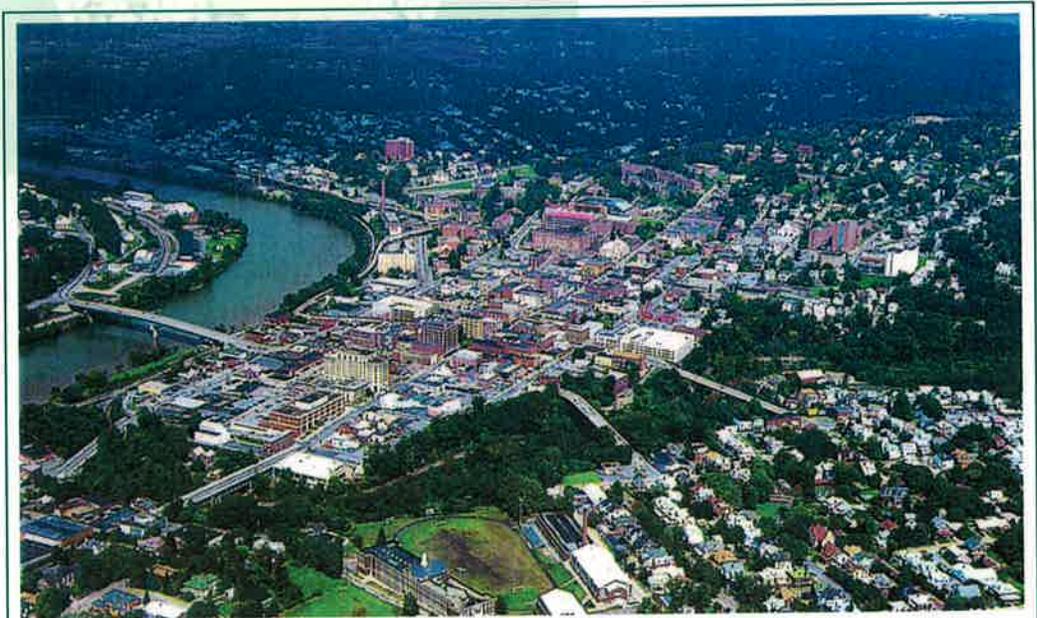


The City of

Morgantown

West Virginia



COMPREHENSIVE PLAN

Enacted by Ordinance by the Morgantown City Council, January 5, 1999



The Morgantown Comprehensive Plan
City of Morgantown, West Virginia

AN ORDINANCE TO AMEND ARTICLE 1301 OF THE MORGANTOWN CITY CODE, PERTAINING TO THE COMPREHENSIVE PLAN FOR THE PHYSICAL DEVELOPMENT OF THE CITY OF MORGANTOWN, TO DELETE REFERENCES TO THE 1970 COMPREHENSIVE PLAN AND TO ADOPT THE 1998 COMPREHENSIVE PLAN.

WHEREAS, West Virginia State Code Section 8-24-16 provides for municipalities to prepare and adopt comprehensive plans for orderly development and the general welfare of the residents, and

WHEREAS, the Morgantown City Planning Commission has caused to be prepared a revised Comprehensive Plan 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 City Code be amended as follows:

1301.03 PLAN COMPOSED OF REPORTS ADOPTED BY REFERENCE.

The Comprehensive Plan consists of:

- (a) ~~A report entitled, "Planning Studies - basic research, surveys and analysis - the City of Morgantown, West Virginia, and its Urban Area", dated January 22, 1970.~~
- (b) ~~A report entitled, "The Comprehensive Plan for the Physical Development of the City of Morgantown, West Virginia, and its Urban Area", dated January 22, 1970.~~
- (c) ~~A report entitled, "Implementation of the Comprehensive Plan for the City of Morgantown, West Virginia", dated February 19, 1970.~~
- (d) ~~A report entitled, "Annexation Plan for the City of Morgantown, West Virginia", dated March 12, 1970.~~
- (e) ~~Elements of the Woolpert Planning Study as follows:~~
 - (1) ~~The Woolpert Study, a copy of which is hereto attached and made a part of original Ordinance 92-46, shall hereinafter be considered as a part of and an appendix to the 1970 Comprehensive Plan of the City.~~
 - (2) ~~The Land Use Plan Map contained on Page 11 of the 1970 Comprehensive Plan is hereby amended so as to incorporate the recommendations of the Woolpert Planning Study.~~

- (3) ~~The Major Thoroughfares Map contained on Page 34 of the 1970 Comprehensive Plan is hereby amended so as to incorporate street design and location changes presently in place and occurring since 1970, as well as the construction of the Personal Rapid Transit system, all of which are evidenced within the Woolpert Planning Study.~~

~~All of the previous reports are hereby adopted as the "Comprehensive Plan Ordinance of the City of Morgantown, West Virginia, 1970", by reference and made a part hereof as if fully set out in this article in accordance with West Virginia Code 8-11-3 and also in accordance with West Virginia Code 8-24-21.~~

- (a) A report entitled "The Morgantown Comprehensive Plan, 1998", dated November 23, 1998.

The above report is hereby adopted as the "Comprehensive Plan Ordinance of Morgantown, West Virginia, 1998", 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 8-24-21.

1304.04 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 shall also be deemed to be parts of the "Comprehensive Plan of Morgantown, West Virginia, ~~1970~~ 1998".

This ordinance shall be effective upon date of adoption.

FIRST READING: December 1, 1998

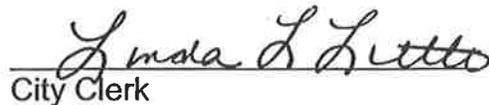
ADOPTED: January 5, 1999

FILED: January 6, 1999

RECORDED: January 6, 1999



Mayor



City Clerk

Acknowledgments

MORGANTOWN CITY COUNCIL

Frank Scaffella, Mayor
Ronald Justice, Vice Mayor
Thomas Bloom
Charlene Marshall

Betty McClain
Teresa Miller
Frank Salucci

MORGANTOWN CITY MANAGER

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Michael Kraley
James Lattanzi
John Lozier

Teresa Miller
Marka Paporozzi
Barbara Rasmussen
Edward Skriner
*William Overbey

MORGANTOWN PLANNING STAFF

William Bechtel, AICP
John Finney
**William Meyer III
Rebecca Ash

CONSULTANTS

Planning assistance provided by LDR International, Inc.,
Columbia, Maryland.

FUNDING

Preparation of this Plan was funded by the Morgantown City
Council.

REGIONAL COOPERATION AND PUBLIC PARTICIPATION

In September 1995, the City of Morgantown, the Monongalia County Commission and the West Virginia Department of Transportation (WVDOT) embarked on a coordinated effort to develop a long-range Transportation Plan for the County and City. The Chamber of Commerce, through the Vision 2000 Program, provided a local forum to coordinate the study. Parallel County and City of Morgantown planning studies were undertaken in conjunction with the consulting firm LDR International, Inc. LDR worked closely with WVDOT consultant, Barton-Aschman Associates, Inc. Much appreciation goes to WVDOT for its help in providing a transportation framework that can be used to make decisions on growth and development.

A special thanks goes to the approximately 200 area residents who took part in the public participation work groups that helped frame the vision, goals and objectives of the Comprehensive Plan.

*Former Commission Member

** Former Staff

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Purpose

The Comprehensive Plan and its Legal Basis

State Code Section 8-24 gives the framework for county and municipal governments to prepare and adopt Comprehensive Plans: promoting orderly development; improving the health, safety, convenience, and welfare of their citizens; and carefully planning for growth in concert with adequate highways, utilities, health, educational, and recreational facilities. Involved in this is the need to specify lands for open space, industry and business growth, and residential areas to promote the efficient, economical use of public funds.

The Plan is a policy guide for the Planning Commission and City Council as they assess the location, character and extent of proposed public and private development. Plan policies and recommendations are implemented over time through many decisions including rezonings and subdivisions of land and the location and construction of public improvements.

The Plan is to be used by the Planning Commission and City Council as these bodies review all proposed development plans to determine conformance with the goals, objectives, strategies, and recommendations included in the Plan.

Process

Public Participation

Morgantown's Planning Commission included citizen involvement as a significant element throughout the process of developing the Plan. Public interaction and review of interim products were included at key plan development points.

The public participation effort began with our consultant's interviews of a wide range of community leaders in various capacities to understand issues and opportunities facing Morgantown. Subsequently, more than 100 persons attended the Plan kick-off meeting with the general public. The Planning Commission then created committees on each topical element of the Comprehensive Plan and invited interested citizens to help develop statements on the problems, issues, and opportunities, and the visions, goals, and objectives upon which the Plan would be based. A compilation of those statements was then made available for public review and comment. Discussion of this material by the Planning Commission at public meetings was followed by review and refinement by the Commission and staff and then provided to the consultant. This community input became the Plan's foundation.

How to Use the ***Plan***

The Planning Commission held another public meeting to review the draft Comprehensive Plan Map and associated draft recommendations prior to the commencement of plan writing.

The subsequent draft Plan text and maps were publicly distributed for review. Copies were provided to active neighborhood associations, placed on library reserve, and the Plan was posted on the city's Web site. In September 1998, an open house was held to receive public comment, answer questions, and discuss the implications of the Plan. Based on this public input, a Plan Addendum was published. In November 1998, the Planning Commission reviewed the revised draft text at a public hearing and made additional changes before recommending the Plan for adoption to the City Council. City Council held a public hearing to review the Plan and then unanimously adopted the Plan, by ordinance, on January 5, 1999.

This Plan is to be used as a guide for all land use and development decisions within the city. It provides the framework and basis for the review of zoning and subdivision applications, public facility investments and other land use and development-related public actions. Thus the Plan guides both public actions and private development decisions.

This Plan is organized in 11 elements or chapters which follow this introductory section. These elements are as follows:

- Regional Context and Demographic Profile
- Land Use
- Transportation
- Economic Development
- Environment, Open Space and Recreation
- Community Facilities
- Historic Preservation
- Housing
- Social Services
- Community Relations
- Implementation

A good starting place when assessing development proposals is the Plan's Comprehensive Plan Map, which provides broad guidance for the development of land and access to it. The reader should then consult each element of the Plan for recommendations and policies that may impact and apply to his/her neighborhood, property, or proposed development application.

With the exception of the Regional Context and Demographic Profile and the Implementation elements, each element of the Plan begins with a vision statement. The vision statement describes the desired future from the *perspective of the year 2020*—the Plan’s time horizon. Thus, the reader will find references to events that are envisioned to occur within the next 20 years as the Plan is implemented.

The vision statement is followed by a brief overview of the element, a list of key issues to be addressed, and a set of goals, objectives and strategies to guide implementation.

Regional Context and Demographic Profile



Regional Setting

Currently the city with the largest population in north central West Virginia, Morgantown, is the northernmost city along the I-79 economic growth corridor, which has become so important to the State in recent years. Washington, Uniontown, and Pittsburgh, in Pennsylvania, are 25 to 70 miles from Morgantown, and Fairmont, Clarksburg, and Bridgeport, West Virginia, are 20 to 35 miles from Morgantown. Daily commutes for employment, shopping, and university education interlink these cities with Morgantown. Upon construction, in Maryland, of the freeway connection to US-48, the route was renamed to I-68, providing direct access from Morgantown to the Washington, D.C. metro area about 200 miles to the east. Currently another freeway is being built in Pennsylvania, to interconnect with I-68 at the Cheat Lake interchange. This will improve access to Uniontown, PA, and Pennsylvania's expressway system. The estimated population of Monongalia, Wetzell, Taylor, Preston, Marion, Green (PA), and Fayette (PA) counties is 400,000 by the year 2000.

Morgantown is situated in the foothills of the Appalachian mountains, on the Monongahela River, which flows north to Pittsburgh where it joins the Ohio River. The Cheat River, to the east of Morgantown, has a hydro power dam, which created Cheat Lake, flowing into the Monongahela River at Point Marion, PA.

Demographic Profile

Impact of West Virginia University

Morgantown, because of West Virginia University (WVU), the regional medical center facilities, and federal research centers located here, is a very cosmopolitan community. The cultural, medical, and educational opportunities available are also very important to persons/families that relocate to north central West Virginia from larger cities in other states.

West Virginia University's impact upon the city is evident in a number of ways, particularly when associated businesses and medical facilities are included. The WVU student enrollment has been rather steady, at about 21,500, for several years now, and is expected to be at that level for the next 10 years. While nationally there are fewer students graduating from high school, a greater percentage are going on to college.

A 1995 WVU report showed 3,440 students (16 percent) living on campus, and 18,060 living off-campus, including 4,200 part-time students. Many of those living off-campus do not live in the city. Commuting from nearby counties in Pennsylvania and West Virginia is quite common.

Population and Households

Table RC-1 provides a summary of the City's population and households and shows salient information as compared to the county and state. Morgantown accounts for approximately one-third of the county's population and households. It has a much smaller household size than either of the comparison areas and a lower rate of family households. The latter is mainly a function of the WVU student population.

