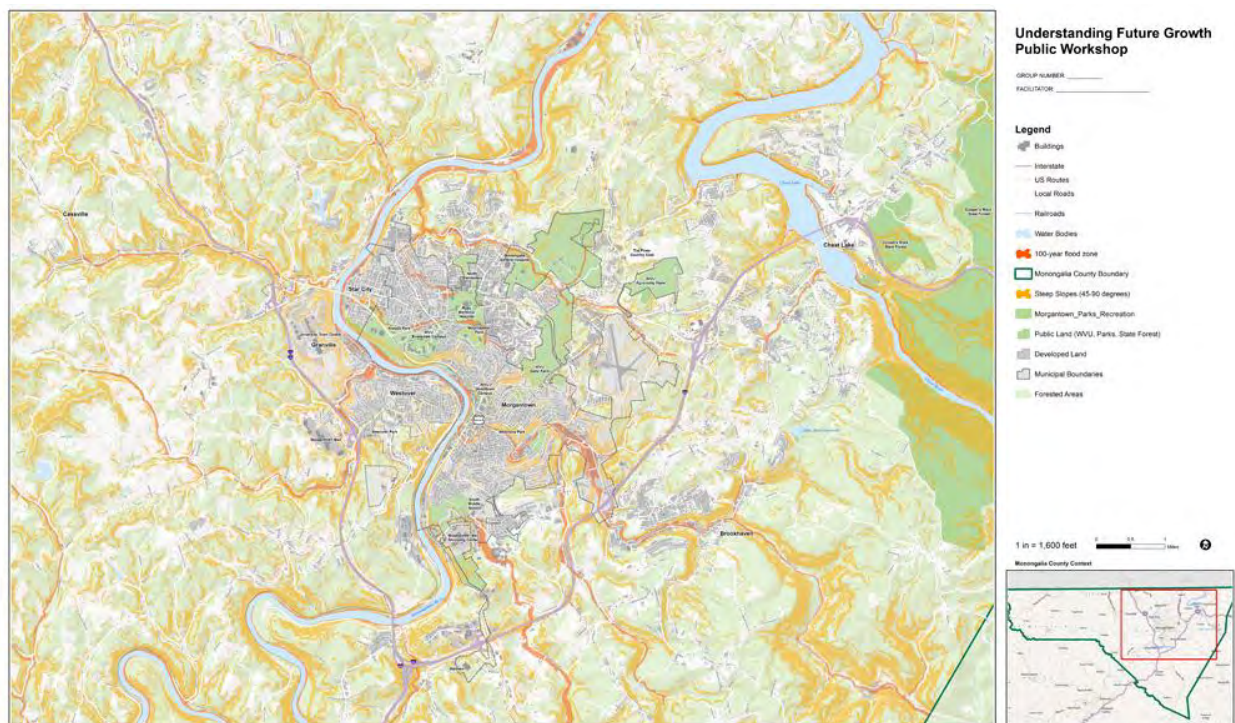
(shown below) covered the area of Monongalia County that contained most of the existing development and population. They featured data layers showing protected land, developed areas, undeveloped land, and land constrained by steep slopes or floodprone areas. Participants could place the paper “chips” anywhere on the map except in those areas preserved or unbuildable (the lakes). They could also place “chips” on land already developed indicating a preference for redevelopment, infill development, or increasing intensity of development in existing communities.

One important ground rule was that each table had to place all chips representing the projected amount of future growth. There could be no leftovers. As participants soon recognized that this was a serious constraint, they began placing chips on top of one another, doubled, tripled, etc. indicating the desire to increase intensity of development, use less land, or use land in a smarter way.

Discussion. Once each group had placed all of their growth on the map, they discussed the positive and negative aspects of their particular growth pattern and the facilitator recorded their comments on flipchart paper.

Reporting. Following the discussions, each group showed their map with the distribution of future development and described the key points of their discussion to the larger assembly.

Comment Cards and Exit Questionnaires. The final activity included a comment card and exit questionnaire. The comment card provided an opportunity to capture participants’ reactions to the draft goals, the growth projections, or other thoughts. The exit questionnaire asked about participant opinions about the workshop and personal demographic characteristics. Both forms were anonymous.



II. WHAT DID WE LEARN?

Six groups participated in the workshop activities. The following summary identifies patterns among the group maps and comments. Complete comments are attached as Appendix 1.

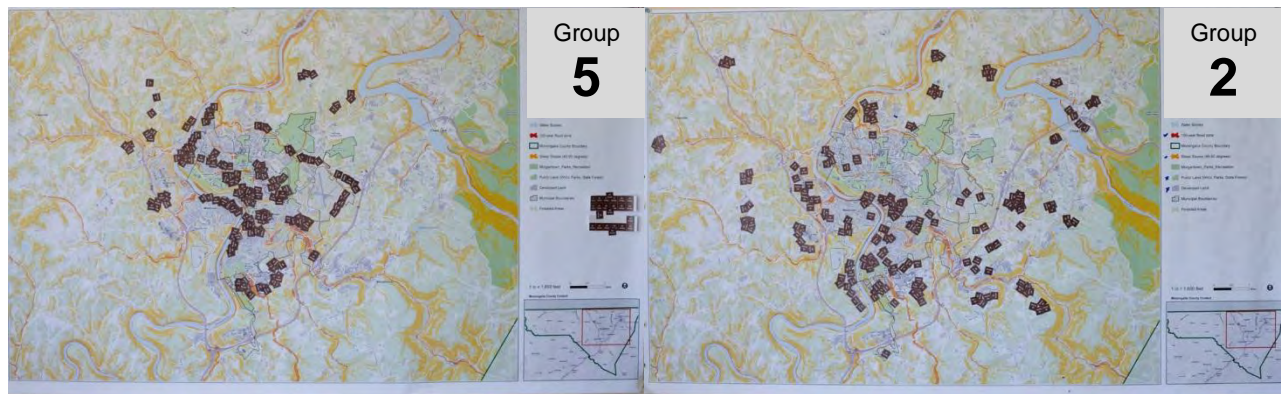
A. Where do we grow mapping

The following patterns were present in three or more of the groups:

1. *Redevelopment at higher intensities*

All six of the groups placed at least half of their chips on areas with existing development, which indicates a clear preference for redevelopment over growth in currently undeveloped areas. Many of the chips were stacked on specific sites that participants felt had strong redevelopment potential, indicating that future development should occur at higher intensities. Specific sites with concentrations of development chips include: Downtown, Mountaineer Mall, Star City riverfront, Wharf District area, Westover riverfront, and older student-dominated areas of Morgantown.

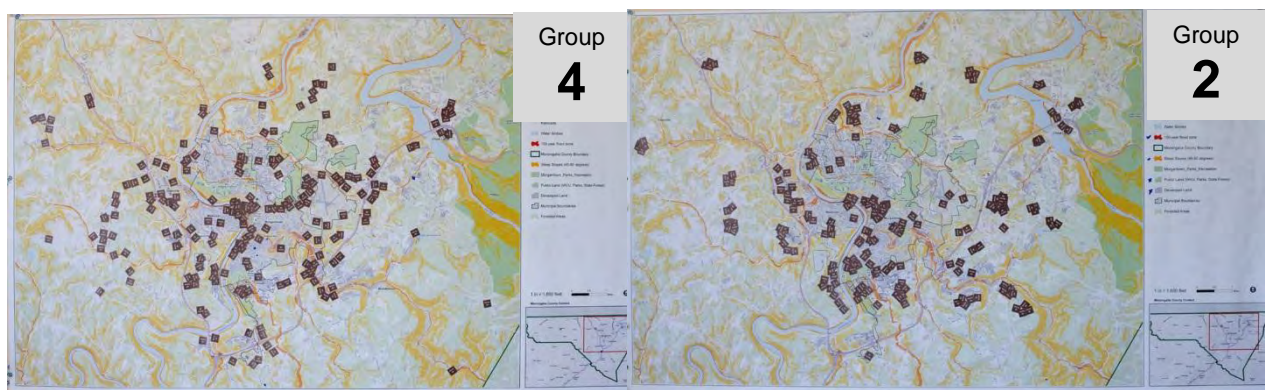
Examples:



2. *Infill Development*

Rather than continued outward expansion of the city, most of the groups placed development in undeveloped areas near existing development. This infill pattern of development would plug holes in the urban fabric, placing development in areas already served by existing infrastructure, and allowing the urban area to expand in a contiguous pattern.

Examples:



Greenfield development is limited and clustered

Groups understood the difficulty in limiting all greenfield development but were very specific about the pattern and quality these fringe developments should exhibit. Greenfield development is development occurring at the edge of an urban areas - that is not surrounded by similar development or existing infrastructure. It is often characterized by the replacement of an agricultural or rural use with a more intense use (generally residential or commercial). Several groups indicated that any development happening in currently undeveloped areas surrounding Morgantown should be both near existing development and/or clustered to “minimize sprawl” and “preserve open space” rather than occur in a haphazard “leap-frog” pattern.

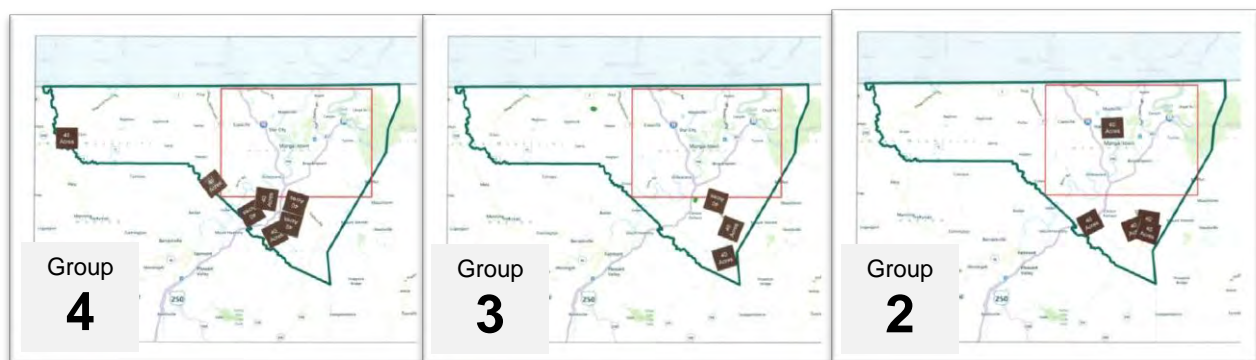
Examples:



3. Very limited development within the outlying areas

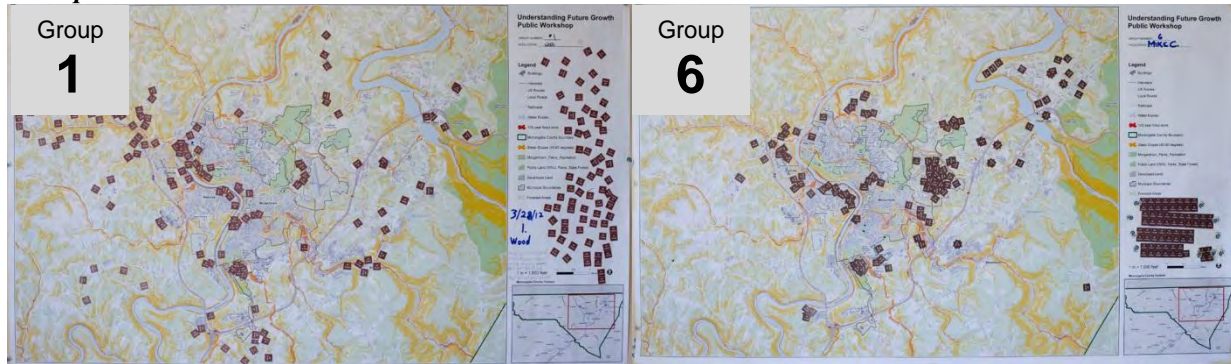
Zooming out of the urban area and focusing on the outlying parts of the county, groups allocated very limited growth for the surrounding region. Some identified areas south, along I-79 as suitable for some development, while fewer placed development in the western part of the county.

Examples:



4. Not all growth placed

Several groups did not place all their development chips on the map. Rather than place all development on the map, many group's indicated that the city was simply not prepared to accept these levels of growth without significant improvements to infrastructure and/or a rethinking of its development patterns. The projected increase in population could not be responsibly contained within the city and therefore its related development should not be allocated in areas unsuitable to accept this growth.

Examples:**Quantifying the development allocations**

The following table shows the approximate percentage of chips for each group that appear to indicate redevelopment, infill, or greenfield development, and the percentage of unplaced chips. Overall, of these three types of development, the maps indicate that redevelopment was the strongest, followed by greenfield and infill. However, participants' comments mostly indicate a preference for redevelopment and infill before greenfield development. The relative emphasis on greenfield development depicted in the maps may largely be due to the availability of land, specifically the relative abundance of "greenfield" land versus of "infill" land.

Group Number	Redevelopment	Infill	Greenfield	Unplaced
1	40%	5%	25%	30%
2	20%	50%	30%	0%
3	5%	15%	75%	5%
4	40%	25%	35%	0%
5	70%	15%	5%	10%
6	70%	5%	5%	20%
Average	41%	19%	29%	11%

B. Summary of group discussions

Participants created a summary for their development allocations that reflected their group's approach to their development patterns. Each of the group's justified their patterns with a summary set of concerns for the city's future. The following is a summary of the groups' findings:

Common thoughts expressed by the groups

Based on the summaries provided by the groups these were some the most important opinions:

1. **Concerns about the city's ability to support large numbers of new residents**
2. **Existing infrastructure will not support continued growth without major, costly upgrades**
3. **Current development patterns are unsustainable**
4. **Protection for open space and farmland is important**
5. **There should be a focus on aesthetics and design in all future development**
6. **Existing stable neighborhoods should be protected**

C. Comment Cards

Comment cards were provided to allow participants to contribute other thoughts about the meeting process or content that may not have been captured during the group activity. In total, 12 comment cards were collected. Below is a summary of the comments.

Comments on Draft Goals

- Respondents approved of the draft goals as written and are enthusiastic about the direction of the process. There were no critical comments on the draft goals.
- Excited by the results thus far and confident that the planning effort is worthwhile.

Comments on Future Growth

- Sprawling development is a major concern. Growth should be managed responsibly and not precede relevant improvements to infrastructure.
- Redevelopment should be prioritized over new development.

General Comments

- Cooperative planning is important to the long-term vitality and success of the larger community.
- Absorbing 40,000 new residents will be difficult with current infrastructure.

III. WHO DID WE HEAR FROM?

The Understanding Future Growth Meeting gathered input from approximately 46 participants. That number does not include volunteers, facilitators, or participants who did not sign an attendance sheet. The following are key points about workshop participation based upon exit questionnaire responses about participant satisfaction and demographic characteristics. The observations are general and do not reflect all participants since only 35 participants filled out an exit questionnaire.

Characteristics of participants

Residency

- **Most participants live in Morgantown.** Over 58% of respondents were from the City of Morgantown; 32% of the respondents were from other areas of Monongalia County (not Star City).
- **Low representation from Star City.** Only three respondents to the exit questionnaire (2%) said they were from Star City.
- **Most are longtime residents.** 80% claimed to have lived within the county for 10 or more years. 45% claimed to have lived there longer than 30 years.

Employment and Property Ownership

- **Most work in the county.** Over 62% of the respondents work within the county; 38% are retired.
- **A significant number of respondents owned businesses in the county.** 79% of respondents own a business within the county.
- **Most are property owners.** 88% of respondents own property within the county.

Age

- **Participants mostly middle-age or older.** 47% were between the ages of 45 and 64; 30% were age 65 or older.
- **Younger demographic under-represented.** 12% of participants were between the age of 35 and 44 (4 respondents). There was no representation for young people under the age of 24. This group constitutes 60% of the county's population.

Gender

- **Slightly higher attendance from men.** 62% of participants were male, while 53% of Morgantown's total population is male.

Race

- **Racial composition matches that of entire community.** 91% of respondents were white; 3% were black; 3% were African American; These racial distributions match that of the County and City according to the 2010 US Census.

Income

- **Diverse representation from various income levels with the highest representation from those earning more than \$100,000 in family household income.** The distribution of household income for respondents closely mirrored that of Morgantown and the county. However, households with income totaling more than \$100,000 a year were the only group with noticeably high representation.

Educational Attainment.

- **Participants generally have high levels of education.** 65% of respondents have a master's degree or Ph.D. while that group makes up only about 28% of the entire Morgantown population; 92% of respondents had some college or a degree in their background compared with about 81% of the entire Morgantown population.

Opinions About the Workshops

The exit questionnaires polled participants about their interests and opinions about the meetings. The results indicate overwhelmingly high levels of satisfaction.

1. How did you hear about this workshop?

- A majority of respondents were informed about the meeting through electronic resources. These sources included Email, Facebook, Twitter and other city/community websites.
- Word of mouth also played a smaller role in attracting respondents to the meeting. Many people mention hearing about the meetings from multiple sources.

2. What interests or concerns caused you to attend this workshop?

- Respondents attended meeting for various reasons but a majority were concerned creating a unified version for the city and its growth. Respondents were interested in several issues related to this vision:
 - Coordinated Growth
 - Sprawl and congestion
 - Planning and quality of life
- Other commonly mentioned reasons relate to transportation and/or development:

- Unplanned growth
- Housing
- Community aesthetics
- Transit

3. Did you attend an Idea Gathering Meeting in January 2012?

- 63% of respondents had attended the Idea Gathering Meetings in January

Satisfaction	YES
Were you comfortable working in tonight's small group?	91%
Did you have an opportunity to fully express your ideas?	89%
Were your ideas received and recorded appropriately?	97%
Was the process fair to everyone in your small group?	91%
Were you exposed to new ideas and concerns?	83%
Will you continue to participate in the planning process?	100%

	Too Long	Too Short	About Right
Rate the workshop length.	0%	6%	94%



Memo

June 13, 2012

To: Bill Austin, Chris Fletcher, Mayor Sharp

From: Michael Curtis

Cc: Gianni Longo, Jamie Greene, Steve Thicken, Jamie Snow

Re: Community Choices Meeting Results

This memorandum provides a preliminary summary the Community Choices meeting conducted for the Crossroads process. It is organized into the following structure:

- I. Overview
- II. What did we learn?
- III. Who did we hear from?

Attached to this memo is a collection of all the input gathered from the public.

I. OVERVIEW

On June 6th, 2012 a public meeting called Community Choices was conducted to engage the public in Crossroads, a process to develop a vision for the Morgantown region. The purpose of the Community Choices workshop was to engage the public to receive feedback on the draft vision and to get input on growth preferences that will help provide direction for three plans: The Comprehensive Plan for the City of Morgantown, The Comprehensive Plan for the Town of Star City and the Long Range Transportation Plan for the Morgantown Monongalia Metropolitan Planning Organization.

Workshop format

The Community Choices Workshop consisted of three parts:

Part 1. During the first part of the workshop, the planning team presented “What we learned” from the Idea Gathering Meetings and Understanding Future Growth Workshop conducted in January and March 2012 respectively. Following “What we learned,” participants were introduced to the Vision Statements. Vision Statements are the broadest way to express the aspirations of the community. They were drafted from work by the Regional Vision Group who reviewed the input of “Ideas for the Future” offered by the community at the Idea Meetings in January. In a worksheet-based activity, participants were asked to indicate their level of support for each Vision Statement and provide written comments to refine them.

Part 2. During the second part of the workshop, participants heard three brief presentations from the consulting team that provided context for the third part of the workshop. In the first segment participants were introduced to the draft Conceptual Development Map, which is a graphic depiction of the vision. It shows conceptually where growth should be focused in the region based on public input. It will be refined based on the results of this workshop and the ongoing market analysis. Participants were then introduced to the Principles, which are statements that broadly describe the intent for how the physical environment should be treated in the future.

They were drafted based upon the results of the Strong Places, Weak Places activity in the Idea Gathering Meetings and the Understanding Future Growth Workshop. In another worksheet-based activity, participants were asked to indicate their level of support for each principle and provide written comments to refine them. Following the Principles rating activity, participants heard presentations about the region's economic projections and transportation conditions.

Part 3. During the third part of the workshop, participants were introduced to three scenarios that described how the majority of growth would occur in the future. For each scenario, participants discussed the advantages and disadvantages at their table while a facilitator made notes of the conversation. Then using worksheets, each participated rated how strongly they support each scenario. Finally, after all three scenarios had been considered, participants ranked the three in order of their preference. The three scenarios were:

1. The majority of future development will be in the form of infill and redevelopment within the primary urban area.
2. The majority of future development will be in the form of new development contiguous to the primary urban area.
3. The majority of future development will continue the growth patterns we have seen in the past 10 years.

II. WHAT DID WE LEARN?

The following is a detailed summary of the input from each part of the workshop. Complete comments are attached as Appendix 1.

Overall

Participants strongly supported the vision statements, and provided insightful comments to refine them. The comments support minor refinements to each of the five statements, which are proposed below. Likewise the principle statements received strong support. Most comments on the Principles pertain to how the concept is implemented. Minor refinement is proposed for one of the Principle statements.

The scenario activity confirmed previous public input, which suggested that growth should be managed to balance redevelopment within existing areas and development in new areas contiguous to the existing urban area. Overall the Scenarios were ranked with Scenario 1 as most preferred followed by Scenario 2. Scenario 3 was nearly unanimously ranked as least preferred.

A. Vision Statements

Overall ratings

Ratings used a five point scale where “1” indicated “no support” and “5” indicated “strongly support.” Overall, each of the Vision Statements was supported, but the strength of support varied. The ratings follow these general patterns:

- ALL of the Vision Statements received average ratings higher than 3.5, ranging from 3.9 to 4.4;
- One of the five Vision Statements received average ratings less than 4.0;
- The remaining four Vision Statements scored 4.2 or higher;
- Four of the five Vision Statements received more “5” ratings than any other single rating.

Ratings and comments on each Vision Statement

Growing: *Managed growth that is efficient and attractive, supported by appropriate infrastructure, and that balances land consumption with redevelopment while protecting and preserving open space, local agriculture, energy resources and the environment*

Average Score: 4.3

Comments: The feedback varied greatly. Some responses advocated incorporating alternative energy, protecting the environment and conserving land for green space. Other comments focused on a need to enforce zoning laws to control growth. Still, others concentrated on preserving neighborhoods and buildings in the midst of redevelopment.

Moving: *A balanced, safe and attractive transportation system will reduce congestion, improve connectivity and support and direct future growth integrating private vehicles, public transportation, biking, and walking*

Average Score: 4.4

Comments: Respondents voiced the need to include accessibility, especially for the disabled, into the vision statement. Many others favored a greater emphasis be put on pedestrian, bicycle and mass transit systems rather than private automobiles.

Living: *Job and income growth, improved community services, support for the arts, accessible and connected parks and recreational facilities, good schools, desirable and diverse housing, and safe neighborhoods that have access to local shops and markets.*

Average Score: 4.4

Comments: Accessibility for pedestrians and the disabled, affordability and safety of housing and neighborhoods were the focus of most responses. Several other respondents focused on building neighborhood schools and increasing funding for parks.

Competing: *A regional approach to economic development and infrastructure investments will make the region competitive and capable of attracting and supporting existing and new businesses*

Average Score: 3.9

Comments: Respondents encouraged partnerships and cooperation as necessities for creating economic sustainability. Others expressed that business recruiting should be strategic toward specific kinds of businesses like those focused on green technology.

Collaborating: *Leadership that embraces continued community engagement and stronger collaboration among municipalities, the county, the State and WVU will enable the sharing of resources and successful regional growth*

Average Score: 4.2

Comments: This statement garnered widespread support, but respondents wanted to see even more people included in discussions. Many people felt that West Virginia University maintains too much authority and influence. Some respondents were reluctant to believe this type of cooperation is achievable.

Proposed improvements to the Vision Statements

Participants were asked to recommend revisions to the vision statements if they thought the phrase could be improved. The vision statements are rewritten below incorporating the suggested changes, which are underlined.