Table RC-1: Population & Households, 1990
Morgantown, Monongalia County and West Virginia

	City	County	State
Total Population (1990)	25,879	75,509	1,793,477
Persons Per Family	2.85	3.0	3.05
Persons Per Household	2.21	2.4	2.6
Total Households	9,588	29,087	688,557
Percent Family Households	45.3	60.6	72.7
Married Couples	36.1	49.5	59.0
Female Householder	6.9	8.4	10.7
% Living Alone	34.8	28.7	24.5
% Elderly, 65 and over	10.3	8.7	12.3
% Female, 65 and over	8.7	7.0	9.7

Source: Bureau of the Census, 1990

Housing

For off-campus students, prior to 1990, housing was concentrated in private dorms, houses, and apartments near campus. Since 1990 several hundred new apartments, primarily for students, have been built just outside Morgantown, in Monongalia County. The result has been that many older, less attractive rentals in the city are vacant. Non-student households do not find such vacant units attractive due to lifestyle conflicts with the students who live there.

In 1990 Morgantown had about 10,500 dwelling units. According to census data, and supported by the city's rental inspection and registration program, a substantial portion (about 60 percent) of the total supply was renter-occupied. This compares to about 23 percent for the state. In Morgantown, low and moderate income persons/families have a very difficult time competing for housing. Two or three University students living together can pay a higher monthly rent than can low income non-student households.

Income

In 1990 Monongalia County had the sixth highest per capita income in the state, at \$18,174; just \$296 less than the third highest county. If it were not for the large number of "low income" university students who are included in the calculation, the county's ranking would be much higher. Three census tracts in the city, where students predominate, have been classified by HUD as low-moderate income areas eligible for federal grants.

Age

The age of the population is an important factor in several planning elements, such as parks and recreation and housing. Because of the large number of WVU students, the city's resident median age is only 23.3 years as opposed to 35.4 for the state. In fact, about 65 percent of our residents are in the 18-44 year-old age group.

Race

The racial makeup of Morgantown, because of WVU and the other governmental facilities here, is somewhat different than the state averages as shown in Table RC-2.

Table RC-2: Race, 1990
Morgantown, Monongalia County and West Virginia

Race	City	County	State
White	92%	95%	96%
Black	3.5%	2.4%	3.1%
Asian	4.1%	2.1%	0.4%
Other	0.5%	0.4%	0.2%

Source: Bureau of the Census, 1990

Projections

Projections of population, households, and jobs were developed as part of the countywide transportation study. The projections forecast how much growth will occur by 2020, what type of growth it will be, and where it will be located. Household and employment was distributed first to ten districts and then to a finer grain of traffic analysis zones (TAZs). TAZs are created by combining census block groups. Tables RC-3, RC-4, and RC-5 show the household, population and employment projections for the city, county, and Morgantown Urban Area (defined as the county area generally east of a north-south line across the county from Arnettsville in the south to the crossing of the Pennsylvania state line by I-79 in the north).

The employment growth projected for the county is especially strong in health services, engineering and university-related sections. Employment is expected to outpace population growth by a substantial amount in the Morgantown Urban Area, resulting in an increase in people commuting into greater Morgantown and the county.

Table RC-3: Household Projections, 1995-2020: Morgantown, Morgantown Urban Area and Monongalia County

	1995	2020	Change
County	32,900	38,200	16.1%
Morgantown Urban Area	30,300	35,600	17.5%
Morgantown	10,700	11,100	3.7%

Source: 1995 estimates derived from 1990 Block Group Data, adjusted by LDR & City of Morgantown staff; 2020 projections developed by LDR & the West Virginia Regional Research Institute

Table RC-4: Population Projections, 1995-2020: Morgantown, Morgantown Urban Area and Monongalia County

	1995	2020	Change
County	79,000	91,700	16.0%
Morgantown Urban Area	72,700	85,400	17.5%
Morgantown	26,900	27,800	3.3%

Source: 1995 estimates derived from 1990 Block Group Data, adjusted by LDR & City of Morgantown staff; 2020 projections developed by LDR & the West Virginia Regional Research Institute

Table RC-5: Employment Projections, 1995-2020: Morgantown, Morgantown Urban Area and Monongalia County

	1995	2020	Change
County	49,600	66,100	33.2%
Morgantown Urban Area	47,300	63,700	34.7%
Morgantown	27,400	34,600	26.3%

Source: 1995 estimates derived by LDR, the West Virginia Regional Research Institute (RRI), & City of Morgantown staff from U.S. Bureau of Economic Analysis & U.S. Census data; 2020 projections developed by LDR & RRI

Vision Statement

The vision statement, and general goals and objectives declared in the Comprehensive Plan were long debated at neighborhood meetings, at which residents developed detailed and specific responses to the issues and needs of their portion of the city. The several municipalities, and state and federal agencies in the area discussed interdependent relationships and the needs and desires that should be incorporated.

The business community has been very supportive of planning priorities. Developers expect to deal with an informed and involved citizenry now, and come more prepared to tout their proposals' consistency with the Plan. Citizen participation has increased since the public participation process undertaken during the development of the Comprehensive Plan.

While Morgantown's "old" city development continues to exude the diversity of family and student rental housing, and many parking, congestion, and traffic issues have moderated, the vitality is still reflective of the small town atmosphere that so many people value. In the newly annexed areas there are scattered subdivisions and business centers. The layout and project design of these new developments tends to provide the same quality of life values found in older sections of the city. However, steep hillsides and the environmentally sensitive areas have been preserved.

The road network and transportation system improvements proposed in the Plan have allowed more development without an increase in congestion and parking problems; the interaction between land use and transportation has been recognized and the new countywide Transportation Commission works closely with the city to evaluate the likely impacts of new development on the transportation system.

Since the 2000 census, when the Morgantown area became a recognized metropolitan area, many national businesses have sought to open local offices/agencies in the area. Such activity is generally very good for business and the local economy.

Overview

This element of the Comprehensive Plan provides guidance on the future land use of the city. It includes a brief description of existing conditions and focuses on key planning priorities. Land use should be assessed in conjunction with all the other elements of the Plan, particularly transportation, community facilities, and environment, parks, and open space. This element also provides guidance on the future redevelopment of the Morgantown Riverfront, a major opportunity area for the city.

Planning Context

Morgantown occupies approximately 10.53 square miles, about half of which is non-university property. One of the most densely populated cities in the state, the city's land area is about 95 percent developed. The largest land uses are single-family residential and institutional uses. Especially prominent are the lands owned by WVU. The city's downtown district includes a mix of employment, retail, government, institutional, and service uses. It is the hub of activity in the region and is the county seat. Map LU-1 shows the existing location and distribution of uses.

As a mostly builtout city, Morgantown is focused on redevelopment and renewal of existing uses and structures. Revitalization of areas such as the riverfront provide a substantial opportunity for the city to expand its tax base, provide for new residential opportunities, and improve the quality of life for residents and visitors alike.

In addition, the city has recently been fortunate to be able to annex some additional lands adjacent to the airport and in other areas, including all of WVU's farmlands. Capitalizing on these opportunities for business expansion, particularly at the airport, will assist the city in its efforts to generate more activity at the airport.

Key Issues

- Some of our long time residents sense that we have lost the comfortable feeling of a small town community and neighborhoods.
- Some neighborhoods in the city have no organized associations, and therefore do not have a strong voice in addressing problems, and they also suffer from a lack of sense of community.
- Growth and development in the past have been sporadic in the city. Much development is occurring outside of the city limits because land is available and there are no county regulations to guide development.
- Commercial development is encroaching upon, rather than serving the needs of residences. Better integration is desirable.

MAP LU-1

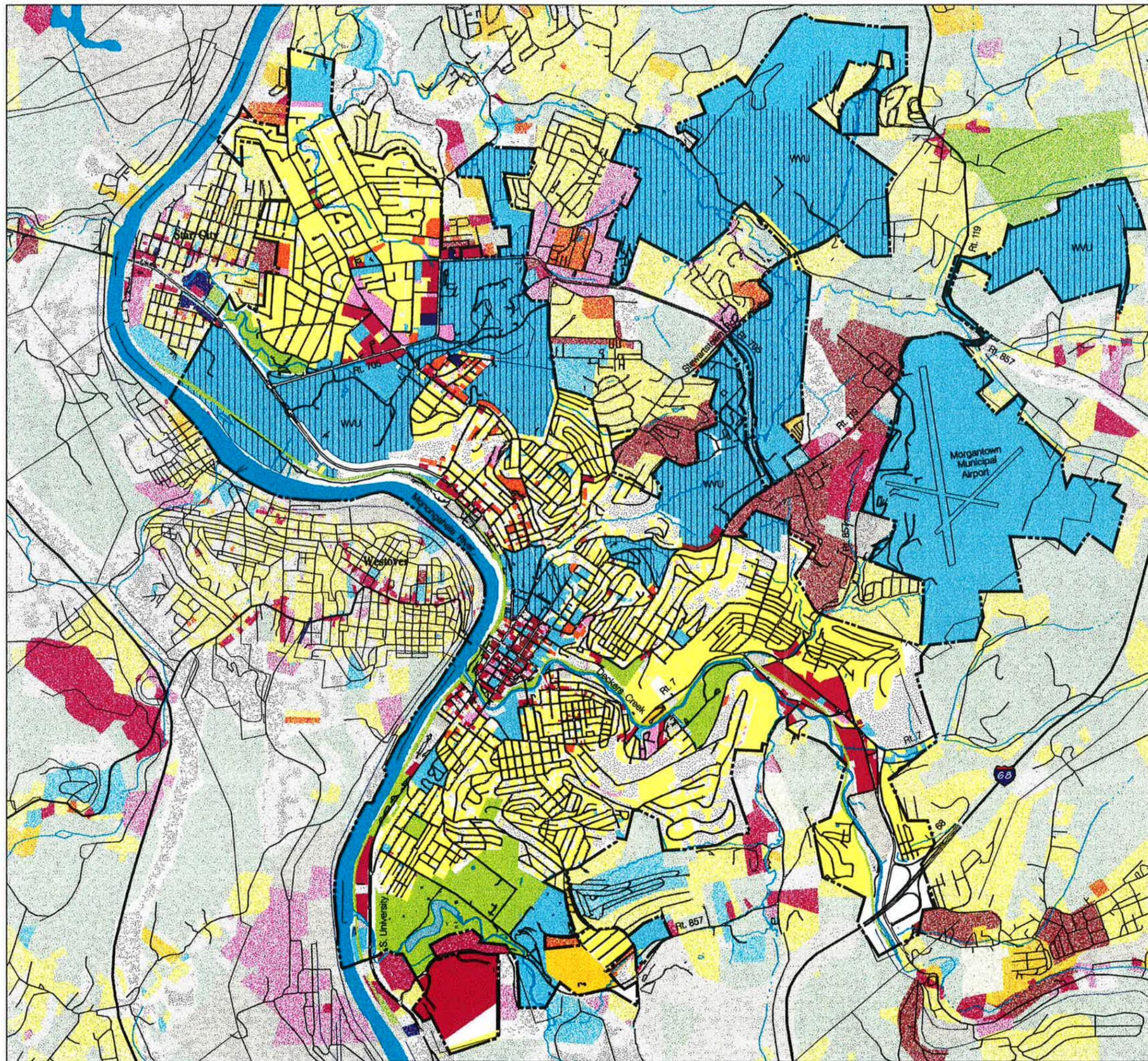
Existing Land Use

COMPREHENSIVE PLAN

Morgantown, West Virginia

PREPARED BY: LDR International, Inc. Planning and Urban Design

January 1999



Legend:

- Single-Family Residential
- Mobile Home Park
- Multi-Family Residential
- Mixed Residential/Commercial
- Retail/Services
- Office
- Hotel/Motel
- Public/Institutional
- West Virginia Univeristy
- Industrial
- Parks and Recreation
- Agricultural/Forest
- Vacant
- Morgantown City Boundary



Note on Map Sources:

1. The existing land use information was compiled by the City and is based upon the tax assessors' records. This information has not been field checked.
2. The Morgantown Utility Board provided the planimetric information for the greater Morgantown area, based on a 1996 air photo.
3. The roads in the remainder of the County are based on TIGER files from the Bureau of the Census, U.S. Department of Commerce.

Comprehensive Plan Map

- The municipalities and the county could benefit from jointly meeting and working on issues that are of mutual concern. The same thing is true with state and federal agencies that have property here.
- Land use planning has not focused enough on urban design, landscape architecture, aesthetics, and historic preservation, which all affect the well-being of residents.
- Development review procedures do not maximize opportunities for public comment in the decision making process.
- City entrance corridors are not as attractive as they could be.
- Utilities and infrastructure are not always available for newly developing and annexation areas.
- The Riverfront is not used to best advantage as a community asset.

The recommended land uses for the city are shown on Map LU-2, the Comprehensive Plan map, and described in the more detailed recommendations, goals, objectives and strategies found throughout the text of the Plan. In addition, to showing future land use, the Comprehensive Plan shows the major physical recommendations of the Plan. The Comprehensive Plan map should be used in conjunction with the text of the Plan.

City Gateways

Gateway images are important because they contribute to the visitor's first impressions of a city. Morgantown's entrance gateways are not well-defined—and could be improved to enhance the visitor's first image of the city.

Gateway features (landscaping and signage) should be located on highly visible sites along the primary entrance and project a quality image for the city. It is recommended that the city implement gateways/entrance features at the following locations:

- Route 7
- US 119
- Westover Bridge
- Airport
- Monongahela Blvd. (at entrance from Star City)
- Route 705/Patteson Drive

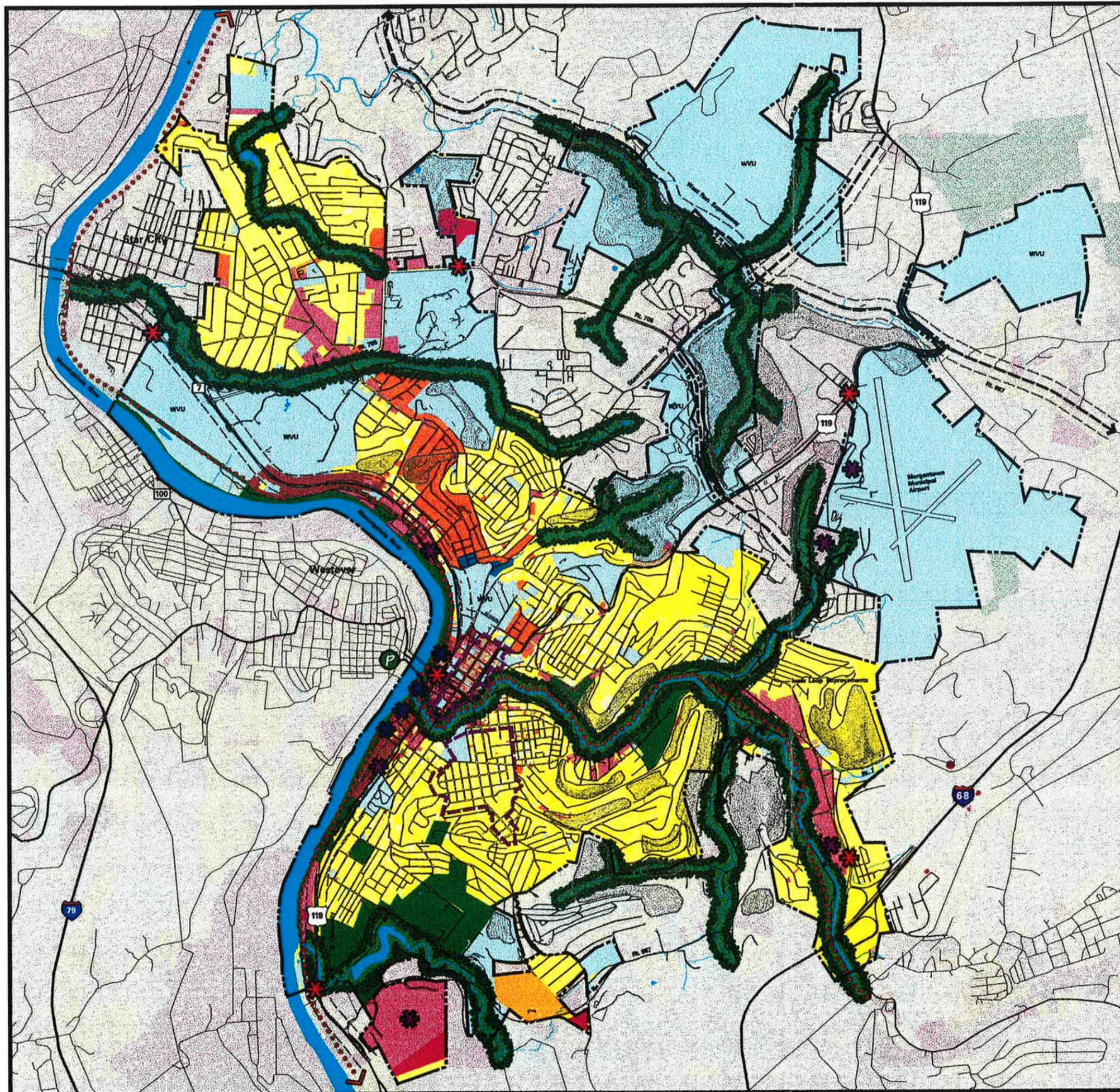
MAP LU-2

Comprehensive Plan

Morgantown, West Virginia

PREPARED BY: LDR International, Inc. Planning and Urban Design

January 1999



- Legend:**
- | Existing | Planned | |
|----------|---------|--|
| | | Single-Family Residential |
| | | Multi-Family Residential, Mobile Home Park |
| | | Mixed Residential/Commercial |
| | | Commercial |
| | | Public / Institutional |
| | | Agricultural / Forest |
| | | Parks and Recreation |
| | | Historic District |
| | | Trail System |
| | | Rivers, Streams, Waterways |
| | | Environmental Protection Corridors |
| | | Entrance Gateways |
| | | Economic Development Opportunities |
| | | Riverfront Redevelopment Area |
| | | Steep Slope Protection Areas |
| | | Planned Major Road Improvements |
| | | Corridor Overlay District |
| | | City Boundary |



Note:
This map is to be used in conjunction with the Comprehensive Plans text.

University Expansion

The University-owned lands identified on the Comprehensive Plan map are assumed to define the medium-term (ten-year) bounds of the university's expansion. However, there will inevitably be changes in the University's holdings resulting in both the need to acquire more lands as well as the sale of excess lands to the private sector.

The city should make every effort to nurture the relationship between the University, which is a major job producer and community benefit, and the surrounding neighborhoods. However, the University's expansion and activity should not detract from adjacent stable residential areas. It is recommended that the city and University work together with the neighborhoods adjacent to University lands and institutions to minimize the potential for negative spill-over impacts such as traffic, noise, parking, and housing issues.

Transportation Corridors

The city should coordinate with the West Virginia Department of Transportation on the future engineering and design studies for transportation corridors. It is also recommended that the city ensure that the capacity of the connecting arterials is not compromised by the addition of more curb cuts or uses that cause the deterioration of these corridors.

Corridor Overlay District

It is recommended that the city create a zoning overlay district along the following corridors to promote a reduction in traffic congestion and visual clutter and to protect the capacity of these corridors and safeguard their visual quality.

- South University Avenue and Beechurst Avenue
- West Run Expressway
- Route 705 Extended

The purpose of this overlay district is twofold:

- (1) To regulate specific traffic-generating activities that may have negative impacts on traffic movement along these arterial roadways; and
- (2) To regulate the visual appearance of structures and site design to enhance the visual appearance of these corridors through Morgantown and environs.

Development of the corridor overlay district should incorporate the following standards and requirements.

- (a) All new or expanded uses should have access designed so as not to impede traffic on these routes. Access via shared entrances, interparcel travelways or on-site drives connecting adjacent parcels is recommended to the greatest extent feasible.
- (b) Safe conditions and usable pedestrian circulation should be provided onsite to facilitate access to adjacent uses.
- (c) All service areas should be located in the rear of the building away from primary views. If exposed to view, due to unusual site conditions, service areas shall be screened with landscaping and architectural fencing.
- (d) Landscaping and street trees should be required onsite along rights-of-way.
- (e) Site entrance landscaping features should be required to help define and reinforce site entry areas and provide a sense of identify for development to provide a distinct and positive image for the city and its businesses.
- (f) Shade trees should be provided in all parking lots.

Morgantown **Riverfront**

Existing Conditions

The Monongahela River on the city's western edge stretches some four miles. It has long been valuable to the city and its development as a transportation corridor, carrying raw materials and other goods to and from Morgantown and other regions. It also provides electric power and is the source of the area's drinking water supply. Moreover, today, many in the region are beginning to appreciate the riverfront as a potential amenity and the site of significant redevelopment potential.

Exhibit 1 shows the existing land use along the riverfront and adjacent areas. Existing uses include commercial and industrial development, housing of various types, public facilities, WVU's Downtown Campus, and active and passive recreation and open space areas.



Exhibit 1: Morgantown Riverfront Existing Land Use

Some redevelopment and reuse of the riverfront have occurred in recent years but there are still many buildings that are less than fully utilized and ill-suited for modern employment uses.

The new South University Avenue Riverfront Park, the Caperton Trail along the river's edge, and the planned Decker's Creek Rail Trail will provide much improved pedestrian access to and amenity features at the river's edge. In addition, improvements have been completed, are being planned, and are underway for the downtown Riverfront Park. Improvements include renovations to the historic train depot as well as a new outdoor amphitheater and other park amenities.

Riverfront Framework

Exhibit 2 focuses on the portion of the riverfront that is adjacent to Morgantown's downtown. This area presents the most opportunities for redevelopment and reuse and can build on the locational synergies with downtown.

The exhibit identifies potential gateways to the riverfront at the Pleasant Street Bridge and at the numerous Decker's Creek crossings. The exhibit also highlights key opportunity sites that can take advantage of the riverfront as a major amenity. These key areas are highlighted with red border and include the "Wharf District" (which lies between Southside Lumber and Decker's Creek) as well as adjacent riverfront properties from Decker's Creek to the WVU owned property, including Stansbury Hall on Beechurst Avenue. WVU plans to build a smaller facility on this site where Stansbury Hall now stands with open space, playing fields and access to the riverfront. The Wharf Area is listed on the National Register of Historic Places.

Other riverfront properties to the north of this zone also have long-term redevelopment potential. These properties include University-held land and privately-held properties. A mixture of land uses is envisioned for this area that includes commercial, institutional, and residential development.

The recently announced complex, just south of the Wharf District, will contain a hotel-conference center, WVU's Administrative Services building, and a 750-car parking garage.

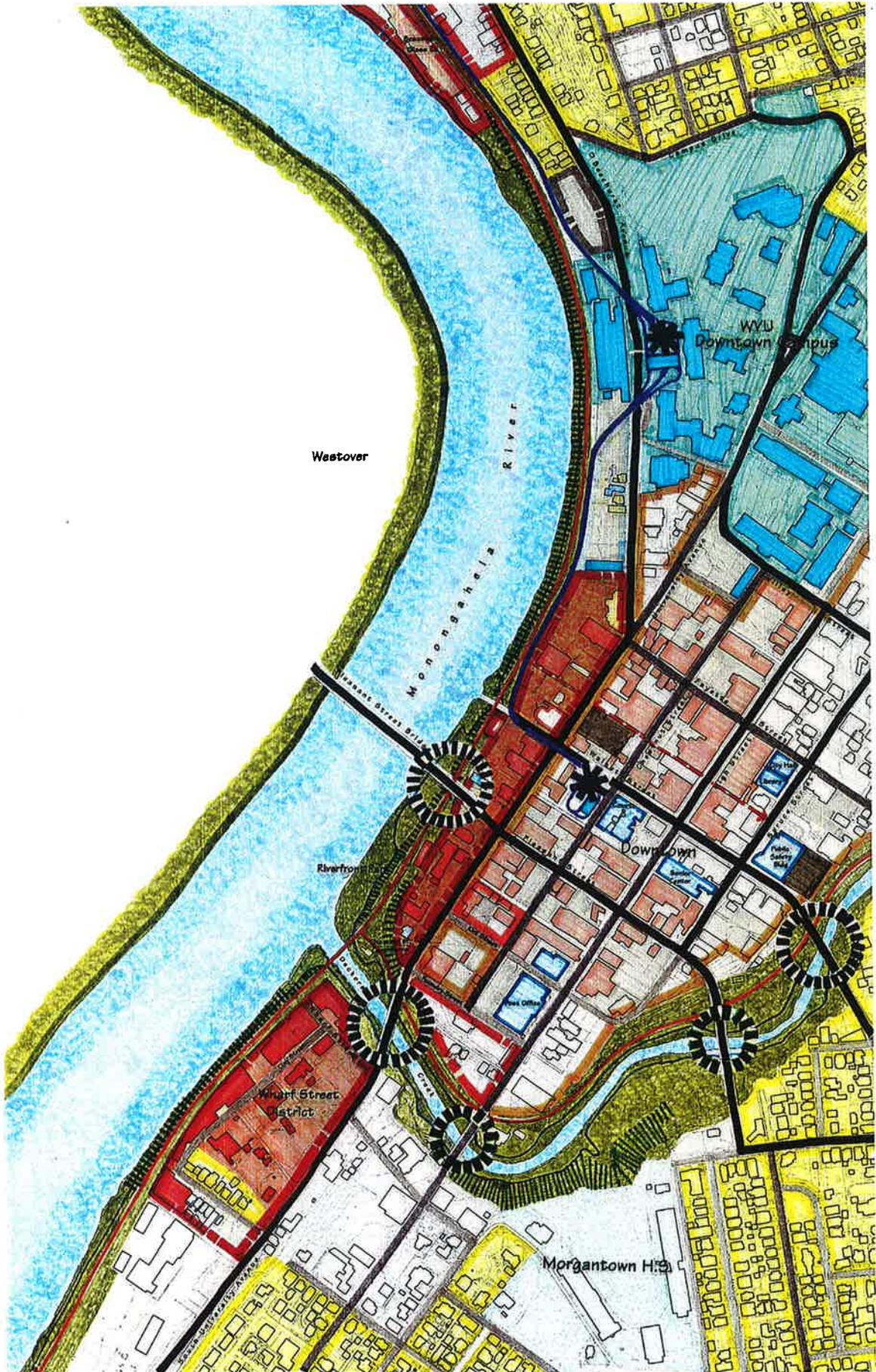


Exhibit 2: Morgantown Riverfront Framework

Riverfront Concept

Exhibit 3 displays a concept for the future development of a portion of the Morgantown Riverfront. The foundation of this concept is the development of an expanded public park and gathering place along the river's edge. Improvements are already underway within the city's Riverfront Park. Ultimately, the site will accommodate an outdoor amphitheater just south of the Westover Bridge. This concept also explores the idea of the long-term redevelopment of the eastern side of University Avenue between Walnut and Foundry Streets. This area is imagined as an area with a mix of uses focusing on development that takes advantage of views to the riverfront. Between the west side of University Avenue and the riverfront, the concept includes a public gathering place surrounded by new commercial uses including retail shops, restaurants, and the renovated train station. Decker's Creek is to be buffered by open space areas as it meets the Monongahela.