Growing: *Managed growth that is efficient, ~~and~~ attractive, ~~supported by~~ and well-connected through appropriate infrastructure, will balances land consumption with redevelopment while protecting and preserving open space, local agriculture, energy resources and the environment.*

Moving: *A balanced, safe, attractive, and accessible transportation system will reduce congestion, improve connectivity and support and direct future growth integrating private vehicles and expanding public transportation, biking, and walking networks.*

Living: *Job and income growth, improved community services, support for the arts, accessible and connected parks and recreational facilities, good schools, desirable, diverse, and affordable housing, and safe neighborhoods that have access to local shops and markets, will be hallmarks of our region's quality of life.*

Competing: *A regional approach to economic development and infrastructure investments that is founded on cooperative relationships will make the region competitive and capable of attracting and supporting existing and new businesses*

Collaborating: *~~Leadership~~ An engaged community with leaders that embraces continued ~~community~~ citizen engagement and stronger collaboration among municipalities, the county, the State, WVU, neighborhoods and major employers will enable the sharing of resources and lead to successful implementation ~~regional growth~~*

B. Principles

The Principle statements describe the general intent for “how” and “where” the community should develop in the future. Each of the 10 draft Principles were read aloud. Using worksheets, participants were asked to rate the level of support for each principle and provide written comments to help refine the statement. The following is a summary of the ratings and comments on each draft Principle.

Overall ratings

Ratings used a five point scale where “1” indicated “no support” and “5” indicated “strongly support.” Overall, each of the principles was supported, but the strength of support varied. The ratings follow these general patterns:

- ALL of the principles received an overall average rating higher than 4;
- Six of the 10 principles received average ratings less than 4.5;
- The remaining four principles scored 4.5 or higher;
- Nine of the principles received more “5” ratings than any other single rating. The one remaining principle was rated mainly “4.”

Average rating by principle**It is our intent that...**

1. *Infill development and redevelopment of underutilized and/or deteriorating sites takes a priority over development in greenfield locations.*

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.1	4.3	3.6	4.2

Comments: Respondents saw zoning as a necessity for limiting development to brownfield sites. Others thought development should only occur where the existing infrastructure has capacity and not happen where infrastructure would be burdened by development.

2. *Expansion of the urban area will occur in a contiguous pattern that favors areas already served by existing infrastructure.*

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.1	4.2	3.8	4.1

Comments: Dissent for this statement came from respondents feeling that the existing infrastructure is inadequate for its current capacity and needs improved before adding any additional strain.

3. *Future growth in rural areas will conserve open space, preserve sensitive natural features, and respect significant viewsheds.*

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.2	4.4	4.2	3.8

Comments: Respondents generally favored this statement but doubted its likelihood without stricter zoning laws. Others saw growth in rural areas as inevitable.

4. *Quality design is emphasized for all uses to create an attractive, distinctive public (streets, sidewalks, parks, and street trees, etc.) and private (building faces, lawns and landscaping, parking lots and driveways, etc.) realm and to promote positive perceptions of the region.*

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.6	4.9	4.8	4.0

Comments: The comments did not produce consistent themes, but respondents suggested considerations like involving developers in discussions, encouraging the use of green building materials, ADA compliance for accessibility, and developing design standards.

5. *Development that integrates mixed uses (residential, commercial, institutional, civic etc.) and connects with the existing urban fabric will be encouraged to enhance the region's vitality.*

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.1	4.0	3.8	4.1

Comments: The responses were varied. Some people felt this approach would improve accessibility and walkability. Others favored a separation of uses suggesting that businesses adversely affect the neighborhood feel and would increase commercial traffic.

6. A broad range of housing types, price levels and ownership options will provide desirable living options for a diverse population.

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.1	4.3	3.8	3.9

Comments: There was general support for increasing the low-income housing stock, improving compliance with ADA standards and abiding by fair housing laws.

7. Residential development will support the formation of complete neighborhoods with diverse housing options, pedestrian-scale streets, integrated public spaces, connection to adjacent neighborhoods, access to transportation alternatives and easy access to basic retail needs.

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.5	4.8	4.0	4.2

Comments: The comments were receptive toward the walkability and convenience of this approach.

8. Places will be better connected to improve the function of the street network and create more opportunities to walk, bike and access public transportation throughout the region.

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.6	4.9	4.4	3.8

Comments: The feedback for this principle was pragmatic. There were suggestions like improving crossings at intersections for bikes and pedestrians, expanding the trail network, implementing park-and-ride and right-of-way divisions for each mode of transportation.

9. Parks, open space, and recreational areas are incorporated as part of future development.

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.6	4.9	5.0	3.9

Comments: Respondents said this is a necessity for maintaining high quality of life standards, but it does not seem to be the historical trend.

10. Environmentally sensitive and sustainable practices will be encouraged in future developments.

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	4.4	4.6	4.8	3.8

Comments: Almost all responses pointed to a necessity for having some sort of top-down control to make this effective.

Proposed improvements to the Principles

Participants were asked to suggest revisions to the principles if they thought the phrase could be improved. Most of the comments related to how principles might be implemented, rather than their intent, so changes to only one of the principles are proposed. Comments of clarification will be incorporated into the final vision narrative that explains more about each principle.

8. *Places will be better connected to improve the function of the street network, facilitate movement and safety for all users, and create more opportunities to walk, bike and access public transportation throughout the region.*

C. Scenarios

Overall Ratings and general comments

Ratings used a five point scale where “1” indicated “no support” and “5” indicated “strongly support.” Support for all three scenarios varied widely without any of the three having clear strong support. The ratings follow these general patterns:

- ALL three scenarios received average ratings of 3.5 or lower;
- The highest rated scenario, Scenario 1, had more 5 ratings than any other single rating;
- Scenario 3, which had the lowest average rating, received more 1 ratings than any other rating.

Rating and comments of each scenario

Scenario 1: The majority of future development will be in the form of infill and redevelopment within the primary urban area.

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	3.5	3.5	3.3	3.7

Comments: Most concerns arose from the current infrastructure's inability to withstand increased burdens, but some people saw that as an opportunity for upgrades and for encouraging multimodal transit. Others were concerned that infill means developing existing green space. Many people advocated for reusing and rehabilitating existing structures.

Scenario 2: The majority of future development will be in the form of new development contiguous to the primary urban area.

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	2.9	2.7	3.0	3.1

Comments: Some concerns suggested that this will not transform currently blighted areas; zoning and design standards will require an overhaul because current methods are ineffective; this could eliminate existing green space; and transportation networks need to be expanded to move people farther out of the city. One potential advantages is dispersal of economic benefits throughout the county.

Scenario 3: The majority of future development will continue the growth patterns we have seen in the past 10 years.

	Overall	Morgantown Residents	Star City Residents	County Residents
Average Score:	1.7	1.4	2.3	2.3

Comments: The feedback reflected the average ratings. Many respondents objected to this style of development saying it creates ugly developments, increases traffic congestion, and strains emergency services and utilities. A common demand that was again evident here is that respondents want greater land use regulation and stricter zoning laws.

Rankings and general comments

Participants ranked the scenarios relative to each other where “1” was “most preferred” and “3” was “least preferred.” The rankings follow these general patterns:

- Scenario 1 and Scenario 2 were the most preferred respectively. Scenario 1 received 24 “1” rankings while Scenario 2 received 14 “1” rankings.
- Only two of the 40 respondents identified Scenario 3 as their most preferred;
- 22 of the 40 respondents assigned ranks 1, 2 and 3 respectively for Scenarios 1, 2 and 3;
- Morgantown residents clearly preferred Scenario 1 over the other two; 17 out of 23 Morgantown residents chose scenario 1 as their most preferred;
- Star City residents and residents from the greater county had a slight preference for scenario 2 over scenario 1 with 9 people choosing scenario 2 versus 6 people selecting scenario 1. None of these residents chose Scenario 3 as most preferred.

Occurrence of each ranking combination				
Most Preferred		Least Preferred		Count
Scenario 1	Scenario 2	Scenario 3		22
Scenario 2	Scenario 1	Scenario 3		8
Scenario 2	Scenario 3	Scenario 1		4
Scenario 1 & 2		Scenario 3		2
Scenario 3	Scenario 2	Scenario 1		2
Scenario 1	Scenario 3	Scenario 2		1
Scenario 1				1
Scenario 3	Scenario 1	Scenario 2		0

Scenario 1: The majority of future development will be in the form of infill and redevelopment within the primary urban area.

Participants who said...	Overall	Morgantown Residents	Star City Residents	County Residents
Most Prefer	24	17	1	5
Least Prefer	6	4	0	2

Scenario 2: The majority of future development will be in the form of new development contiguous to the primary urban area.

Participants who said...	Overall	Morgantown Residents	Star City Residents	County Residents
Most Prefer	14	4	2	7
Least Prefer	1	1	0	0

Scenario 3: The majority of future development will continue the growth patterns we have seen in the past 10 years.

Participants who said...	Overall	Morgantown Residents	Star City Residents	County Residents
Most Prefer	2	2	0	0
Least Prefer	33	18	3	10

Comments: People want to see changes from the current development practices. Issues that people want to see change involved fair housing, conserving green space, becoming less reliant on automobiles by encouraging other transit options, and revising building and zoning codes. People suggested that current growth patterns are unsustainable and need to change. Some respondents also suggested development patterns should involve a mix of scenarios 1 and 2.

III. WHO DID WE HEAR FROM?

The Community Choices Meeting gathered input from approximately 40 participants. That number does not include volunteers, facilitators, or participants who did not sign an attendance sheet. On each input form, participants were asked to indicate where they live (either in the City of Morgantown, the Town of Star City, or elsewhere). Based on these responses attendees live in the following locations:

City of Morgantown: 25

Town of Star City: 3

Other location: 12

- Bakers Ridge Manor
- Cheat Lake
- County-Grafton Road
- Fraffor Road
- Monongalia County
- North Hills
- Stewartstown
- Suncrest



Community Choices
Public Workshop

Morgantown, June 6, 2012

BURGESS & NIPLE
Engineers • Architects • Planners

ACP
ARCHITECTURAL CONSULTING PARTNERS

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KIMBERLY HARRIS & ASSOCIATES, INC.

Tonight's Agenda

- Part 1: Regional Vision
- Part 2: Background
- Part 3: Scenarios

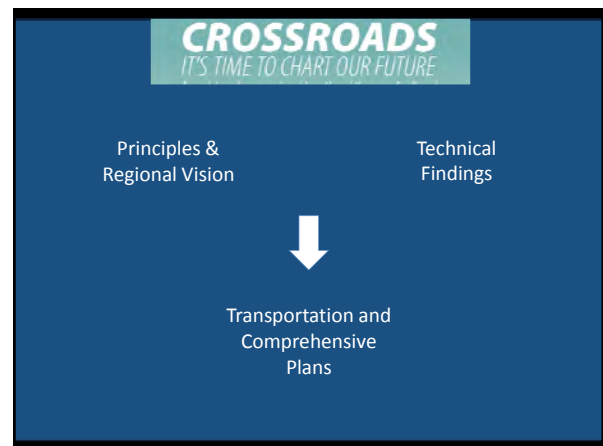
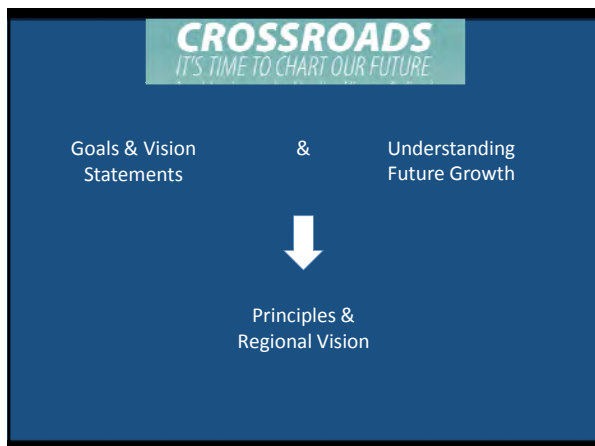


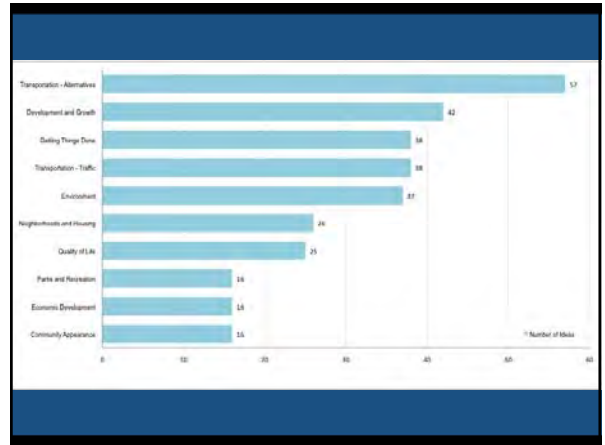

Part 1: Regional Vision
Idea Gathering
Understanding Future Growth
Community Choices
Rating Vision Statements