In the Wharf District, the opportunity exists for more employment, medium-density residential, commercial uses including restaurants. At the terminus of Hurley Street between Clay Street and the river's edge, a small riverfront plaza is imagined.

Ongoing and Proposed Riverfront Studies

Morgantown's Riverfront is the subject of two urban design studies. One of these studies is focusing exclusively on the Wharf District. This is funded by the City of Morgantown through a grant from the Appalachian Regional Council. An overall development framework and the identification and design of a phase one implementation project (such as a plaza or access improvements to the proposed Caperton Trail) are expected to be complete by Spring 1999, with construction on this demonstration project expected to commence in the Summer of 1999.

The other study is focusing on a developing framework plan and associated techniques to harness the development opportunities along the riverfront. These are to be used to help move the city from visions and plans to identifying implementation strategies.

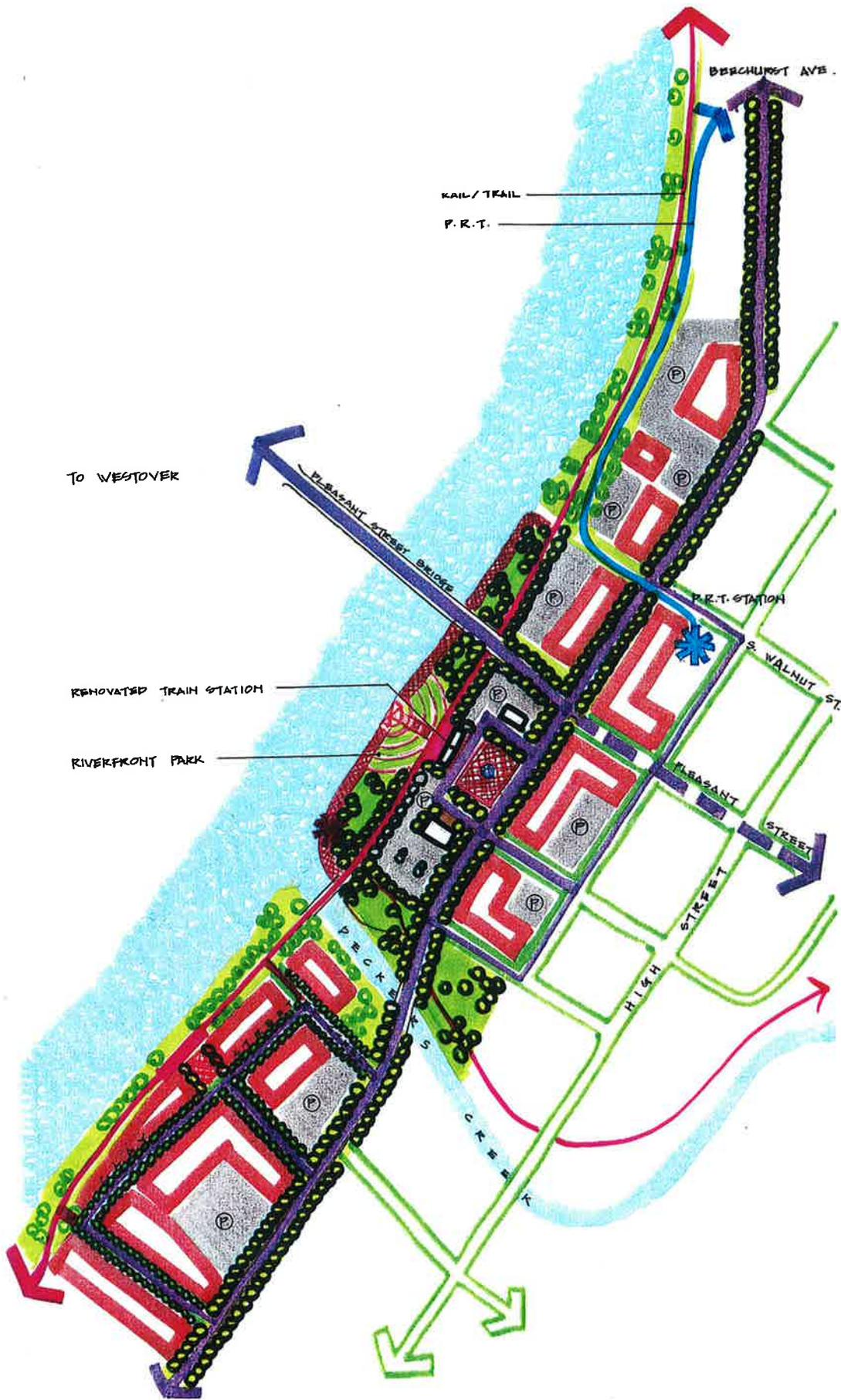


Exhibit 3: Morgantown Riverfront Concept Plan

Goals, Objectives, Strategies

Efforts should be made to craft zoning changes to encourage the kinds of development that support the mixed-use vision of the revitalized riverfront area. One of the implementation tools that should be studied is a zoning overlay district that would limit uses that are inconsistent with the vision of the riverfront area as the site of recreation, tourism-related, riverfront residential, and specialty retail uses and encourage desirable site planning features including historic preservation, appropriate signage, lighting, parking lot landscaping, and pedestrian and waterfront access.

When these studies are complete, it is recommended that these more detailed plans and strategies for the riverfront be incorporated into the Comprehensive Plan by amendment as an area or sector plan.

Goal A. Zoning and Land Use Plans that are consistent with the vision, goals, and objectives of the Comprehensive Plan.

Objective A1. A Comprehensive Plan Map that reflects the written concepts in the Comprehensive Plan, and a Zoning text and Map that adequately serve as "tools" to implement the Plan.

Strategies

- A1a. Periodically, the Comprehensive Plan Map and any small area land use plans should be evaluated in light of on-going changes in the community, to keep the plan current.
- A1b. Revise the Zoning (text) Ordinance to include options for new concepts in development, and to make the text more user-friendly. The Zoning Map needs to take into account the existing land use in areas adjacent to Morgantown.
- A1c. Develop a close working relationship with WVU Administration and its 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.
- A1d. Work with neighborhood associations and residents to support realistic zoning changes that conform to the Comprehensive Plan.

A1e. Identify where transition/buffer zones are needed to protect residential zones from intrusive impacts of non-residential development based upon existing conditions and land use trends. Such buffers may include open space/green space areas or land uses that act to lessen negative impacts.

Goal B. Effective, accountable enforcement of ordinances

Objective B1. Administrative procedures that result in effective enforcement of the ordinances.

Strategies

B1a. Evaluate ordinances and administrative policies and practices to define the current systems as a basis for identifying needed changes.

B1b. Assess planning/zoning limitations under state laws, and court actions/Attorney General's opinions that may affect changes we would like to make in the city ordinances and administrative processes. Identify desired changes to state laws based on assessment.

B1c. While working to achieve desired changes in State laws, recommend to City Council a package of revised ordinances.

B1d. Coordinate codes enforcement among city departments, with the emphasis on a team-approach and cross-training where feasible.

B1e. Prepare a public information guide that describes the process and adopted requirements that must be fulfilled in order to obtain development permits, and distribute the guides via the city offices.

Goal C. Community infrastructure systems that meet projected development demands.

Objective C1. To have needed infrastructure in place, or provided for, before site development is initiated.

Strategies

- C1a. Work with MUB to coordinate the expansion of sanitary sewer and water services in newly annexed areas.
- C1b. Require developers to provide for, or submit a bond for, all required on-site and off-site infrastructure and peripheral improvements before obtaining project development permits.

Goal D. A City Council that is well informed about neighborhood-level issues and residents' concerns about implementing the Comprehensive Plan and site development plans.

Objective D1. A positive working relationship between City Council and neighborhood associations to develop specific plans for each neighborhood, in concert with the Comprehensive Plan.

Strategies

- D1a. Encourage and assist neighborhood residents to organize as an association that can adequately represent its concerns and interests.
- D1b. Promote citizen participation, generally, and in particular in the issues considered by the Planning Commission each month.
- D1c. Work with neighborhood associations to conduct surveys that will help guide decisions on land use, specific projects, and possible changes in the Comprehensive Plan.

Vision Statement

With the adoption of the Comprehensive Plan and the focus on improved transportation systems as the foundation for community development, many transportation projects have been undertaken. The Inner Loop allowed a good deal of traffic to avoid mixing with local traffic that even today has peaks of congestion. Since this area was designated a Metropolitan Statistical Area (MSA) after the 2000 Census, federal transportation planning moneys, and moneys for projects, have flowed to the new Countywide Transportation Planning Commission created by the several local governments to oversee implementation of the regional Transportation Plan and to deal with regional transportation issues on an on-going basis.

The Capteron Trail is serving residents' and visitors' recreation needs and has quite a number of people using it to get to work or to school. It has increased bike travel safety since it avoids conflicts with motor vehicles. The PRT and WVU bus resources now serve in coordination with the countywide bus system. The new surface parking lots on campus, plus the park-and-ride lots have proved helpful in reducing traffic congestion and parking issues in many neighborhoods. The business and industrial park at the Morgantown Municipal Airport is well developed now, providing employment opportunities on a part of the airport that previously lacked access and infrastructure for development. Based on the 1995 Army Corps of Engineers Monongahela Reconnaissance Study of recreational and economic development potential along the 35-mile segment of the river, a number of transportation projects have been developed: small boat marinas, dockage facilities, and riverboats that seasonally offer sightseeing and dinner cruises.

Overview

The Transportation Element identifies key transportation issues facing the community and established goals, objectives and strategies addressing those issues. The recommended transportation improvements included in this Comprehensive Plan are the recommendations in the *Morgantown/Monongalia County 2020 Transportation Plan*, approved in 1998. For more detailed information and the full set of regional transportation recommendations, the reader should consult the 2020 Transportation Plan. The transportation system includes automobile, public transit, airplane, bicycle, and pedestrian travel.

Because Morgantown is a predominantly built-out city, it seeks to address the mobility needs of its residents, employees, and visitors through improvements to the existing regional transportation system. Two important planned improvements to this regional system include the West Run Expressway and the Inner Loop, which will enhance mobility around Morgantown and relieve the need for trips with origins and destinations outside the city limits to travel through Morgantown.

Planning Context

Roadway Network

Historically, the four most important highway routes in the county were US 19 and US 119, which run north-south through the eastern half of the county; WV 7, which runs the entire length of the county in an east-west direction; and US 48, which connects the county to the Maryland panhandle and points east. In recent years, US 48 was improved and redesignated as I-68, and US 19 has been paralleled roughly by I-79. US 119 from Morgantown to the north into Pennsylvania will soon be paralleled by the new Mon/Fayette Expressway.

In the Morgantown area, the highway and major street system assumes a radial pattern, focused upon downtown and environs. I-79 and I-68 bypass the Morgantown area on the west and east, respectively, and merge just south of the city to continue into Marion County as I-79. WV 7 provides the only east-west, cross-County route.

Rugged topography dramatically influences the roadway network in the Morgantown area. Morgantown's major street system is characterized by narrow two-lane routes with frequent, steep grades and winding alignments. The main exceptions to this characterization include the Monongahela/Beechurst/University corridor, which follows the east bank of the river through the city, and WV 705, which has been built on relatively level terrain as an arterial bypass around the north side of the city. These two corridors include most of the four-lane arterial mileage in the Morgantown area. Sections of Beechurst, US 119 south, and US 119 north (Mileground area) have a three-lane cross-section that includes two moving lanes and a continuous left-turn lane.

In the Morgantown urbanized area, aside from the two freeways, there are only 11 miles of major streets that have more than two moving lanes. This is only six percent of the arterial/collector mileage in the Morgantown area's major street system. This percentage of streets having more than two moving lanes is low, and it underscores a major part of the Morgantown area's current traffic problems—insufficient capacity in some key corridors.

Current Network Deficiencies

At least two major problem areas emerged above all others: (1) the excessive concentration of traffic upon the downtown area created by the radial street pattern, and (2) the increasing congestion on the north side of Morgantown associated with University, medical center, and related traffic. With significant in-commuting of workers and students, the north side needs better access to I-68 and I-79 without adding to the traffic passing through the downtown area. Another

significant problem area is the need to develop a system of improved roadways in the developing parts of the county adjacent to Morgantown, especially east of I-68 and south in the I-79 and US 119 corridors.

Recommended Network Improvements

Map T-1 shows the recommended road improvements in the Morgantown area. One of the planned improvements is the creation of an **inner loop** that will take traffic across Morgantown without having to pass through downtown. This can be accomplished by extending WV 705 south from its intersection with US 119 at Mileground to connect with CR 857 south of the Airport and then improving CR 857 as a four-lane route across the east and south sides of the city to a connection with University Avenue. This project will relieve traffic pressures on downtown and will divert thousands of vehicles daily from such streets as Beechurst, University, and Willey.

Another major planned improvement is the proposed **West Run Expressway** across the northern edge of the Morgantown area, which would provide a northern link between I-68 and I-79 and improve access to the University and medical facilities on the north side of the city. It would also relieve growing congestion on WV 705 through that area. It is proposed as a four-lane at-grade expressway with signalized intersections and control of access between intersections. If long-term growth should warrant, it could eventually be upgraded to freeway standards by constructing interchanges. The West Run Expressway would require new and improved connections into the north side, using such routes as Van Voorhis Road, Stewartstown Road, and a proposed new link to Willowdale Road that could become a major new gateway to the University and stadium.

The West Run Expressway alignment shown on the maps within this Comprehensive Plan is based on the proposed alignment as described in the regional 2020 Transportation Plan. The exact alignment would be determined after the state completes detailed engineering and environmental studies. During this period, the state's Department of Highways should hold additional public hearings and meetings to consider public comment.

While the Plan does not propose major street widenings in downtown Morgantown, there are other, relatively low-cost improvements that can be made to improve traffic circulation. A state-of-the-art traffic signal system can be critical to the efficient movement of traffic and the provision of signal timing that is responsive to changing traffic patterns at different times of the day and week. Recognizing the value of a coordinated, traffic-responsive signal system as an extremely cost-effective means of reducing congestion, the WVDOT has proposed a

extremely cost-effective means of reducing congestion, the WVDOT has proposed a new signal system for the downtown area. As part of this project, a detailed downtown traffic circulation and operations study should be conducted, to analyze those aspects of downtown traffic. Such a study should evaluate existing traffic and pedestrian signal locations and designs, other traffic control devices, on-street parking, and building service access needs.

Bicycle and Pedestrian Networks

Map T-2 shows the recommended bicycle network. Most of the recommended bike route segments are on roadways that are recommended for upgrading or widening. Each proposed roadway improvement will include consideration of appropriate bicycle and pedestrian accommodation through separate bike trails for projects such as the West Run Expressway and improved shoulders for bike use on all widenings and 2-lane upgrades. In addition, critical linkages between trails and access points to residential areas may require new short sections of bike trails. Signage of bicycle routes on low-volume streets will complete this system.

The Plan recommends several key connections to regional bicycle facilities, such as the Caperton and Decker's Creek Trails, and the development of the Mason-Dixon Trail in the WV 7 corridor westward across the County. The first two trails mentioned above are the backbone of the future bicycle network:

- *Caperton / Mon River Rail Trail:* This trail right-of-way runs along the east bank of the Monongahela River from Prickett's Fort State Park in Marion County to the Pennsylvania State Line; its approximate length is 30 miles.
- *Decker's Creek Rail Trail:* This rail right-of-way extends east from Morgantown to Reedsville in Preston County; its approximate length is 22 miles.

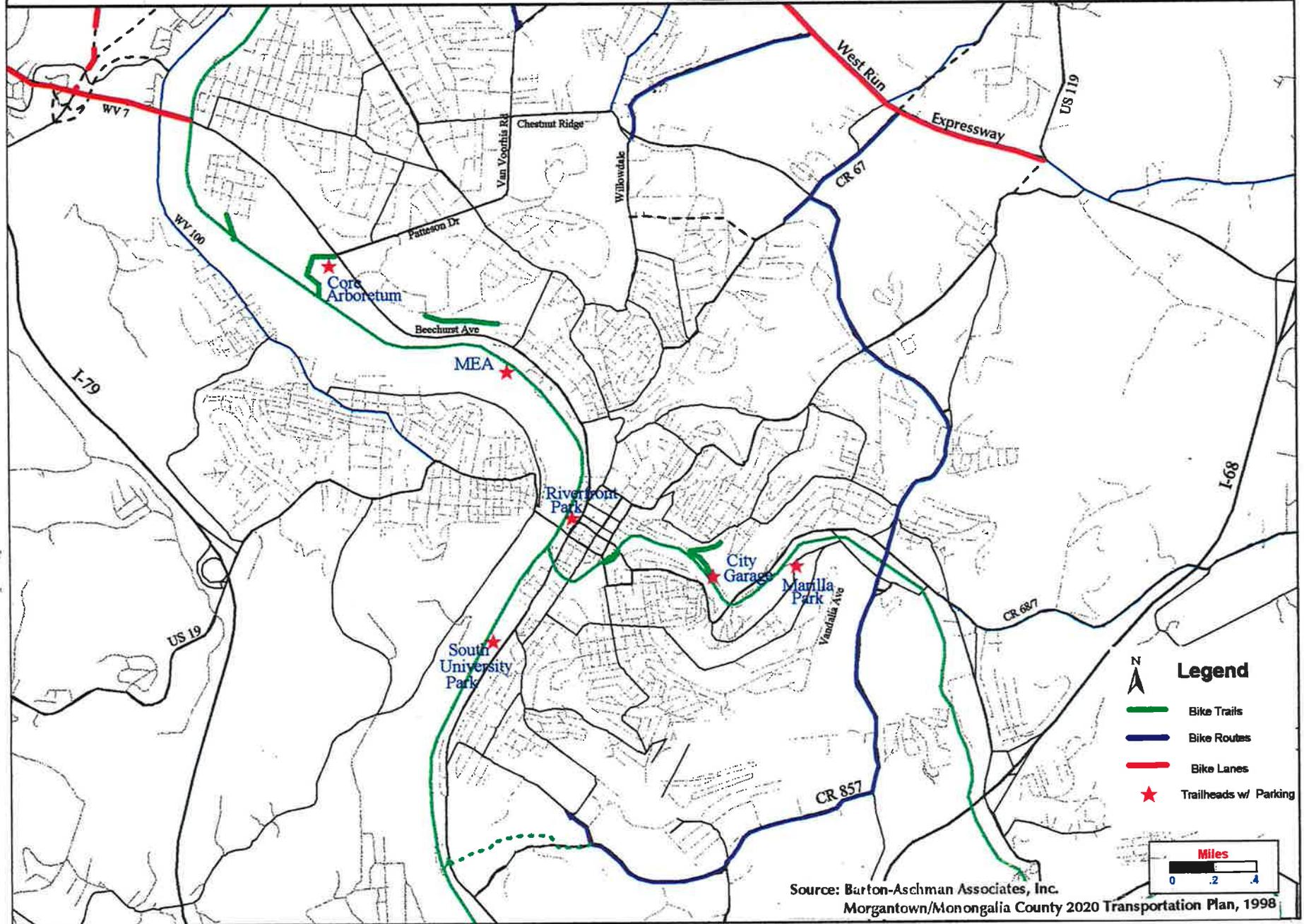
The right-of-way for these trails was purchased from CSX in 1996. The Mon River Trails Conservancy is a non-profit group established to manage and maintain the trails.

Public Transit

Public transportation plays a small but important role in the regional transportation system. Two groups are the primary users of the transit service: (1) university students, and (2) the transportation disadvantaged, particularly low-income and elderly residents. Surveys conducted in 1992 showed that roughly 75 percent of bus riders did not have a car available.

Map T-2

Recommended Bicycle Network



Three modes of public transportation are currently operating in the Morgantown area:

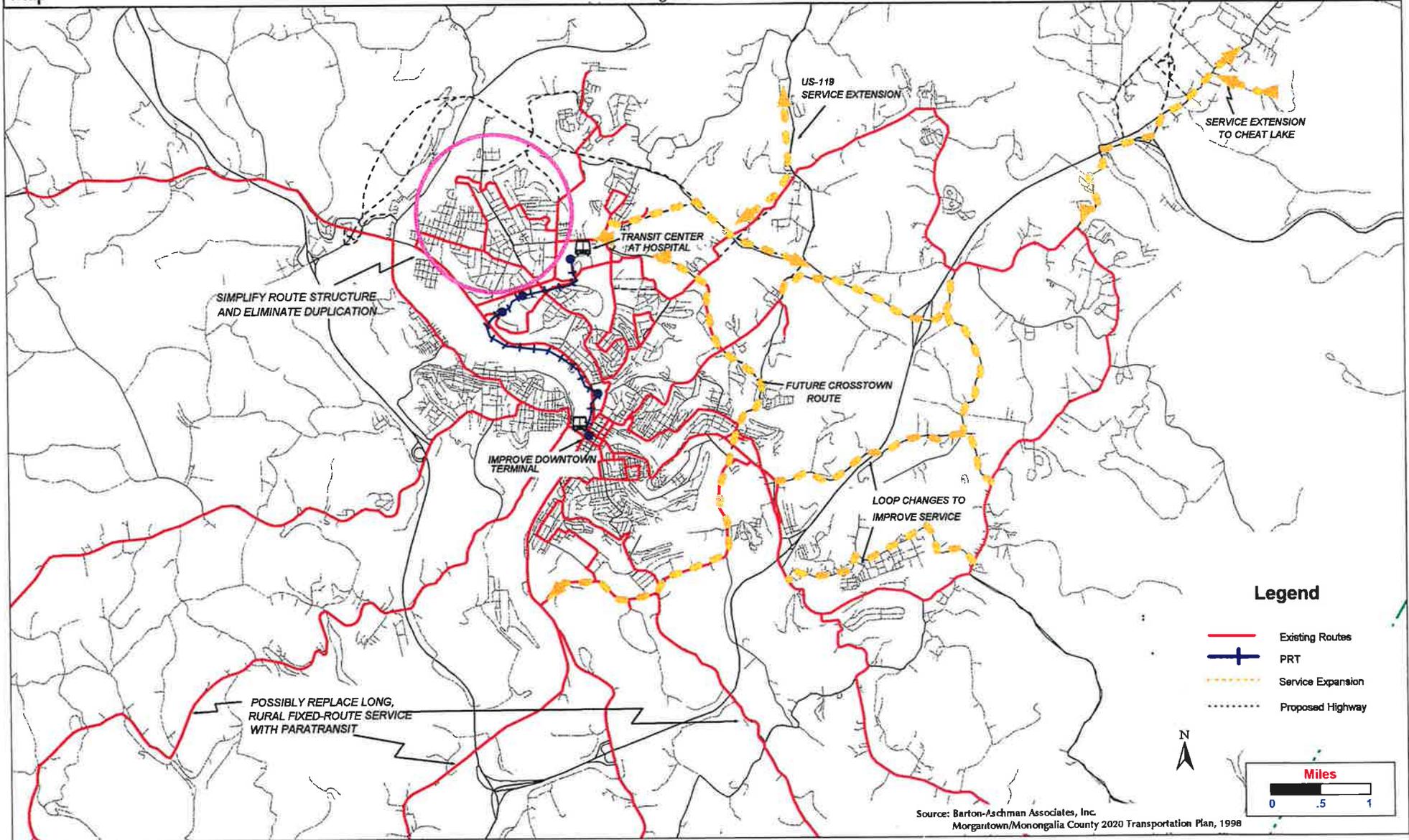
- **Mountain Line** is a regional fixed-route bus service available for use by the general public and operated by the Monongalia County Urban Mass Transportation Authority (MCUMTA).
- **Personal Rapid Transit (PRT)** is a fixed-guideway line operated by West Virginia University.
- **Paratransit Services** are provided by a number of agencies in the region. The primary provider is West Virginia University Accessible Community Transportation (ACT), which coordinates services for persons with disabilities.

Map T-3 shows recommended transit improvements in the Morgantown area. Improvements to the system can be realized by coordinating transit modes. For example, fixed-route buses can be used to provide feeder service to PRT stations. In some cases, paratransit service can be substituted for very low-volume fixed-route service. Intermodal centers allow for convenient transfers to take place, stimulating greater use of the system. Two intermodal terminals should be developed to consolidate system transfers and to focus transit service on major activity centers. Detailed site feasibility and design studies should be pursued at these locations:

- *Downtown Morgantown.* Currently, four routes use High Street adjacent to the Court House to make transfers, while the other ten routes accommodate transfers on Walnut Street near the PRT station. The Court House location does not allow for an off-street terminal. The Walnut Street location can only allow four buses to layover at a time. Transferring between routes using the different terminals requires a two-block walk.
- *WVU Health Sciences Center.* A second transfer located at the Medical Center or Ruby Hospital would provide a number of benefits. Since this activity center is a popular destination, it would allow for more direct access without having to transfer downtown. A location near the Medical Center PRT station would also allow transfers with that system.

Map T-3

Recommended Transit Improvements Morgantown Area



Legend

- Existing Routes
- PRT
- Service Expansion
- Proposed Highway



Source: Barton-Aschman Associates, Inc.
Morgantown/Monongalia County 2020 Transportation Plan, 1998

Morgantown Municipal Airport

The Morgantown Municipal Airport, also known as Hart Field, is an all weather General and Commercial Aviation airport. It is located on 622 acres at the eastern edge of the city near the intersection of US 119 and County Route 857.

The future of the Morgantown Municipal Airport will be as broadly diversified regional aviation facility that serves the growing needs of the community including business and corporate aviation, aviation education and training, aerospace research, specialized aviation businesses and commercial and cargo air service. By careful planning and development, the Morgantown Municipal Airport will be able to contribute to the needs of the general public, the business community and area economic development.

Four hundred acres of the airport's 622 acres are available for development. The airport has one fixed base operator, Aero Services, which provides support for General Aviation requirements. Also located at the airport is Air Corps, which provides maintenance and business jet services.