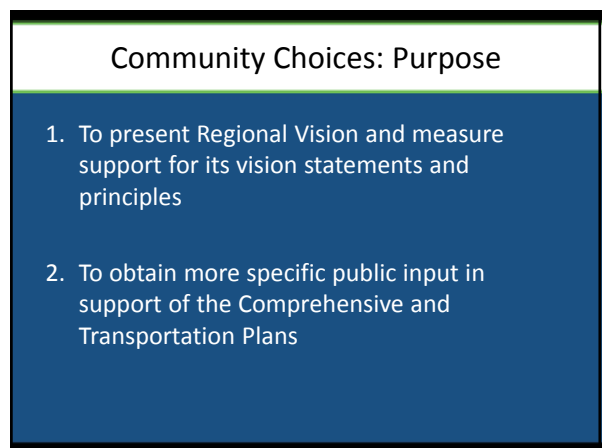
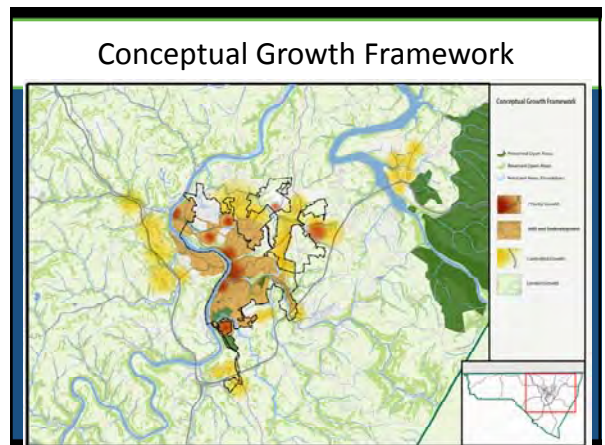
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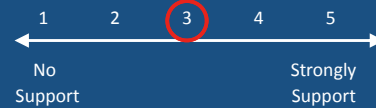




Rating Vision Statements

Vision statements are the broadest expression of a community vision

Goals express a desired outcome for each of the elements of a plan. They must reflect and be consistent with the vision statements but also include technical considerations as well as the input of planning or technical advisory committees



Vision Statements: Growing

Managed growth that is efficient and attractive, supported by appropriate infrastructure, and that balances land consumption with redevelopment while protecting and preserving open space, local agriculture, energy resources and the environment.



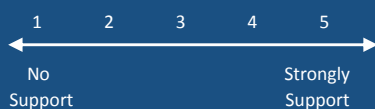
Vision Statements: Moving

A balanced, safe and attractive transportation system will reduce congestion, improve connectivity and support and direct future growth integrating private vehicles, public transportation, biking, and walking.



Vision Statements: Living

Job and income growth, improved community services, support for the arts, accessible and connected parks and recreational facilities, good schools, desirable and diverse housing, and safe neighborhoods that have access to local shops and markets.



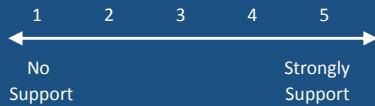
Vision Statements: Competing

A regional approach to economic development and infrastructure investments will make the region competitive and capable of attracting and supporting existing and new businesses.



Vision Statements: Collaborating

Leadership that embraces continued community engagement and stronger collaboration among municipalities, the county, the State and WVU will enable the sharing of resources and successful regional growth.



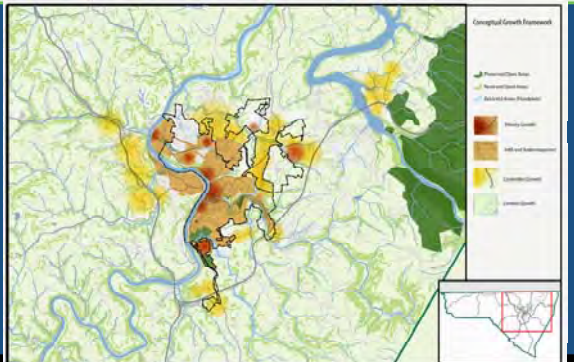
Part 2: Background
Conceptual Framework Map
Rating Principles
Preliminary Economic Findings
Preliminary Transportation Findings

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Conceptual Framework Map



Conceptual Framework Map

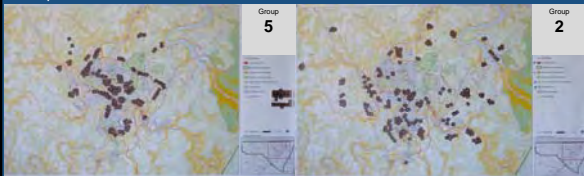
A visual representation of the Vision

Preliminarily based on:

1. Results of Understanding Future Growth workshop
2. Work with Comprehensive Plan Committees

Patterns we found in the Understanding Future Growth Workshop: Redevelopment at higher intensities

Examples:



- All of the groups placed at least half of their chips on areas with existing development
- Many chips were stacked on specific sites that participants felt had redevelopment potential, indicating that development should occur at higher intensities.

Patterns we found in the Understanding Future Growth Workshop: Infill Development

Examples:



- Most of the groups placed development in undeveloped areas near existing development.
- This infill pattern of development would plug holes in the urban fabric, placing development in areas already served by existing infrastructure, and allowing the urban area to expand in a contiguous pattern.

Patterns we found in the Understanding Future Growth Workshop: Greenfield development is limited and clustered

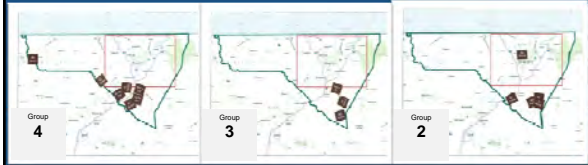
Examples:



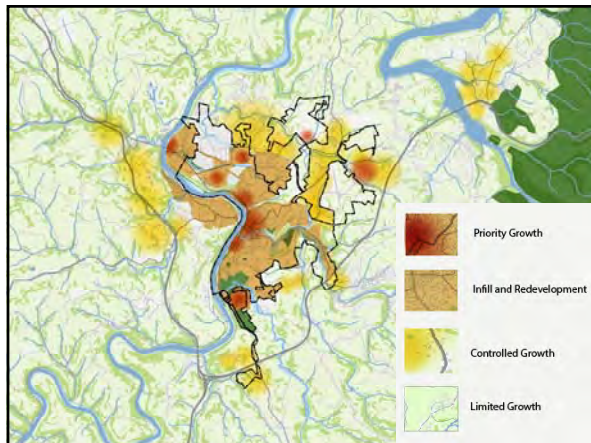
- Groups understood the difficulty in limiting all “greenfield” development.
- Development happening in currently undeveloped areas should be both near existing development and/or clustered to “minimize sprawl” and “preserve open space” rather than occur in a haphazard “leap-frog” pattern.

Patterns we found in the Understanding Future Growth Workshop: Very limited development in outlying areas

Examples:



- Groups allocated very limited growth for the surrounding region.
- Some identified areas south, along I-79 as suitable for some development, while fewer placed development in the western part of the county.



Concepts

Preserve Open – Areas that are permanently protected from development (parkland)

Reserve Open – Areas of steep slopes that are subject to development but should be protected.

Restricted (floodplain) – Areas that are subject to development, but where development is restricted due to a high risk of flooding.

Priority Growth – Areas where development should be encouraged. Includes growth in new areas and redevelopment within existing areas. Development should be consistent with the Principles (enhance the community's vitality, provide for a greater mix of uses, improve mobility, expand housing choices, and attractive)

Infill and Redevelopment – Existing developed areas where additional growth, consistent with the Principles is generally appropriate, but not a strategic priority.

Controlled Growth – Developing areas, or currently undeveloped land where more growth is likely due to proximity to existing thoroughfares, infrastructure and adjacency to recent development. Growth in these areas generally expands the footprint of the urban area and should be controlled to minimize negative impacts.

Limited Growth – All other areas of that are subject to development, but where increased intensity is generally not desired. These areas include both existing open space and existing development.

Conceptual Framework Map

A visual representation of the Vision

Will be refined based on:

1. Results of Community Choices
2. Market analysis and forecasts

Conceptual Framework Map

A visual representation of the Vision

- Represents the intended approach to growth in the region.
- Policy recommendations of the Comprehensive Plans and Long Range Transportation Plan will aim to make this reality.

Rating Principles

Principles reflect community values, in this case related to the character of the physical environment in the region. The principles describe the community's intent about "how" (character attributes) and "where" (conceptual location) land development should occur.

Rating Principles

1. Infill development and redevelopment of underutilized and/or deteriorating sites takes priority over development in remote greenfield locations.



Principles

2. Expansion of the urban area will occur in a contiguous pattern that favors areas already served by existing infrastructure.



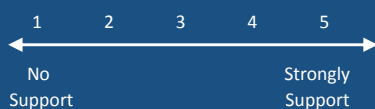
Principles

3. Future growth in rural areas will conserve open space, preserve sensitive natural features, and respect significant views



Principles

4. Quality design is emphasized for all uses to create an attractive, distinctive public (streets, sidewalks, parks, and street trees, etc.) and private (building faces, lawns and landscaping, parking lots and driveways, etc.) realm and to promote positive perceptions of the region



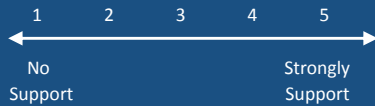
Principles

5. Development that integrates mixed uses (residential, commercial, institutional, civic etc.) and connects with the existing urban fabric will be encouraged to enhance the region's vitality.



Principles

6. A broad range of housing types, price levels and ownership options will provide desirable living options for a diverse population



Principles

7. Residential development will support the formation of complete neighborhoods with diverse housing options, pedestrian-scale streets, integrated public spaces, connection to adjacent neighborhoods, access to transportation alternatives and easy access to basic retail needs



Principles

8. Places will be better connected to improve the function of the street network and create more opportunities to walk, bike and access public transportation throughout the region



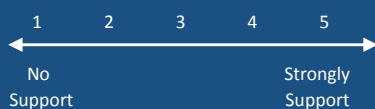
Principles

9. Parks, open space, and recreational areas are incorporated as part of future development.



Principles

10. Environmentally sensitive and sustainable practices will be encouraged in future developments.

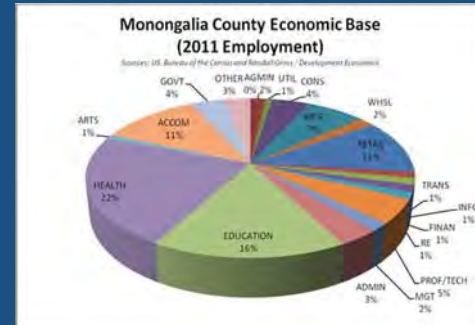


Preliminary Economic Findings

PART 1. Baseline Economic Conditions & Opportunities



Randall Gross / Development Economics

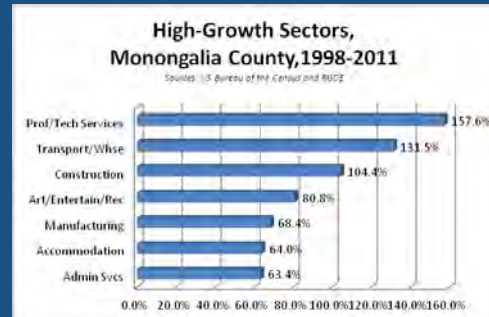


Major Employers

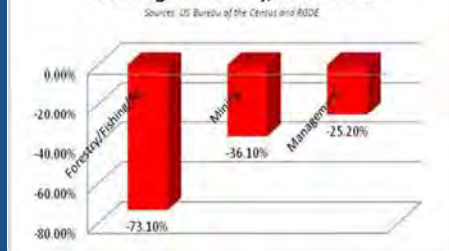
- West Virginia University
- Hospitals
- Mylan Pharmaceuticals
- Swanson Plating Company
- Mining & Construction
- Government
 - Local Schools
 - Federal labs: US DOE, DOA, CDC
- Other:
 - Teletch Customer Care Management (telemarketing)-800
 - Waterfront Place Hotel
 - United Biosource Corporation (data processing)
 - Gabriel Bros (warehouse/corp office)
 - Urgent Care, Washington Group, WV Choice, Allegheny Power



Economic Trends



Declining Sectors, Monongalia County, 1998-2011



Note: Mining has made a comeback since 2006.