Key Issues

- Lack of alternative arteries to route traffic into and around Morgantown causes significant bottlenecks downtown at peak travel times.
- Traffic lights are not coordinated, which results in unnecessary delays and a lack of free-flow traffic through the city.
- Lack of municipal control of state routes that also serve as city streets leads to conflicts in planning objectives and implementation strategies.
- The decline in general and commercial air passengers at the Morgantown Municipal Airport from 1990 through 1997, before the more recent modest upturn, and the potential impact of the decline on the future of the airport.
- The lack of a full-range of quality aviation services at the Morgantown Municipal Airport, such as air charter, air taxi, major maintenance facilities, hangars for corporate and business aircraft and aircraft rentals, the lack of associated aviation-related businesses, the lack of jet service, and passenger air service limited to two destinations, Pittsburgh, PA and Washington, DC.

Goals,
Objectives,
Strategies

- The development of the means to attain the full potential in economic growth at the Morgantown Municipal Airport in aviation and aviation related businesses by developing the potential of General Aviation (private, business, corporate) and its associated support base.
- The need for a well-developed and implemented strategic plan for the Morgantown Municipal Airport focused on developing the full potential of the airport as a significant gateway to the greater Morgantown area for the business, government and the University communities as well as for those persons traveling for personal reasons.
- The increased risks of citizens' health, safety, and well-being because of the high volume of traffic on city streets, for most of the daylight hours, retards access of emergency vehicles, such as fire trucks and ambulances, to many areas.
- Service vehicles delivering goods to businesses often block main thoroughfares (or park on curbs/ sidewalks) during high traffic congestion periods during the day.

Goal A. An area-wide transportation agency to plan, finance, and implement the transportation system plan in support of the area's growth and development.

Objective A1. Encourage the county and its political subdivisions to designate representatives to serve on a panel that would meet regularly to consider current transportation issues and specific problems, and to recommend solutions.

Strategies

- A1a. Solicit input from citizens and special interest groups about short and long range changes that are desired to improve transportation.
- A1b. Inter-relate transportation system improvements with the objectives and strategies for economic development, land use, and the other elements of the Comprehensive Plan.
- A1c. Prioritize improvements, recognizing the various sources of funding that may be available for each project, including local resources.

- A1d. Pursue cooperative public/private efforts to provide parking resources in areas without adequate parking.

Goal B. An integrated transportation system that includes WVU's Campus System, the Countywide Bus System, Air Services, river traffic, and pedestrian and bicycle pathways, to alleviate congestion.

Objective B1. Establish a Port Authority to support development of river traffic for commodities in addition to coal, sand, gravel, and limestone. Commercial passenger vessels, as well as freight operations, are to be pursued.

Strategies

- B1a. Form a county-wide steering committee to apply for designation as a Port Authority in accordance with state and Federal requirements.

- B1b. Upon approval of a Port Authority, prepare required documentation for operations and specific project plans.

Objective B2. Develop an integrated bus-services system that links county, WVU, and school resources, and develop additional PRT stops to allow better pedestrian and intermodal transfers. Bikeways and pedestrian walkways are to be developed in this process, with linkage to the PRT system.

Strategies

- B2a. The area-wide transportation agency will research legal, technical, and other aspects of integrating various transit systems and improving pedestrian and bicycle connections to the system.

- B2b. Plan and initiate dial-a-ride and park-and-ride programs for commuters and others.

- B2c. Continue to improve Morgantown Municipal Airport facilities as part of the intermodal transportation system, providing transit linkages to airport passengers.

Objective B3. Develop a plan to reduce traffic congestion through the use of alternative transportation resources.

Strategies

- B3a. Work with WVU to develop park-and-ride facilities for additional parking for employees, and for use during special events.
- B3b. Develop bicycle and walkway systems linking neighborhoods, parks, and Main Street shopping areas.
- B3c. Develop a plan for specific "stops" where people can wait for public transportation, assuring riders of the time and location of stop that can be advertised.

Objective B4. Efficiently use the limited financial and other resources of the Greater Morgantown area for support of an integrated transportation system.

Strategies

- B4a. Work with neighborhood associations and business groups to identify parking problems that can be addressed by the Traffic Commission or Parking Authority in cooperation with other groups.
- B4b. Annually develop a priority list of the most pressing traffic and parking problems and prepare a resource allocation plan for local/ state funding, including the possibility of local bond issues.
- B4c. Conduct studies to evaluate the relationship between economic development and adequate transportation infrastructure, to aid in priority-setting for transportation improvements.
- B4d. Petition the West Virginia Legislature to allow cities, which have current Comprehensive Plans, to regulate existing state routes in their city limits.
- B4e. Seek Legislative approval to allow regions and municipalities, which develop plans, to have autonomy to proceed with joint funding and development of transportation improvements.
- B4f. Provide infrastructure needed for economic development of the eastern side of the airport, including a road connection to WV Route 705 and I-68.

Objective B5. Relieve traffic congestion in major activity centers along main routes into the City, including WV routes 7, 19, and 119.

Strategies

- B5a. Evaluate roadway designs and roadside development along Beechurst Avenue relative to a possible change of the center lane as an alternating-direction traffic lane to accommodate peak inflow and outflow traffic volumes.
- B5b. Pursue extension of Route 705 from the Mileground to Route 7, alleviating cut-through traffic on Darst-Hampton Streets.
- B5c. Pursue development of by-pass of Route 7, 19, and 119 by designating I-79 and I-68 as by-pass routes, and adding Business Route wording to interstate signs at appropriate exits.
- B5d. Pursue extension of Collins Ferry Road to intersect with the northern by-pass, to reduce traffic cutting through nearby neighborhoods.

Goal C. Capitalize on the economic development potential of the Morgantown Municipal Airport and its potential to promote positive economic activity on adjacent lands.

Objective C1. Increase the amount of economic activity at and adjacent to the airport.

Strategies

- C1a. Coordinate the work of the airport's development and operations with the work of Vision 2000, Morgantown Area Economic Partnership, Monongalia County Development Authority, the State Commissioner of Aviation and the State Office of Economic Development.
- C1b. Undertake an economic development/market assessment of the airport and its potential to attract aviation-related businesses and other business development activity.
- C1c. Based on the market assessment, develop a plan to establish priorities and implement the recommended economic development improvement projects.

C1d. Incorporate plans for improving access to the Morgantown Municipal Airport via public and private surface transportation into the planning of surface transportation for the Morgantown area.

Vision Statement

Targeted Employment

Community leaders worked together to develop a plan for targeting specific types of employers to solicit for locating in the greater Morgantown area where there is an abundance of highly skilled, motivated workers.

A plan was developed for use of the county-owned land near the airport for an industrial park designed to attract information technology companies and light manufacturing companies and value added manufacturing and reselling businesses.

The environmental incubator initiated at WVU moved to the Sterling Plumbing Group property as incentive for cleaning up the polluted property so that it could be used to again support good paying jobs with several new small environmental development companies intent on cleaning up West Virginia's streams and industrial sites. Another joint public/private research facility was built on WVU property to conduct applied research. This research facility provided employment for 300 people by the year 2005.

While high technology firms made the biggest impact on the local economy, small business development also improved due to spin-off opportunities and a growing market for products and services in the region.

Continued federal investments in the North Central corridor of West Virginia (Clarksburg, Bridgeport, Fairmont, and Morgantown) have been a boon to the area. Many new businesses, to support the federal agencies' efforts, have come to the area. Overall, the economy is more balanced than it was for so long, and that helps the business community as well as the employees.

Retail Revitalization

Business districts serving neighborhoods as well as community-wide needs have been integrated with, and buffered from, the surrounding residences. The use of landscaping and fences in the design of off-street parking lots has added significantly to the aesthetics of both the business and residential areas.

Main Street Morgantown and representatives of local business/ retail centers have developed working relationships to deal with community issues and sponsor events that complement rather than compete for attendance. The PRT has been successfully incorporated into the countywide bus system, so that more people leave their cars at park-and-ride sites for trips to downtown and the riverfront. Parking meters are recognized as a practical means of

keeping prime spots open for short-term parking needs. The designation of the downtown area and the Wharf District as Historic Districts led to a resurgence of preservation and rehabilitation of private structures complementing the refurbished Metropolitan Theatre, which has served the city and University quite well.

Since the Caperton Trail has been completed, the number of tourists and nearby residents using the trail has generated many new businesses and has profited both the downtown merchants and business centers all along the trail. The hotel and conference center, built a few years ago, has spurred redevelopment of nearby properties and generates crowds of people on downtown streets well into the evening hours. That resulted in numerous stores extending their business hours to serve the visitors seeking enjoyment of our unique setting.

Frequent concerts in the band shell in Riverfront Park have also proven to be quite an attraction. Some visitors arrive via the river, from private boats moored at the Decker's Creek marina, or from riverboats operating from the Star City Park and marina.

The revitalization of the downtown business district can be credited in large part to the efforts of Main Street Morgantown, a non-profit organization formed in 1984 by citizens and business owners concerned about the future of downtown. Over the years, the organization has been awarded many state and national awards.

Overview

This element of the Comprehensive Plan provides guidance on improving the city's economic health. Without a continued strong economic base, Morgantown will not be able to implement many of the Plan's recommendations nor provide the kinds of services desired by existing and future residents and business owners.

Planning Context

In 1990 the largest proportion of Morgantown residents were employed in managerial/professional occupations, followed by administrative support, sales, and service. Table ED-1 shows employment by occupation in 1990.

Table ED-1: Employed Persons by Occupation, 1990
City of Morgantown

Occupation	1990	
	Number	Percent
Managerial/Professional	4,343	40.6
Technical	545	5.1
Sales	1,228	11.5
Admin. Support	1,726	16.1
Service	1,590	14.9
Farming/Forestry	103	1.0
Craft and Repair	520	4.9
Operator/Mover/Laborer	650	6.1
Total	10,705	100.0

Source: Bureau of the Census

Table ED-2 shows employment by class of worker for 1990.

Table ED-2: Employed Persons by Class of Worker, 1990

Class of Work	1990	
	Number	Percent
Private Industry	6,273	58.6
Federal Government	318	3.0
State Government	3006	28.1
Local Government	552	5.2
Self-Employed	473	4.4
Unpaid	83	0.8
Total	10,705	100.0

Source: Bureau of the Census

Fiscal Health

The city is in good fiscal shape. A breakdown of the city's revenue sources for FY 1997 is highlighted in Table ED-3. It is apparent how important Business and Occupation (B&O) tax receipts are to the Morgantown economy. It is, therefore, very important for the city's continued fiscal health to ensure that current businesses are retained and that available lands are used for business development

within the city limits through rezoning, redevelopment, or annexation.

A breakdown of the city's expenditures for FY 1997 is shown in Table ED-4. Public safety services comprise 48 percent of city expenditures followed by an additional 20 percent for public works.

Table ED-3: FY 1997 Revenue Sources

Source	% of Total
B & O Taxes	48%
Charges for Services	16%
Property Taxes	13%
Other Taxes	11%
Court Fines	5%
Misc. Permits	3%
Grants	3%
Licenses/Permits	1%
Total	100.0%

Source: Morgantown Administrative Report, 1997

Table ED-4: FY 1997 Expenditures

Expenditures	% of Total
Public Safety	48%
Public Works	20%
General Government	16%
Operating Transfers Works	15%
Contributions	1%
Total	100%

Source: Morgantown Administrative Report, 1997

Key Issues

- Morgantown is moving from an economy that has been strongly dominated by energy and other minerals recovery occupations to service, light manufacturing, and information technology occupations.
- In 1995 and 1996, almost 1,200 primary jobs were lost in the manufacturing and mineral extraction industries. There is a

concern that job retraining programs may be too narrowly focused for wide application in the future; more people need to gain college or technical degrees.

- The city lacks land available for industrial use.
- The transportation systems serving the area must provide adequate service for economic expansion.
- Lack of a county planning agency to plan for long-term development is a deterrent to industries and related businesses to choose our county in which to locate. Other states offer planned infrastructure improvements as incentives for location of their plants in an area characterized by highly motivated employees willing to learn the required skills.
- County political leaders appear unwilling to deal with long range planning issues that will mean so much to employment opportunities and quality of life issues. Lands that have qualities best suited for development that will create quality jobs in the future need to be protected while marketing of the sites takes place.
- Outside the downtown business district, aging structures that have been converted into retail and business uses also need revitalization and aesthetic treatment. Off-street parking and truck unloading areas are also needed.

Goals, **O**bjectives, **S**trategies

Targeted Employment

Goal A. A broad-based economy that provides a variety of job opportunities suited to the labor pool resources of the local and regional labor market.

Objective A1. Diversified/targeted employment opportunities in the \$30,000 to \$50,000 salary range (1997 dollars), including smaller employers as opposed to a single, large employer.

Strategies

A1a. Form an intergovernmental forum to address key issues that targeted employers are interested in and to attract employers that help to diversify the employment opportunities needed for long-term economic vitality and stability.