Key Indicators

- Metro Labor Force: 70,000
- Unemployment 5%
 - Well below state and national averages
 - 9th lowest among metro areas in the South
- Housing Prices
 - Remained stable despite national dip
- Core Economic Stability:
 - College Town: Employment in WVU/education & health care
 - Large government R&D facilities
 - Dominance of large/growing pharmaceutical company
 - Re-birth of mining industry

Economic Clusters and Concentrations

Education

Health Care Cluster

Government/R&D
Pharmaceuticals
Information Technology
Scientific Consulting

Energy /Resources Cluster

Government/R&D
Mining & Utilities
Engineering Services
Tech Consulting

IT Cluster

Computers, marketing, management services

Tourism Cluster

Recreation services, accommodation, foodservice



Business Stakeholder Input

Primary Advantages of Area Location

- Location/Market Access
- Available Bldg / Site
- Near Owner's Home

Primary Disadvantages of Area Location

- High real estate costs
- High taxes

Employment Issues

- Dearth of skilled workers with higher degrees
- Lack of available service workers – lack of affordable housing

Key Planning & Development Issues

- Traffic Congestion & Road Safety
- Appearance
- Available Infrastructure
- Lack of developable land
- Cost of development
- Parking

Quality of Life Issues

- Air Quality (25%)
- NONE (25%)
- Public Services (16%)

Business Needs

- Address road & infrastructure issues
- Address tax structure to improve business climate (esp B&O)
- Improve physical appearance – better enforcement, licensing



Competitive Advantages

- West Virginia University
- Federal Laboratories and Innovation Base
- Skilled Professional Base (catching up)
- Regional Health Care Center
- Proximity to Pittsburgh and Washington, DC
- Access to Natural Resources & Rec. Amenities
- Historic Downtown & Riverfront Amenities

Comparable Communities

▪ Asheville, North Carolina

Arts, mountain-based tourism; professional/tech services

▪ Blacksburg, Virginia

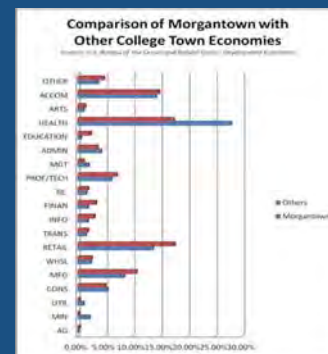
Engineering services, R&D, manufacturing

▪ Ithaca, New York

Manufacturing, high-tech, tourism

▪ State College, Pennsylvania

Information/Intelligence R&D



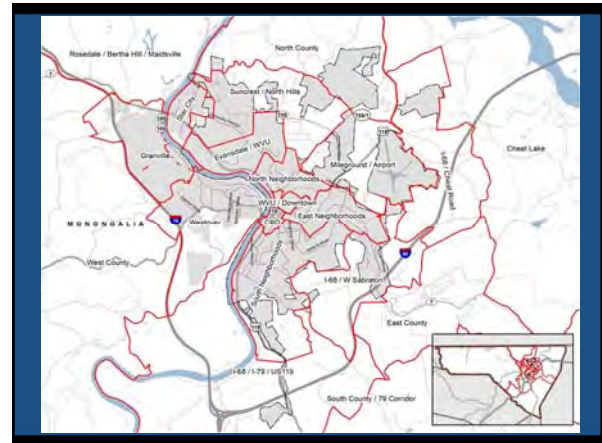
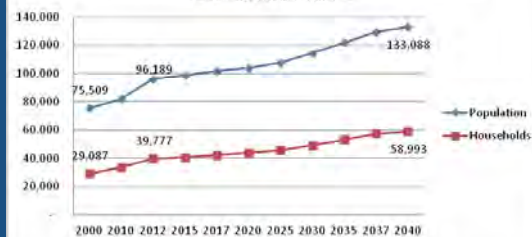
PART 2. Land Use Projections

Purpose, Methodology and Assumptions

- **Purpose:**
 - Inform Land Use Planning and Policy
 - Provide Basis for Long-Range Transportation Forecasting and Planning
- **Basis for Projections**
 - WVU Monongalia County Population Projections through 2040
 - Workforce West Virginia WIA Employment Projections through 2020
- **Overall Methodology**
 - Extrapolated Demographic Forecasts from State Sources
 - Examine Economic Trends and Market Conditions
 - Develop County-wide Land Use Forecasts
 - Allocate Land Use Demand by Sub-Area (using Transportation Analysis Zones)
 - Re-Allocate Land Use Based on Community Principles
- **Caveats**
 - Absence of inventories, market trend data, and long-term demographics

Monongalia County Population and Household Projections

Source: WVU Bureau of Business and Economic Research, U.S. Bureau of the Census, Census RC- 2000
 Demography / Development Economics



How was Growth Apportioned by Sub-Area?

- **Market-Based Trend**
 - Past trends
 - Occupancy & vacancy patterns
 - Market conditions & forecasts (i.e., expenditure potentials)
 - Location, access and competitive features
- **Policy-Based on Community Principles, if Applied**
 - Incentives and regulation
 - Encourage infill and densification in existing developed areas
 - Discourage "sprawl" in outlying & under-served areas
 - Promote mixed-use development in key corridors and nodes
 - Focus on mix of jobs and housing

Market Considerations

- **Housing**
 - Cheat Lake Area amenities have attracted move-ups
 - Desirable historic neighborhoods / South Park, Suncrest
 - Strong rentals, stable for-sale market
 - Cost of land & development can be higher due to physical constraints
- **Key Market Drivers**
 - Hospitals and Mylan employees, young professionals & students, university faculty, federal employees
- **Retail**
 - Shift underway from mall formats to town center/boxes
 - Downtown desirable and successful, but limited space for expansion
 - Lack of east-west connector impacts on retail market efficiency
- **Industrial**
 - Land available in industrial parks but limited building space
 - Oil/gas driving current demand
- **Office**
 - University and hospitals drive demand
 - Few office "parks," but performing well

Countywide Land Use Projections

— general findings, impact of policies

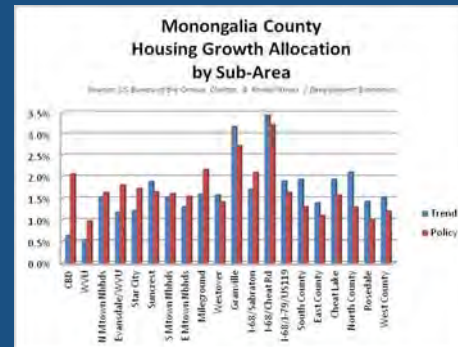
•Housing

- Demand for almost **17,200 more housing units** by 2037
- Increase of 42.9% in 25 years (1.6% per year)
- There are **11,700 more housing units in 2012 than in 1990**
- Increase of 37.0% in 22 years (1.7% per year)

•Retail

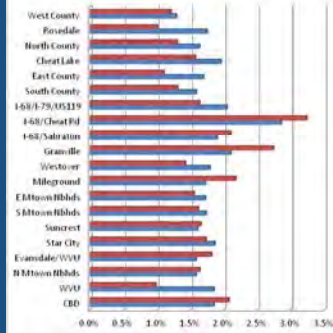
- Demand for **2.8 million square feet of retail space** by 2037
- Increase of 47.1% in 25 years (1.9% per year)
- Translates into 4,115 more retail & restaurant jobs
- There are about 3,200 more retail & restaurant jobs in 2012 than in 1998
- Increase of 37.7% in 14 years (2.7% per year)

Sub-Area Projections



Monongalia County Retail Growth Allocation by Sub-Area

(Source: US Bureau of the Census, Census 2000, and Census 2000 / Development Economics)



Issues and Questions for Consideration

- How to reduce effective development costs in targeted areas
- How to enhance or create “amenity value” as a spur for infill and redevelopment in urbanized areas
- How to use transportation as an incentive for development
- How to reduce dependency on several large employers
- How to encourage a balanced approach to jobs and housing
- How to create the appropriate mix of “carrots” and “sticks” to balance development

Preliminary Transportation Findings

Transportation System

- Walking
- Automobile
- Bicycling
- Bus
- PRT

Roadways Characteristics

- Nearly 17% of roadway “arterials” are at, or over capacity with numerous “bottlenecks” in the system
- Many “substandard” roadways
 - Steep grades
 - Sharp turns/curves
 - Narrow lane widths
 - Narrow shoulder widths

Roadway Challenges

- Very difficult to widen existing or construct new roads due to limited right-of-way availability and the area’s topography
- Uncontrolled development patterns and lack of improvements to transportation infrastructure or access control over the years have lead to many capacity/safety problems
- Lack of local consensus has stymied past attempts to construct roadway/highway improvements

Automobile Traffic Characteristics

- Peak travel times and traffic operations highly influenced by WVU schedule
- Travel patterns influenced by parking availability and locations

Primary Public Transit Service Providers

- Mountain Line Transit Authority
 - Focus on the urban core with reach into the County
 - Major service expansions are planned but not funded
- WVU
 - Focus on shuttle service connecting campuses
 - Operates PRT
 - Excellent reliability record
 - Undergoing maintenance and technology upgrades
 - No plans/funding for expansion of system

Transit Characteristics

- Good transit service coverage in key populated areas
- Frequency of service is deficient in most areas
- Hours of day of service also deficient in most areas
- Lacks consistent stop locations with quality amenities and good pedestrian environments

Pedestrian System Characteristics

- Primarily sidewalks and multi-use trails
- Grade/topography a major concern
- Sidewalk coverage/connectivity deficient in most areas
- Narrow sidewalks adjacent to high speed traffic
- Lack of crosswalks
- Many existing sidewalks are substandard with utility poles and other impediments blocking the pathway

Pedestrian Safety

- 1998 through 2008
 - 226 reported pedestrian injuries
 - Consistently 20 to 25 pedestrian injuries per year

Leading pedestrian accident locations

Spruce & Walnut (9)	University/Beechurst/Fayette (5)
High & Willey (8)	Beechurst & Campus (5)
S. University & Pleasant (8)	Chestnut Ridge/Van Voorhis (5)
University & College (8)	High & Walnut (4)
N. Willey & Prospect (7)	High & Fayette (4)
Spruce & Pleasant (5)	University & Prospect (4)

West Virginia University Injury Control Research Center January 1998 – June 2008

Pedestrian Demand

- Local demographics lead to:
 - Walking more prevalent in Morgantown than anywhere else in WV
 - Significant demand for walking/running for exercise
 - University connections to off-campus residential areas especially important

Bicycling Characteristics

- On-street travel:
 - Narrow lanes and steep grades can make bicycling difficult on many roadways
 - Few streets with paved shoulders
 - No on-street bike lanes exist
 - Steep side slopes and narrow rights-of-way make bike lane improvements difficult
 - “Bikeable” routes exist (see Morgantown Bicycle Board’s “Commuter Map”)

Bicycling Characteristics

- Trails
 - Excellent opportunities for cycling (recreational and commuting) on trails
 - Nearly 10-miles of paved trails
 - Caperton Trail
 - Decker's Creek Trail
 - Many more miles of nature surface trails at City and County parks

Bicycling Characteristics

- Parking
 - Numerous racks in City and WVU Campus
 - Parking rings already added to several downtown parking meters with possibly more in the future









Part 3: Scenarios

Scenario #1

Scenario #2

Scenario #3

Ranking Scenarios



Summary Points

The region will continue to grow

There are natural and man made challenges to transportation and mobility

We heard about choices on WHERE to accommodate future growth

HOW should that growth occur?

Three Scenarios

1. The majority of future development will be in the form of infill and redevelopment within the primary urban area.
2. The majority of future development will be in the form of new development contiguous to the primary urban area.
3. The majority of future development will continue the growth patterns we have seen in the past 10 years.

Scenario #1

1. The majority of future development will be in the form of infill and redevelopment within the primary urban area.

Definitions

Redevelopment means erecting new buildings in the place of old ones

Infill is building to occupy an empty space between buildings, the empty portion of a block, or an empty block or area

Reuse is changing the way an existing building is used

Implications

Densities will increase

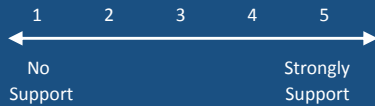
May require regulation changes in some areas

May need upgrading of the service infrastructure

Requires rethinking of transportation priorities

Rating Scenario #1

The majority of future development will be in the form of infill and redevelopment within the primary urban area.



Scenario #2

2. The majority of future development will be in the form of new development contiguous to the primary urban area.

Implications

Development is directed toward areas adjacent to ones already developed

May require additional and or new regulations outside of the two jurisdictions and in the county

Requires investment in new service infrastructure

May require limited extension of the road network

Rating Scenario #2

2. The majority of future development will be in the form of new development contiguous to the primary urban area.



Scenario #3

3. The majority of future development will continue the growth patterns we have seen in the past 10 years.

Implications

Development can occur anywhere there is buildable land

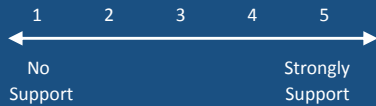
Development patterns are harder to predict

Larger investments in service infrastructure and roads

No needs to change regulations

Rating Scenario #3

3. The majority of future development will continue the growth patterns we have seen in the past 10 years.



Ranking the Scenarios

1. Please rank the three scenarios relative to each other where rank 1 is most preferred and rank 3 is least preferred.
2. After considering the possible scenarios, what do you think is the best outcome for the future of this region?

Thank you!

BURGESS & NIPL
Engineers • Architects • Planners

ACP
ARCHITECTURAL CENTER OF PORTLAND

K COMMUNITY & PARTICIPATION
KAPLAN & ASSOCIATES, INC.

Memo

February 15, 2013

To: Steering Committee, Morgantown Comprehensive Plan

From: Michael Curtis

Cc: Christopher Fletcher, Jamie Greene

Re: Summary of Open House

On January 14, 2013 a public open house was conducted for the Comprehensive Plan process. The purpose of the open house was to bring the draft Comprehensive Plan to the public for deliberation and prioritization. This memo summarizes the open house format and results. It is organized into three parts:

- 1. Open House Format and Attendance**
- 2. Actions**
- 3. Summary of Public Input**

Attached to this memo is a draft plan document dated February 15, 2013 and verbatim comments from the public Open House.

1. OPEN HOUSE FORMAT AND ATTENDANCE

The Open House was hosted at the Morgantown Public Library on January 14, 2013, and continued to be on exhibit through January 28, 2013. The open house consisted of an exhibit of the Draft Comprehensive Plan summarized on display boards. The exhibit began with an introductory board (About the Plan), a summary of the Crossroads vision process, and followed with one or more displays for each plan element. Each plan element had a goal, supported by objectives and strategies. Participants at the Open House were asked to identify six objectives they feel are most important to Morgantown's future, provide written comments by filling out comment cards; and consider whether the Plan captures what needs to be done for the community to realize its potential. Based on sign-in sheets, 76 people attended the open house on January 14.

2. ACTIONS

Updates to the Draft Plan

Based on the open house input and staff comments, several edits were made to the draft plan. A new draft plan document is attached to this memo. All new content or any substantial changes to the draft material are identified in the document with yellow highlights. Other edits to improve clarity, accuracy or readability were made throughout the document, and are generally not tracked. The following is a partial list of edits that were made in response to specific comments.

- *Clarified the distinction between principles in chapter 2 and in chapter 3*

- **Principle 11: no change made.** Incentives for “green building” are included in strategies, for example EN 5.2
- **Minor corrections to the land management map**
- **Revised strategy EN 1.2 to address** “Should the air quality objective read more like the ground and surface water quality objective? Specifically, should the City be involved in monitoring air quality at the airport or should this remain a function/role/responsibility of WVDEP?”
- **Awaiting response from MUB:** Page 68 “Should MUB’s continued monitoring of the gas well site in the Morgantown Industrial Park be mentioned here? Should hydraulic fracturing be mentioned here as it relates to monitoring surface and groundwater contamination?”
- **Added strategy (NH 1.5)** Continue to monitor and respond to housing market trends that may lead to studentification of stable, less transient single-family neighborhoods.
- **Added a new objective CF 4 and strategies:** Broaden efforts to reduce homelessness.
- **Added a new objective LM 8 and strategies:** Encourage preservation of historic properties and adaptive reuse of existing buildings.

Plan Priorities

Based on the public input gathered at the open house, the following **objectives and strategies** should be considered for prioritization in the Plan.

Objectives

The following **objectives** received the most dots from the public voting activity during the open house and may be regarded as community priorities.

- 1) **TR 7.** Support changes to the roadway network to alleviate traffic congestion. (31 dots)
- 2) **CF 2.** Maintain and expand the parks and recreational facilities and programming. (26 dots)
- 3) **LM 6.** Improve community appearance, particularly at city gateways. (22 dots)
- 4) **TR 2.** Reduce presence of freight trucks within city limits. (19 dots)
- 5) **NH 1.** Preserve integrity of existing neighborhoods, particularly single-family areas while encouraging compatible infill development. (19 dots)
- 6) **ED 1.** Promote investment in infrastructure. (19 dots)

Strategies

The following **strategies** received a significant number of supportive comments from the public, but may not have been within the highest ranked objectives.

TR 6.1. Implement the Pedestrian Safety Plan.

EN 5.2 Create a Green Building Program that provides incentives for use of “green” building techniques that are energy efficient and environmentally friendly (using LEED or another best practice benchmark).

CF 2.3 - Explore the feasibility of developing a community recreational center that offers facilities and programming like fitness rooms; gymnasiums; swimming pools; sauna, whirlpool, steam rooms; tennis courts, racquetball/handball courts; weight training room; banquet/meeting rooms and kitchen; craft rooms; preschool/child care rooms; computer labs; teen center/game room; etc.

ED 1.1 - Implement innovative strategies to diversify revenue and financing mechanisms that fairly, equitably, and expeditiously fund infrastructure improvements and expansions (examples include user-fees, business improvement

districts, tax increment financing (TIF), public-private partnerships (P3s), impact fees, assessments, state and federal grants, etc.)

LM 1.7 - Create incentives that encourage the adaptive reuse of historic buildings.

TR 8.1 - Implement the 2012 Morgantown Municipal Airport Plan.

EN 6.2 - Evaluate the success of the Clean Community Concept Recycling program.

CF 2.2 - Evaluate how well the city's parks and recreational facilities serve the needs of citizens, looking specifically at the quality of each park or facility and their accessibility to surrounding neighborhoods.

ED 1.2 - Lobby the state for a larger share of road improvement funds by demonstrating local revenue commitments to augment state investments.

ED 5.3 - Develop a specific target marketing plan for the Morgantown Airport Technology Park in concert with Federal Laboratories and other major employers that positions the park for technology tenants that are not already accommodated in the market.

3. SUMMARY OF PUBLIC INPUT

Participant Priorities

After the Open House, ACP compiled and counted the number of dots that were posted next to each objective. 409 dots were placed (out of a possible 456 based on 76 participants). The following is a summary of the objectives that received the most dots.

Ranking the Plan Elements. The six plan elements are ranked below based on the total number of dots that each received. Reflective of the Plan's structure, Transportation and Land Management received the most attention combining for 50 percent of the dots. These two elements also include more objectives than the other four elements and contain some of Morgantown's most significant issues (based on previous public input).

- 1) **2.** Transportation (110 dots)
- 2) **1.** Land Management (99 dots)
- 3) **4.** Neighborhoods and Housing (55 dots)
- 4) **3.** Environment (50 dots)
- 5) **5.** Economic Development (49 dots)
- 6) **6.** Community Facilities and Services (46 dots)

Top 5 Overall Objectives:

Out of all the priority actions within the Four Initiative Areas, six were most often identified as priorities (there was a tie for third, fourth and fifth place). These highest ranked actions are:

- 1) **TR 7.** Support changes to the roadway network to alleviate traffic congestion. (31 dots)
- 2) **CF 2.** Maintain and expand the parks and recreational facilities and programming. (26 dots)
- 3) **LM 6.** Improve community appearance, particularly at city gateways. (22 dots)
- 4) **TR 2.** Reduce presence of freight trucks within city limits. (19 dots)
- 5) **NH 1.** Preserve integrity of existing neighborhoods, particularly single-family areas while encouraging compatible infill development. (19 dots)
- 6) **ED 1.** Promote investment in infrastructure. (19 dots)

Top 5 Objectives – Land Management

- 1) **6.** Improve community appearance, particularly at city gateways. (22 dots)
- 2) **1.** Strengthen Downtown
- 3) **3.** Facilitate the creation of residential areas with strong neighborhood qualities. (12 dots)
- 4) **2.** Promote strategic infill and redevelopment of underutilized or functionally obsolete areas. (11 dots)
- 5) **7.** Expand the areas of protected open space. (11 dots)
- 6) **9.** Promote orderly and well-managed regional growth patterns. (11 dots)

Top 5 Objectives – Transportation

- 1) **7.** Support changes to the roadway network to alleviate traffic congestion. (31 dots)
- 2) **2.** Reduce presence of freight trucks within city limits. (19 dots)
- 3) **6.** Encourage walking by expanding pedestrian networks and improving pedestrian safety and accessibility. (18 dots)
- 4) **5.** Increase bicycle use through infrastructure improvements and education. (15 dots)
- 5) **4.** Work with West Virginia University to manage university-related traffic. (11 dots)

Top 5 Objectives – Environment

- 1) **5.** Promote energy conservation and “green” building. (12 dots)
- 2) **4.** Improve the urban tree canopy and greenway network. (10 dots)
- 3) **2.** Maintain quality ground and surface water quality. (9 dots)
- 4) **1.** Support efforts to improve air quality locally and regionally. (6 dots)
- 5) **3.** Protect environmentally significant areas and natural resources. (6 dots)

Top 5 Objectives – Neighborhoods and Housing

- 1) **1.** Preserve integrity of existing neighborhoods, particularly single-family areas while encouraging compatible infill development. (19 dots)
- 2) **4.** Promote the development of a broad range of housing types and prices. (16 dots)
- 3) **3.** Improve the safety and appearance of all neighborhoods. (9 dots)
- 4) **2.** Improve conditions in neighborhoods surrounding downtown and WVU. (7 dots)
- 5) **5.** Support housing assistance programs and ensure compliance with Fair Housing policies. (4 dots)

Top 5 Objectives – Community Facilities and Services

- 1) **2.** Maintain and expand the parks and recreational facilities and programming. (26 dots)
- 2) **4.** Provide appropriate social services and facilities to meet the changing needs of the community in concert with the City’s Five-Year consolidated plan, annual action plans, and annual performance reports. (8 dots)
- 3) **1.** Maintain high quality utility services to meet growing needs of the community. (7 dots)
- 4) **3.** Support quality educational programs and facilities. (3 dots)
- 5) **6.** Encourage healthy lifestyles. (2 dots)

Top 5 Objectives – Economic Development

- 1) **1.** Promote investment in infrastructure. (19 dots)
- 2) **4.** Stimulate and support small business and entrepreneurial activity. (14 dots)
- 3) **3.** Capitalize on Morgantown’s competitive advantages and attract new business to diversify the City’s economic base. (6 dots)

- 4) **2.** Retain and grown existing business. (5 dots)
- 5) **6.** Strive for a balanced approach to economic development that considers the fiscal impacts of growth. (4 dots)

Participant Comments

Outlined below is a summary of the comments for all elements that could warrant modification to the draft plan. Themes have been identified by reviewing the three-part structure of the comment card: Comments of Support; Comments of Concern; and General Comments. For all elements, there are insightful and specific comments that should be considered—even if they do not belong to a theme. (The definition we are using for “theme” is a recurring idea—this typically means three or more times.)

Number of Participant Comments by Type

	Comments of Support	Comments of Concern	General Support	Sum
Land Management	13	14	10	37
Transportation	14	16	11	41
Environment	12	11	3	26
Neighborhoods and Housing	12	13	7	32
Community Facilities and Services	8	9	5	22
Economic Development	7	10	7	24
Implementation	9	4	7	20
Total	75	77	50	202

Themes from the comments

Land Management

- 1) Support for improvement of downtown Morgantown.
- 2) Support of infill development.
- 3) Support for maintaining and creating greenspace.
- 4) Concern about the absence of strategies to promote historic preservation.
- 5) Concern about changes that have taken place in neighborhoods. More specific neighborhood preservation strategies are needed.
- 6) Concern that the Plan does not clearly promote redevelopment/densification of the Willey Street area (it should)
- 7) Affirmation of the importance to improve pedestrian spaces.

Transportation

- 1) Support for increasing pedestrian and cyclist safety.
- 2) Support for complete streets and mixed-use development.
- 3) Support for WVU collaborating with the city in finding a solution for traffic problems.
- 4) Support for priorities in the MMMPO Plan
- 5) Concern about the character and narrowness of Van Voorhis Rd.

- 6) Concern about the disconnect between the Rail Trail and residential neighborhoods.
- 7) Concern about road widening making streets unfriendly to bikes and pedestrians.
- 8) Apparent resentment between bike/pedestrian advocates and road/car advocates.

Environment

- 1) Support for prioritizing clean air and water.
- 2) Support for developing an urban forest as well as planting trees throughout the city.
- 3) Support for reusing old buildings for new purposes.
- 4) Support for continuation and maintenance of the recycling program.
- 5) Concern about fracking and its effects on air and water quality.
- 6) Concern about the trash at the dam being released periodically into the stream.

Neighborhoods and Housing

- 1) Support for maintaining neighborhoods close to downtown.
- 2) Support of promoting housing and income diversity.
- 3) Concern about the protection of single-family neighborhoods.
- 4) Concern about the need for historic preservation.
- 5) Concern about perceived weaknesses in the zoning code, its application and enforcement.

Community Facilities and Services

- 1) Support for recreational and non educational facilities for non students.
- 2) Support of expansion of parks and trails as a way to encourage healthy lifestyles.
- 3) Support for assisting special needs populations
- 4) Support for an increase in greenspace, particularly in neighborhoods.
- 5) Concern about limiting sprawl, and instead, encouraging dense development.

Economic Development

- 1) Support for encouraging small business development.
- 2) Support for promoting new development that will attract new business.
- 3) Support for improvement of infrastructure.
- 4) Support for building the community brand.
- 5) Concern about too much development focus being on downtown.
- 6) Concern about local developers competing with non-local developers.
- 7) Concern about the growing land holdings of WVU.
- 8) Concern about the growth of national chains over local businesses.

Implementation

- 1) Support of strengthening downtown Morgantown.
- 2) Support for collaboration with WVU.

Specific Strategies Mentioned. Participants were asked to list any specific strategies in the Plan that they feel should be emphasized. Although few participants provided this input, the following were strategies were mentioned by several participants.

4-5 mentions:

TR 6.1 - Implement the Pedestrian Safety Plan.

EN 5.2 - Create a Green Building Program that provides incentives for use of “green” building techniques that are energy efficient and environmentally friendly (using LEED or another best practice benchmark).

CF 2.3 - Explore the feasibility of developing a community recreational center that offers facilities and programming like fitness rooms; gymnasiums; swimming pools; sauna, whirlpool, steam rooms; tennis courts, racquetball/handball courts; weight training room; banquet/meeting rooms and kitchen; craft rooms; preschool/child care rooms; computer labs; teen center/game room; etc.

ED 1.1 - Implement innovative strategies to diversify revenue and financing mechanisms that fairly, equitably, and expeditiously fund infrastructure improvements and expansions (examples include user-fees, business improvement districts, tax increment financing (TIF), public-private partnerships (P3s), impact fees, assessments, state and federal grants, etc.)

3 mentions:

LM 1.7 - Create incentives that encourage the adaptive reuse of historic buildings.

TR 8.1 - Implement the 2012 Morgantown Municipal Airport Plan.

EN 6.2 - Evaluate the success of the Clean Community Concept Recycling program.

CF 2.2 - Evaluate how well the city's parks and recreational facilities serve the needs of citizens, looking specifically at the quality of each park or facility and their accessibility to surrounding neighborhoods.

ED 1.2 - Lobby the state for a larger share of road improvement funds by demonstrating local revenue commitments to augment state investments.

ED 5.3 - Develop a specific target marketing plan for the Morgantown Airport Technology Park in concert with Federal Laboratories and other major employers that positions the park for technology tenants that are not already accommodated in the market.

Land Management

	Comments of Support	Comments of Concern	General Support
1	I support improving downtown area and appearance of gateways.		
2	I believe the plan does a great job outlining and explaining the opportunities and road blocks that faces Morgantown.	My fear with this plan is that any major changes that I believe need to be made will require more public support than there is amongst interest in the plan.	
3	Agree with the need to use preservation practices. Agree with infill and redevelopment. Agree with mixed use development.		
4			#4 Transportation-the airport is a key contributing factor and catalyst to our local economy. We need more focused attention to resources to make it the best and biggest in north central West Virginia.
5	Agree with many more of the principles/ideas than I had green dots for! Agree with maintenance of greenspace and green corridors while clustering and concentrating development. Like emphasis on developing existing inhabited wharf and downtown to keep them vibrant, inhabited and safe as well as redeveloping areas that are blighted for some purpose.	Emphasis would be my chief concern; environment related principles/actions should be integrated as part and parcel of many other actions should be underlying principle to seek to be a sustainable city that reduces its impacts on local, regional, national and global levels including carbon emissions. Should not just be another category without detail as how developed. Very important to inventory and protect existing natural areas however small with significant native species of plants and animals and link these with green spaces to avoid their degradation.	Very important to encourage alternative modes of transportation that use less energy. Can concentrate on development that is full service so don't have to go far for basics. ie; full service supermarket was wharf for neighborhood to access.
6			Continue to promote developments downtown, with primary emphasis on infill and connections.
7	Revitalization can be a good thing but not if it only in values construction.	I am very concerned and disappointed that there is no mention of historic preservation of our downtown historic district and historic neighborhoods. Tearing down old things just because they are old is not a solution as replacements are bound to be inferior. A good plan would include stricter protections for our historic districts as well as help to property owners to assist in preserving their property. Every other city worth anything has design review protecting its historic district. Why doesn't Morgantown?	

PUBLIC OPEN HOUSE COMMENTS

Land Management

Comments of Support	Comments of Concern	General Support
<p>8 Agree with higher density projects in the downtown area.</p>	<p>I felt did not include enough of the area specifically in the willey st area from wells/fife/price. I feel these areas are priority high density priorities. The WVU campus development should include Fife and Corwell. The map was a bit confusing, I wish the differentiation between higher density and single family homes would have been more robustly defined.</p>	
<p>9 Protect/ expand open space</p>	<p>Developers will not have any checks on their plans- no assessment for their impact on traffic and quality of life.</p>	
<p>10</p>		<p>All of these objectives are important and should be implemented cohesively. Morgantown, in spite of its impressive growth, is still quaint and highly livable. In order to keep this quality of living, land management is priority #1.</p>
<p>11</p>	<p>Believe in drawing circle around the city and supporting the core of city development. Sprawl should not be supported as a positive development but rather an ever costly and environmentally unfriendly system that requires more infrastructure at the cost of green space, farmland, and clean air and water.</p>	
<p>12</p>	<p>Morgantown has become an ugly city because the city has allowed property owners to fail to maintain their property. There is no pride of ownership by certain owners. Shame on them!!</p>	
<p>13 Very Important: 8.3, 2.1, 2.6, 1.7, 2.3, 2.7, 8.2, 8.1, 6.4, 9.2, 9.3, 9.5, 9.6, 9.8</p>	<p>LM 4.2, and 6.1 and EN 5.2, should not be too cumbersome so as to make projects financially infeasible.</p>	<p>Do not just annex for the sake of it. City needs to prove it can control and manage its current boundaries and enforce current regulations. City needs to use its own funds for many of the LM objectives.</p>
<p>14 I really like the idea of land use described in pattern and character.</p>	<p>Need for more specific ideas for neighborhood preservation-commercial encroachment-good commercial in neighborhoods vs. mega mall expansion.</p>	<p>Issue of retirement housing has not been addressed except in the notion of diverse housing. Aging population needs single level housing-group, more heritage type housing that is affordable for more than just a few.</p>

PUBLIC OPEN HOUSE COMMENTS

Land Management

Comments of Support	Comments of Concern	General Support
<p>15 LM 1.6 this should replace LM1.5 completely. If you tear down downtown, you will end up with no traditional downtown.</p>	<p>LM 1.5 existing downtown structures should not be encouraged to be raised or destroyed. There is currently little vacant land downtown.</p>	<p>Land Management has been the most mismanaged aspect to almost all development in Morgantown for at least the last 5 decades. This plan must encourage controlled community oriented development. Remember people live here, not out of town long developers.</p>
<p>16</p>	<p>Improve and monitor codes and development according to master plan.</p>	
<p>17 I would love to see the area more walkable and connected. There are so many areas I would walk to/bike to if I felt safety doing it. I also love the idea of using the areas that are already developed rather than creating more sprawl.</p>		
<p>18 Very well done. All very laudable efforts.</p>		<p>Good objectives now let's see how they are integrated into the plan.</p>
<p>19 LM1.1 Mainstreet Design Standards LM 6.1 Design Standard. LM 4.1-4.3 all of these. LM 7.1-7.3 develop open space. LM 9.1-9.8 All of these.</p>	<p>Morgantown historic landmarks committee should be involved in the development of design guidelines. Historic preservation of historic structures in the downtown area should be a primary goal.</p>	<p>The development of GIS is primary. The county must take the lead but cannot do it alone. It is an expensive proposition- help from the city, MUB and all municipalities needed.</p>
<p>20</p>	<p>I've watched two neighbors change their complete nature. The area of Jones Ave where the current new townhomes have been built essentially wiped out a neighborhood and the same thing is to occur in the Sunnyside area with the development planned there. These areas could have been preserved with emphasis on maintaining them as single family homes.</p>	<p>Can we address more plainly historic preservation? Without knowledge of our past can we appreciate our future?</p>
<p>21</p>	<p>Lack of county wide planning.</p>	

PUBLIC OPEN HOUSE COMMENTS

Transportation

Comments of Support	Comments of Concern	General Support
1 TR 2.1-2.4 all of these. TR 4.1-4.2- crossings. TR 8.1 Master plan.		
2	Need better sidewalks! Pedestrian Access!	
3	VanVoorhis road is very narrow and is always backed up during morning and rush hour so I would suggest widening the road.	
4	VanVoorhis Rd off 705 (from 1380 Benk) is very narrow, for grossly enlarged traffic following extensive developments on west run rd. and on VV rd. Vehicles turning left block traffic. Long trails of outgoing traffic in the morning-intending way back from BB&T bank.	Separate lanes needed to allow right turning traffic at the traffic lights.
6 Greatly support alternate modes of transportation.	Concerned that the language about rerouting trucks could be interpreted to read build bypass.	Road Maintenance upgrades and planning
7 I don't particularly mind the traffic as much as others. I would love to see more options of encouraging public transport/ ride share/ combined transportation.		
8	WVU has to get on board to help solve traffic/ parking problems.	
9 When the students are out of school, the town doesn't have traffic problems for the most part, except during games.		
10		Increase walking safety, discourage automobiles.
11	T 8.1-residents should be consulted. Many small areas do not need them nor want them.	VanVoorhis/705 BB&T is probably aware and willing to give up space for the 2 lanes needed and state could check over creek to widen Burroughs get ways out of congestion to a bypass.
12	Very concerned about residents that have no means of transportation yet have to walk on the edge of roads rather than having safe walkways or paths.	

PUBLIC OPEN HOUSE COMMENTS

Transportation

Comments of Support		Comments of Concern	General Support
13	Love the regional cooperation!		Some northern highway is needed, but of course that is subject to costs. Continued emphasis on pedestrian, bike, etc. infrastructure and programs. Implementation of a regional bicycle plan is a must. Our rail trails are some of our greatest assets, but remain far too disconnected from residential areas. Connections to suncrest, star city, west run, and south park via a much needed bridge from Brockway across deeker's creek will help expand biking routes to people of all riding influences. Not exactly a strategy, but under the MPO's LRTP, a new bridge over the Mon is essential. Option 6B, while not the cheapest alignment, would create a direct route to commercial areas and the interstate. Plus, it would offer a chance to build a signature piece of architecture for the area.
14	I think better bicycle safety and perhaps PRT expansion is a good idea. Also some traffic changes that seemed minor have really improved congestion so explore that.	Try to keep traffic out of residential areas and encourage limited growth in these areas to avoid traffic.	Please-more sidewalks. New developments never have them and you can't walk safely anywhere even if you live close by. Why don't new businesses have to put in sidewalks? Its dangerous. Better walking and biking in urban shopping areas and new development.
15	Re route Beechurst-example of job well done.		I believe accommodation of auto traffic is likely a greater return on investment than paths for bike and walk, quite frankly.
16	All objectives are great.	1. Grumbein Island Solution: Gradual underpass for students overpass for traffic. 2. Pedestrian overpass-CAC	If parking/transportation is not addressed, downtown will be left to students, homeless, and lawyers. Everyone else will switch to suburbs.
17	It is great to support pedestrians/bikes more support please.	The public resents walkers/bikers. Long traffic lights add to the frustration. Re Route bus tracks away from downtown.	
18	Land Management	Develop downtown and business districts to reduce the need for auto transportation. Closer residential and light business centers to encourage walking.	

PUBLIC OPEN HOUSE COMMENTS

Transportation

Comments of Support		Comments of Concern	General Support
19			This priority #2. The geography of WV is a liability and an asset. With all of Morgantown's growth, the infrastructure is lagging and lacking, but the topography makes it a challenge to improve, maintain and expand at the same pace of development. Not sure how to best resolve these challenges, but the solutions and initiatives should be made in conjunction with land management.
20	Encourage walking and biking, sidewalks, complete streets, and networks/connectors into the rail-trail.	City continues to struggle with DOH State roads and state failing to listen to local plans and voices. Roads continue to be widened with more bones (Beechurst Plan) at increasing speed and no foresight to bike/pedestrian safety.	
21	Public Transportation	Increase community funding and support for alternative transportation involving mountain line, biking and walking.	
22	TR 2.1, 2.4, 3.1, 4.2, 7.2, 7.3, 7.4, 8.3, 8.2 are very important! Pass a user fee and build roads.	Bicycle use should be on lowest concern. Let's be real! The streets are too narrow and sloped for bike riding. TR 6.4, 6.5 city should share in some cost.	Need additional taxi company in Morgantown!
23	I was thrilled to see the proposed west run artery on the transportation plan. This would de-pressure the daily in-flow/out-flow traffic pressure on Boxers/University and Monongahelia Blvd.	I noticed you proposed prioritizing 705 at Van Voorhis that is already true. The screaming need is to make the intersection wider, so that N/S/E/W traffic alternatives simultaneously instead of taking turns around the four sides.	Shouldn't we have smart traffic lights by now? With the sensors in the lanes controlling timing? There is nothing worse than sitting through a light when no one is coming in the alternate direction.

PUBLIC OPEN HOUSE COMMENTS

Environment

Comments of Support		Comments of Concern	General Support
1		Can the new recycling program keep its momentum?	
2	Without clean water we will all die. Must keep this a priority.		
3	Strongly support green corridors of the development of a healthy and diverse urban forest.	air and water quality should be more of a priority.	
4	I am for a greener Morgantown with green building practices and cleaner air and more recycling.	Remember that tearing down useful old buildings to build new ones is the most un green thing you can do. Focus on re-use should be key or at least salvage of building materials when things are destroyed. I support efforts for cleaner air, water, etc. I would support efforts to clean up litter in downtown park areas. More greenspace instead of filling every space with buildings.	
5	More trees!	Clean air and water- we can do better.	
6	All of those initiatives are great and diverse. I'm excited by the interest in LEED and urban tree canopy preservation and development.		Trees, Trees, Trees!!!
7	Re: Environment	Ensure safe water and air quality controls. Ban hydraulic fracking near water intakes and proper air monitoring.	
8	Support healthy waterways and clean air. More funding and resources need to go to treatment plants for abandoned Richard mine which negatively impacts Decker's Creek.	Gas drilling/fracking near city water systems. Fracking may impact water outside of the city but impacts all downstream.	Very supportive of green building, supports the energy conservation and decreases carbon footprint.
9	EN 2.2, 3.1-3.4, 6.4. These are the only worthwhile objectives. The rest are very low on the priority scale for the overall plan update.	Many objectives will hinder development and make projects financially infeasible.	
10	I appreciate on behalf of Mon rowing association, the new no wake zone, the river is looking cleaner, and I see fish on the docks.	Could the trash that accumulates behind the dam be filtered out and not periodically released into the river?	
11			Morgantown should be a strong leader in West Virginia on environmental issues. This is a perfect thing for us to help out state with.
12		The city it too noisy, too bright. The utilities need to be put underground.	

PUBLIC OPEN HOUSE COMMENTS

Environment

Comments of Support		Comments of Concern	General Support
13	I appreciate the new recycling-curb-side program. It seems that many people don't use it. Would love to see the pocket parks. EN 3.2!!!		
14		Improve air quality, commercial recycling for bars and businesses.	
15	EN 4.1- Tree replacement, EN 4.2 Tree species, EN 4.4 Pocket Parks, EN 5.2, 5.3, Green Buildings, LEED Standards, EN 6.1 Competing, EN 6.3,6.4 Recycling		
16	Addresses wide range of issues.	I recommend mentioning strategies like watershed protection planning, source water protection planning with stated intentions of preventing pollution, keeping polluting businesses out. Go beyond LEED and strive to phase out use of fossil fuel energy sources. Be bold!! Invest in renewable- set an example for the state and country.	

PUBLIC OPEN HOUSE COMMENTS

Neighborhoods and Housing

Comments of Support		Comments of Concern	General Support
1			Single home neighborhoods must be preserved and enhanced.
2			Large Developments such as copper ridge and the lofts do not create a sense of community and identity. Students living in Morgantown sprawl feel significantly less connected to the Morgantown community and have an overall lower opinion and experience in the town.
3	Important to maintain existing neighborhoods close to downtown to ensure they remain desirable and attract full time residents.	Closing Woodburn elementary affected livability of neighborhood for families.	Woodburn is the original neighborhood in Morgantown and it is close to downtown. I encourage promoting community in this area as there is already a strong sense of it among the full time resident. Build on existing strengths.
4	Preservation practices		
5		I support protecting our single family neighborhoods but I am concerned about the "infill development" Does this mean tearing down more and more single family homes to build student dorms, apartments, and townhomes? Because tons of single family homes have been lost this way and if it continues only students will live in the city limits.	Re-Use where possible and if new apartments must be built, more effort to make them attractive and high quality and suitable with surrounding neighborhoods.
6	Appreciate the attention to accommodate persons with disabilities.	Morgantown has so many areas between properties that are terribly unkempt. RE: Nobody's responsibility. How can we promote and enforce a clean well kept city with livable neighborhoods with so many common properties that get no care? Please look at this fresh with fresh eyes-Thank you!	
7	I support the single family homes and the areas.	I would have liked to see townhomes identified as a RIA option, while increasing density they offer affordable options to more people.	I think the community groups have too much input into the development system. Solid redevelopment needs to have the same merit as community groups-redevelopment= Future.

PUBLIC OPEN HOUSE COMMENTS

Neighborhoods and Housing

	Comments of Support	Comments of Concern	General Support
8	In theory, what you're saying is good.	In reality, you only mean this for well connected neighborhoods. South Park will be fine. Wiles Hill? Not so much.	As long as you're willing to equally apply these ideas, great. But as it stands, some neighborhoods are sacrificed to protect others. That is highly problematic.
9	Aesthetics are important.	Landlords/owners who are not concerned about aesthetics.	
10	Promote green building as part of city code enforcement.	Use LEED Standards.	
11	Promote broad range of housing types and prices green building for lower incomes.		
12		Morgantown must take every effort possible to protect its neighborhoods, especially those that are stable but threatened by student housing.	
13	Important: 1.1, 1.3, 4.1 Good ideas: 2.3, 2.4		
14		This new plan must ensure that single family in Morgantown can still find a home in town to buy and own. It is very scary and worrying that so many homes are being purchased by large rental business.	
15	Neighborhoods need investment in owners hip, transportation, livability	Support walking on sidewalks/ alternate forms of transportation. Public transportation available more for outside city neighborhoods.	Sidewalks, public transportation, community schools maintenance, green single family
16	All of it!	In my neighborhood there are zoning exceptions that I am rather surprised by. Some of the rules seem easily beat.	
17		We need to do everything that can be done to enhance our residential neighborhoods.	
18	NH 1.1, Support renovations, 1.3, rehab and adaptive reuse. 4.1<4.4 all of these 3.1 street lighting	Morgantown historic landmarks committee should be consulted in the development of standards for neighborhood preservation- historic preservation vital to monitoring the integrity of older neighborhoods.	

PUBLIC OPEN HOUSE COMMENTS

Community Facilities and Services

Comments of Support		Comments of Concern	General Support
1		Concerned about limited accessible housing.	
2	There should be more recreational and educational facilities for non- students.	Encourage the preservation of our downtown area to keep it vibrant and healthy as well as a tourist and economic attraction. Once stuff is gone, it never comes back.	Preservation of a downtown area and historic district.
3			BOPARC of facilities are excellent planning should incorporate park/recreation using a county wide perspective.
4	Assist special needs populations, especially homeless, individuals, detract from Morgantown's parks, library, courthouse, etc. Needs to be addressed in compassionate way.		Need more meeting spaces- non church- with convenient parking. Schools not ideal. New library in North Morgantown would/ could be asset for many services for community.
5		The city needs more recreational facilities for residents that are not university connected.	
6	The plan is a good, thoughtful approach to our growing community.	Improve pedestrian access to parks.	
7	Expand parks and trails. Encourage healthy lifestyles. Really like CF 6.3 Healthy initiative.	Do not continue to expand infrastructure to support sprawl development. Encourage dense development and reuse of current housing retail. Concern over retail restaurants outside of city limits-drawing down tax base for city.	
7		Encourage green energy sources for utility services supplying the metro area.	
8	3.3 charge fees to ensure proper maintenance. Important: 1.3,2.4, 3.4, 4.1. 2.2- if found not useful, enter into private public partnership for development.		Attract a YMCA
9	Recreation and park facilities need to be expanded and improved.	Neighbors isolated from use of whole facilities	Activities and investment needs to occur in city limits. Community sidewalks, greenspace and recreation.
10	Would love to see a public indoor recreation facility, after home at school, Waste collections.		
11		We shouldn't take the education portion so lightly; education facilities and practices are a major contributor to community.	
12	2.1-2.5, All of them, Hazardous wastes events.	More involvement by county and other municipalities in development of parks and recreation.	

PUBLIC OPEN HOUSE COMMENTS

Economic Development

Comments of Support		Comments of Concern	General Support
1			Denser, mixed use development will have a more positive and sustainable growth, both economic and physical, than Morgantown's rapid expansion- town cutters like Star City and Suncrest
2			Think regionally, Clarksburg to the PA-WV border. Some aspects of Community are municipality specific, but we may benefit from thinking about the I-79 corridor, eg. 30-45 minutes from Morgantown to Clarksburg.
3	Definitely need to improve infrastructure.		
4			I suggest a study sponsored by state to consolidate Morgantown, Westover, Star City, and Granville. This would result in more collaborative and shared investment in resources.
5		Is economic growth of big chain stores etc? Really a good thing if it puts our local businesses out of business? I am concerned if the university owns everything what happens to Morgantown and its income? We can't survive if the university owns everything tax free.	Controlled growth to avoid sprawl and destruction of current neighborhoods.
6	Appreciate support and promotion of new business parks, retail, restaurants, etc. Such a vibrant town!	An appropriate balance between WVU and WUOH interests and the interests of the city at large.	Let's not stake the economic development of our city or downtown on "Hot spots" or bars.
7	Objective #6- Balances approach that considers costs/ impacts of growth including loss of greenspace and farmland plus increases strain on infrastructure.	Like regional branding that defines us beyond WVU/ Football town.	
8	Very important: 1.1, 1.2, 2.2, 6.2. Good: 3.2, 4.2, 5.3, 6.3		5.4 Tie into current intersection with Pierpont Centre Don't create a new traffic light.
9		This plan must do something to ensure that local middle class people can invest and own business in Morgantown. Too often, out of town or local "big wig" investors are the only parties that can compete.	
10	Promote Infrastructure Investment	Encourage small business development through business incubator strategies.	
11	Social Services	Small businesses and development impact mitigation.	
12		Acknowledge importance of maintaining homeowner areas.	Roads, utilities, sidewalks. Those who develop must contribute to overall infrastructure.

PUBLIC OPEN HOUSE COMMENTS
Economic Development

Comments of Support		Comments of Concern	General Support
13		Development should not be dominated by WVU without consideration for the total community.	
14	1.1-1.2 revenue state and local for infrastructure. 4.1-4.2-incubator. 5.3, improvements at airport and 5.4-5.6, ED 6.1-6.3 fiscal impact all of these. ED 7 Workforce development.	Improvement and expansion of airport as in TR 8 and ED 5.3 vital to economic development plan.	
15		I recommend using the word sustainable in relation to economic development. Tie economic development to environmental protection like you tie the economic development to fiscal impacts of growth. Economic development should consider the environment and public health impacts of growth.	