- A1b. Develop the infrastructure that is needed by targeted employer groups.
- A1c. Identify locations, within the area bounded by the planned inner loop and the city boundary, which require additional utility infrastructure to ensure development.
- A1d. Conduct activities to show county residents that anticipating the future use of land, and pre-planning to accommodate future development, are necessary and proper functions of a government working to the benefit and protection of the county residents' rights and quality of life.
- A1e. Implement training/retraining programs that prepare people for jobs that provide stable employment, with middle to upper incomes in occupations that will be needed in emerging business sectors; i.e., focus on high tech information, communication, computer-related businesses.

Objective A2. Loan resources that would be available to employers seeking to locate or expand in the area, possibly linked to a municipal bond fund.

Strategies

- A2a. Create a consortium of lending institutions to jointly, or severally, fund large projects, possibly working in conjunction with the city on a municipal bond for economic development, and with non-profit economic development corporations that can assist in funding.

Business Development and Revitalization

Goal B. Locational opportunities to meet the needs of the wide range of businesses seeking to locate in the area.

Objective B1. Improve the fiscal base of the city by expanding existing businesses and attracting new employment uses to Morgantown.

Strategies

- B1a. In coordination with Main Street Morgantown, the Morgantown Area Economic Partnership, and other

business development organizations, maintain a listing of business locations that are currently available, detailing amenities that potential businesses need to consider.

- B1b. Based upon target-business criteria, pursue creation of properly situated business locations to meet the expanding needs in this area.
- B1c. Identify potential business development sites on the basis of integration of relevant elements of the comprehensive plan: land use, transportation, recreation, neighborhood demographics, etc.
- B1d. Seek to avoid negative impacts that business locations may have on their physical setting; harmonize and integrate via transitional land uses/buffers, and other mitigation measures; business uses serving community-wide clients should be in locations that do not generate traffic through neighborhoods.

Goal C. Business owners working together to expand and enhance their individual interests while seeking the overall betterment of the community's economic status.

Objective C1. An association of owners of businesses and business properties joining together to evaluate marketing needs; promotional events scheduled to feature and complement competing sectors of the market, and to identify community needs.

Strategies

- C1a. Educate and coordinate property and business owners' groups to promote the overall betterment of the business climate, encourage cooperation in serving market demands, and stage promotional events that feature and complement competing sectors of the greater Morgantown market.

Goal D. Businesses and properties that are maintained in sound and aesthetically pleasing condition, in accordance with building codes/property maintenance codes, and other adopted guidelines.

Objective D1. Appointment of an Architectural Review Board to assist property and business owners in plans to upgrade and maintain sound and aesthetically pleasing physical plants and properties.

Strategies

D1a. The Architectural Review Board will work with the Building Inspector to offer assistance on how to upgrade and maintain business property in a sound and aesthetically pleasing condition.

D1b. The Architectural Review Board will coordinate with Main Street Morgantown, the Landmarks Commission, and other entities to develop review criteria for use in plan review and by property and business owners.

Objective D2. Business locations that have adequate, conveniently located parking and off-street truck loading spaces with landscaping that creates a sense of space/purpose and an attractive environment.

Strategies

D2a. Evaluate existing parking and truck loading areas for business and industrial facilities, noting how conditions can be improved to come closer to complying with adopted criteria, and work through the Architectural Review Board to seek voluntary compliance.

D2b. Continue to apply the adopted criteria to development review applications heard before municipal review agents/bodies.

D2c. Work with business owners and others to propose solutions to noted parking problems and site beautification/landscaping concerns.

D2d. Within the framework of the transportation systems plan, work to improve traffic flow and access to business locations, and the central business district in particular.

Goal E. A well-maintained central business district that remains vital and pleasing to employees, residents and visitors who do business there, enhanced ties to the riverfront district, which passes through the Central Business District.

Objective E1. Support Main Street Morgantown's efforts to realize downtown revitalization; participate in activities of the committees for Organization, Promotion, Design, and Economic Restructuring.

Strategies

- E1a. Support Main Street Morgantown's Organization Committee as it helps sub-groups work to create a public-private sector partnership.
- E1b. Support Main Street Morgantown's Promotions Committee as it works to sustain a positive image of the downtown and enhance community pride in the Central Business District.
- E1c. Support Main Street Morgantown's Design Committee in enhancing the visual of buildings, storefronts, landscaping, streetscapes and other physical elements.
- E1d. Support Main Street Morgantown's Economic Restructuring Committee and its work to strengthen the existing economic base through workshops, recruitment and implementation of new leasable space.

Objective E2. An ongoing program of financial assistance at below market rates for business property owners, and business owners, to upgrade and renovate business locations/structures.

Strategies

- E2a. Expand the existing financial assistance program by obtaining greater participation by lending institutions for assistance to property owners and businesses to upgrade and enhance their business properties.

Environment, Open Space and Recreation



Vision Statement

An integrated system of hiking/biking trails, which follows the county's stream valleys, has been created through the Rails-to-Trails program and the newly adopted, official Trails Plan which enables users to walk/bike from downtown Morgantown to the outskirts of the county. The trails have been a joint public/private effort involving easement purchase, right-of-way dedication, and the use of innovative development policies. The establishment of county planning has also enabled the effort. WVU has also assisted by granting trail easements through University property. The expanded trail system has brought many visitors to the area to enjoy its scenic beauty and bicycling enthusiasts enjoy the Annual Spring Bike Tours and Race.

Canoeists and kayakers are enjoying the cleaned-up Decker's Creek, which provides some of the best whitewater in the area. The cleanup effort, which involved voluntary measures from industry, improved septic systems, sediment and erosion control standards, and strong land use policies adjacent to the Creek, has really paid off.

Recreation opportunities have also been expanded at Cheat Lake, which has been tied into the overall trails network. Coopers Rock State Forest is still a top attraction since the viewshed has been protected through the adoption of creative planning measures, including the Transfer of Development Rights by the state and county.

Local residents have also been pleased by the addition of several smaller neighborhood parks and playgrounds, which have been added to the BOPARC system. The addition of street standards and sidewalk requirements within the city has also helped to encourage pedestrian use and handicapped accessibility.

Recycling has expanded within the county, and is reducing the need for new landfill space. The new soccer/lacrosse fields have increased interest in those sports. The new recreational center has proved popular with teenagers, and the central coordination of volunteer groups by BOPARC has helped get more people involved in volunteer maintenance and management, and has saved money for BOPARC. BOPARC has also been assisted with expanded funding from the county for its new integrated county-wide parks system.

This element of the Comprehensive Plan provides guidance for the enhancement of active and passive recreation opportunities and the enhancement of the natural environment.

Overview

Planning Context

Morgantown offers its residents a variety of recreational experiences, but, as in many older, small cities, the distribution of facilities is uneven, sites are generally small, and there are few opportunities to add land and facilities to existing sites. The greatest opportunities for increasing the existing system are likely to be in enlarging the network of protected environmental corridors and trails.

Morgantown has a variety of parks and recreation ispersed throughout the community. Except for the three largest parks, these facilities are small (under 10 acres), and have a limited mix of active facilities. Many neighborhood-serving facilities, such as tot lots and playgrounds, are located on existing or former school sites. While the three largest parks total approximately 255 acres, the remaining non-school facilities total less than 20 acres.

Existing sites can be classified as either Community-wide or Neighborhood facilities. While the three largest parks and boat ramps may draw users from throughout the city (and perhaps neighboring communities), most other facilities are very locally oriented.

Table E-1 lists all existing facilities, exclusive of environmental green space and trails. Map E-1 locates facilities within the city and shows likely service areas for the neighborhood parks. BOPARC operates the Morgantown park facilities, programs and the senior center. The city's main parks are Krepps, Marilla, and White. Smaller neighborhood parks are King Street, Whitemoore, Jack Robert's, Hazel McQuain, MEA Fishing Pier, South University Avenue and Jerome as well as the Suncrest Mini Park.

Recreational features include two pools (one each at Krepps and Marilla Parks), tennis courts at Marilla Park, ballfields at White and Marilla Parks, a skate park at Marilla, an ice arena at White Park and pavilions at each park.

BOPARC and the schools have an informal arrangement which allows each agency to use the other's recreation facilities. This is an unwritten agreement and no fees are exchanged.

No public agency has oversight of trails, environmentally-sensitive areas, or passive open spaces. These open spaces represent important resources and their protection is essential to enhancing the quality of life in Morgantown. Morgantown has large areas of steep slopes, ill-suited for development. Steep slope protection is now not codified and these sensitive environmental areas are vulnerable.

Table E-1: Existing Park and Recreation Facilities

ID	Name	Acress	Main Facilities
Community-wide Facilities			
1	Krepps Park	36.4	Pool, Ball Fields, Tennis and Basketball Courts, Hiking-Biking, Fitness Trail, Picnic Shelter
2	Marilla Park	45	Pool, Tennis and Basketball Courts, Skate Park, Ball Fields, Picnic Shelter
3	White Park	170.0	Ice Rink, Tennis Courts, Hiking-Biking, Ball Fields, Picnic Shelter
4	Riverfront Park	3.0	Fishing, Boat Ramp
5	MEA Fishing Pier	1.0	Fishing, Boat Ramp
Neighborhood Parks			
6	Suncrest Minipark	0.5	Tot Lot, Greenspace
7	Whitmoore Park	8.6	Hiking-Biking
8	Jack Roberts Park	4.0	Ball Fields, Basketball Court, Sand Volleyball, Playground
10	South University	N/A	Greenspace, Picnic Tables
School Sites			
11	Morgantown H.S.		Gym, Stadium
12	University H.S.		Gym only
13	Suncrest		Equipment
14	Suncrest Jr. H.S.		Ballfield
15	Wiles Hill Elem.		Equipment
16	Central Elem.		Equipment
17	Woodburn Elem.		Equipment
18	Jerome (former)		
19	Sabraton (former)		Equipment, Ball Field
20	Mountainview Elem.		Equipment, Ball Field
21	South Middle		Playfield

Source: BOPARC as compiled by LDR International, Inc.

Note: ID numbers refer to location shown on Map E-1.

**MAP E-1
Existing Park & Recreation Facilities**

Morgantown, West Virginia

PREPARED BY: LDR International, Inc. Planning and Urban Design
January 1999

Legend:

Community - wide Facilities

- 1. Krepps Park
- 2. Marilla Park
- 3. White Park
- 4. Riverfront Park
- 5. MEA Fishing Pier

Neighborhood Parks

- 6. Suncrest Minipark
- 7. Whitmoore Park
- 8. Jack Roberts Park
- 9. King Street Minipark
- 10. South University Ave. Park

School Sites

- 11. Morgantown H.S.
- 12. University H.S.
- 13. Suncrest
- 14. Suncrest Junior High
- 15. Wiles Hill Elementary
- 16. Central Elementary
- 17. Woodburn Elementary
- 18. Jerome (Former)
- 19. Sabraton (Former)
- 20. Mountain View Elementary
- 21. South Middle

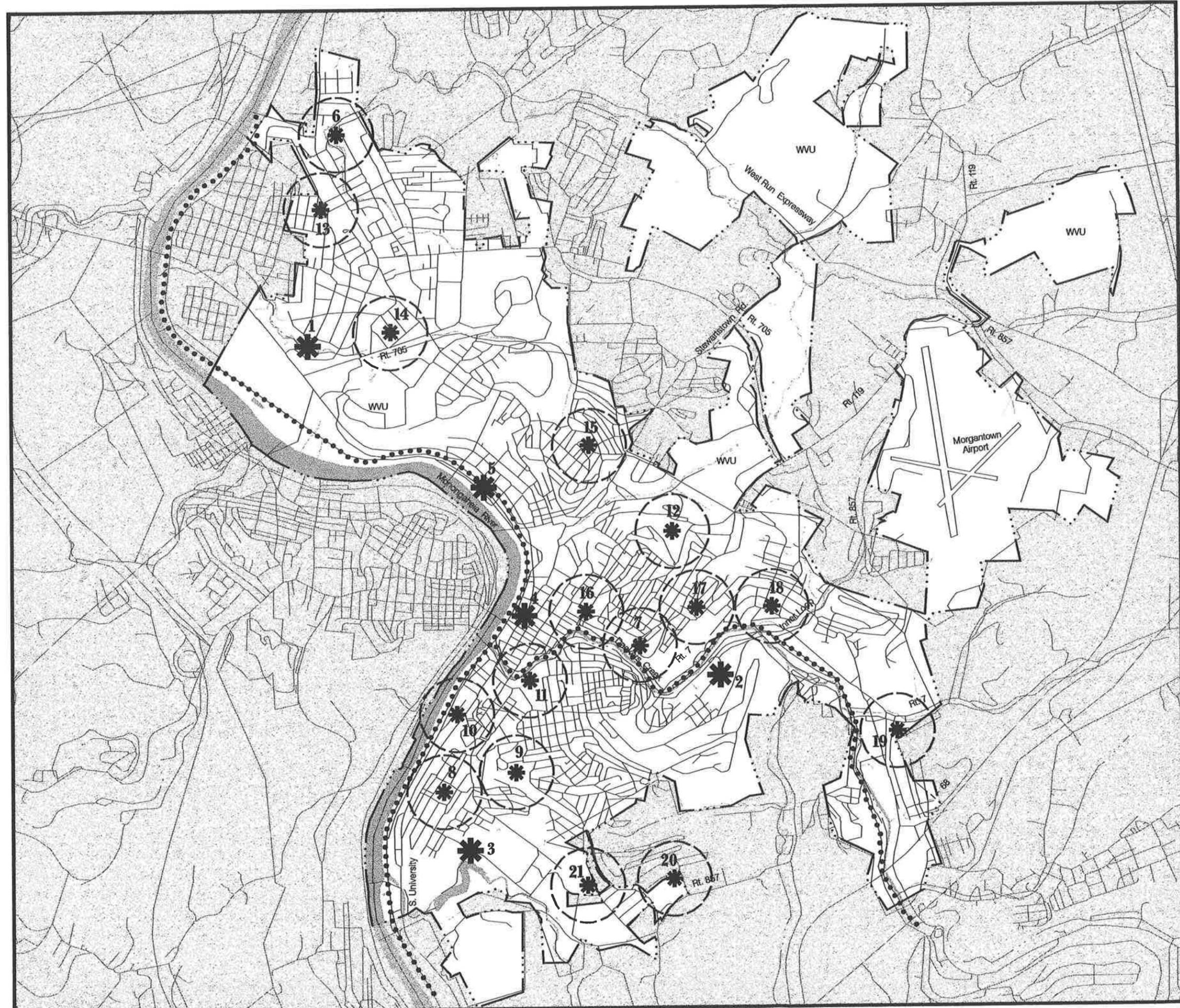
●●●●●●●●●● Trail System

----- City Boundary /Limits

✱ Community - wide Facilities

✱ Neighborhood /School Site Facility

○ 1/4 Mile Service Area



Key Issues

There are many issues related to this functional area that tie into other functional areas such as transportation, land use planning, retail revitalization, and targeted employment. The following issues are identified as important to this functional area and some may also be mentioned in other areas:

- The city has less than 280 acres of public park land, a very limited amount for a city of more than 25,000 people.
- There is a great deal of public apathy concerning the need for, and preservation of, environmental resources and green space.
- There is a shortage of bicycle and walking paths in the city.
- Bike path and pedestrian linkages between neighborhoods and main recreational areas are lacking.
- There is a limited amount of readily available and accessible green space.
- Neighborhood playgrounds at closed school sites need to be maintained at those locations.
- There is a need for a citywide recreation center.
- There is a lack of recreational facilities, and parks and recreational opportunities are not evenly distributed throughout the city with many areas lacking services for all residents, including children, teenagers, senior citizens, and the handicapped.

Goals, **O**bjectives, **S**trategies

Goal A. A diversity of park and recreational activities for community residents.

Objective A1. Develop a city-owned recreational center.

Strategies

A1a. Based on results from the survey of residents to identify desired recreational opportunities, include the most commonly mentioned facilities in the new city recreational center or in other existing facilities.

Objective A2. Develop new and expanded parks that offer, as feasible, multiple-use facilities.

Strategies

- A2a. Based upon periodic surveys of citizens, prepare implementation plans for facilities and programs at existing and new parks.
- A2b. Prepare a finance program to maintain and expand recreation facilities, including fees, donations, sponsorship, and governmental support at a minimum.

Objective A3. Provide neighborhood green space and recreation areas within walking distance of residents.

Strategies

- A3a. Identify public and private properties that may be opportunity sites to serve neighborhood residents' needs and prepare an analysis of each site.
- A3b. Develop and promote minimum recreational and open space standards for both single and multi-family development.
- A3c. In redevelopment areas, make location of sites for local neighborhood facilities a priority action.

Goal B. Joint involvement of public entities in planning of open space, recreation, and environmental protection.

Objective B1. Identify opportunities for multiple benefits.

Strategies

- B1a. Obtain participation of the County, WVU, nearby cities, and the County School Board to work with BOPARC and citizen volunteers, advising and promoting improvements in recreation, open space, and environmental efforts.

Goal C. A countywide open space/greenway plan emphasizing pedestrian linkages.

Objective C1. Promote long term economic benefits through enhanced quality of life provisions.

Strategies

- C1a. Develop policies on open space, recreation, and environmental issues related to promoting residents' quality of life.

- C1b. Promote the policies on open space, recreation, and environmental issues as implementation of the Comprehensive Plan occurs.

Objective C2. Develop unused public lands for public open space and/or recreation.

Strategies

- C2a. Identify unused public lands (excess rights-of-way, vacant lots, etc.) and evaluate and classify them for various potential types of public use.
- C2b. Prepare a summary report, for administrative and public use, with recommendations for alternative uses.

Goal D. An integrated network of ecologically valuable land and surface waters for present and future residents to use, enjoy and protect.

Objective D1. Identify sites in the city/region for preservation, restoration, and enhancement within the major natural systems and stream valleys: the Monongahela River, Cobun Creek/White Park, Deckers Creek, Falling Run, Tibbs Run, and West Run.

Strategies

- D1a. Develop specific plans for each area, based upon site analysis and relevant criteria.
- D1b. Develop tree protection and sediment and erosion control requirements as part of a public facilities manual for new development.
- D1c. Develop a manual for preservation and enhancement of existing natural systems and vegetation which maintain water quality.
- D1d. Seek cooperation and assistance from the county, nearby municipalities, and the WVDNR in adoption and enforcement of soil erosion and sediment control measures throughout the county.

Goal E: High quality (fishable, swimmable) water for the Monongahela River and lakes, creeks, and stream valleys.

Objective E1. Develop Environmental Protection Corridors (EPC) which represent critical environmental open space areas that provide environmental benefits.

Strategies

- E1a. Identify and survey EPC areas for flood plain/wetland protection, habitat quality, connectedness, recreational opportunities, and pollution reduction capabilities.
- E1b. Evaluate local review of proposed septic systems, and identify non-conforming/failing septic systems.
- E1c. Identify Acid Mine Drainage sites that currently have a negative effect on water quality, and seek to coordinate efforts of public and private parties to implement treatment measures.
- E1d. Develop a manual of storm water management policies that promote Best Management Practices (BMPs) minimizing the amount of impervious surfacing in developments, utilization of on-site detention/retention to reduce flooding, and the use of water quality measures for new developments.

Goal F. Tree cover on developed sites, and developing sites, as well as sites where it is absent prior to development.

Objective F1. Adopt hillside protection measures that will prevent damage or loss of life due to development of steep slopes and areas of unstable soils.

Strategies

- F1a. Form a citizens' group within the county to examine the problems and issues that affect residents in the absence of adopted measures which would guide property owners and developers on how to avoid problems.
- F1b. Review similar efforts that have been made in other communities as a basis for action and developing reasonable protective measures.
- F1c. Develop specific tree cover and landscaping requirements for all new public and private development, including parking lots.

Goal G. Integrated planning and implementation policies that address common concerns about open space, recreation, and environmental issues.

Objective G1. Obtain and evaluate existing ordinances and policies, and recommend changes needed to assure complementary support in the implementation of those regulations; i.e., zoning, subdivisions, engineering as they relate to environmental and open space considerations.

Strategies

- G1a. Identify existing regulations, analyze their mutual support/non-support/internal conflicts that need to be addressed, and identify how the overall impact of the regulations can be strengthened to achieve current needs.
- G1b. Based upon current BMPs, recommend changes in current regulations that streamline administrative processes and provide developers the advantage of using modern concepts and technologies.
- G1c. Identify ponds in the region, which could provide both environmental and recreational opportunities, and develop specific site analysis of each for inclusion in an action plan for development of the areas per the plan's recommendations.

Vision Statement

Through the participation of residents of the larger Morgantown area in developing the Comprehensive Plan, the public assets, the buildings, properties, equipment, and services began to be seen in the context of serving the urban area in coordination with similar assets of the other public entities. The spirit of joint venture, of city and non-city residents, led to more formalized linkages of public and private sector interests, and inter-governmental coordination relationships.

Building on the successes of BOPARC, the Morgantown Utility Board (MUB), the Mountain Line, the County, municipalities, and WVU agreed to seek greater efficiency and economy in services via joint ventures. In some cases this coordination involved cost-sharing, and in some cases a shifting of responsibilities. The major objective has been improved services to the public, with greater cost efficiency.

As the urban area population grew, there was a need for more and better space to house the agencies providing the services. A new County-municipal building was built to serve the Morgantown, Star City, and Westover local government offices most frequently visited by the general public. The older buildings in these cities have been used for more specialized governmental functions. The old Courthouse has been refurbished to house the expanded needs of Circuit Court and Magistrate Court.

Recreation, public transit, water and sanitary sewers, police and fire, library, economic development, and other public functions have been largely unified in functions, to better meet the overall needs of the residents of the community.

Overview

This segment of the Comprehensive Plan addresses some of the public properties, buildings, facilities and services that are not elsewhere specifically addressed. These "supporting members of the cast" are often taken for granted, but are critical to the public health, safety, and general welfare of residents. They are also interrelated to all the other elements of the Comprehensive Plan in some way. Rebuilding, maintaining, and expanding these community facilities is ongoing. Growth in population and development, whether or not annexations occur, requires periodic evaluation of the adequacy of such public facilities. The need to provide efficient and economical solutions presents the opportunity for county and municipal governments, authorities, and state agencies located here to coordinate and cooperate in serving their constituents.

Planning Context

Included in this assessment are:

- Refuse services
- City Hall
- City Library
- Water and Sanitary sewers
- Stormwater Sewers
- Other Utilities
- Public Safety Building
- Fire Stations
- Schools
- Hospitals
- City Public Works Garage
- Parking Facilities

In most communities the residents expect that the responsible public body will provide certain services at an acceptable degree of efficiency and economy. Morgantown, as the oldest and largest city in this county, has had the best economic base to tax in order to provide the necessary and desired public services. As such, the city's facilities and services are often used by non-residents, and as in the case of the MUB, the service area has been extended officially. The impact of WVU students on some city services is significant, but then the University is also a major economic factor to private sector interests in the city.

In the last decade an increased emphasis has been placed on inter-governmental coordination, including WVU, the public schools, public authorities (i.e., the Mountain Line), and getting private sector support for projects and programs that enhance residents' quality of life—a significant factor in attracting new businesses to the Morgantown area. General citizen support for this approach has the impact of encouraging elected representatives to work towards the objectives that their supporters favor.

The statements of goals and objectives in the Comprehensive Plan interrelate with the provision of community facilities and services. As issues are addressed by citizen groups and elected officials, the interrelationship to public buildings, facilities, and services must be included in the equation.

Refuse collection and disposal is now contracted out by the city to a private sector firm. The city's former landfill at the Morgantown Municipal Airport has been closed and is under long-term observation in accordance with the state environmental requirements.

City Hall was originally built as the Central Fire Station and now houses several general administrative functions: City Manager, City Clerk, City Engineer, Building Inspections, City Planning, Animal Control, Finance, and leased space to Main Street Morgantown.

The City Library is overseen by a board appointed by City Council and serves a metropolitan clientele that includes public schools and WVU students. Inter-library services are provided to better serve residents.

Water and Sanitary Sewers systems of the city were placed under a newly created Morgantown Utility Board in 1987. Since then, both utilities have been operated from the offices and yard located on Greenbag Road. Both utility functions have been expanded to serve beyond City boundaries. Water distribution, both directly and indirectly (via public service districts), serves over 90 percent of the county's population. Sanitary sewers now serve about 60 percent of the county's population.

The water treatment plant on South University Avenue pumps a daily average of almost 9 million gallons, with a peak day demand of almost 11 million gallons.

The sanitary sewer treatment plant is near the Star City Bridge, on the Monongahela River. This plant had its primary treatment/ sedimentation and digester tank installed in the 1960's, and periodic upgrades since 1981 have kept the plant up-to-date with federal requirements. It has a treatment capacity of 10 million gallons per day.

Stormwater Sewers were retained by the City Engineering Office when MUB was created in 1987. As MUB took steps to identify and mitigate the intrusion of storm and groundwater that had been getting into the sanitary sewers, the Engineering Office had an increase in time and costs to replace old storm sewer lines and upgrade the older storm sewers that were failing. Some parts of both the storm and sanitary sewer systems have sections that are over 150 years of age.

Other Utilities, such as natural gas, electricity, steam lines, and communications systems are controlled by state agencies. City administration does attempt to work with these entities to improve their service capacities, and at the same time to have them comply with city community development objectives.

The Public Safety Building was built in 1990 to house the Police Department, the Fire Department administrative offices, Municipal Court, and the Parking Authority.

Fire Stations in the City are located on South High, Hillcrest, and North Streets, giving geographical dispersion of equipment and personnel. The Department is the only full-time one in the county.

The Public Schools by State law are not subject to city regulation. They have ongoing physical plant changes to upgrade, replace, and otherwise meet the changes in county demographics and educational requirements. Only two new schools have been built near the city in recent years, but several older elementary schools in the city have been closed.

Hospitals located in and adjacent to the city have made Morgantown a regional medical center that serves residents of some counties in Pennsylvania as well as West Virginia. While the city has no jurisdiction over these facilities, their development and service facilities have both direct and indirect impacts on the community and its economy.

City Public Works Garage facilities for equipment maintenance and storage is on Mississippi Street at Greenbag Road. By cooperative agreements, fuel for city and other public agencies is dispensed there. A new Signs and Signals building was added in 1997, providing better operations space for this function.

Public Parking Facilities are overseen by the Parking Authority, whose members are appointed by City Council. The authority oversees development, operations, and enforcement of three parking garages and several surface parking lots, plus metered curb spaces in the downtown area, totaling about 1,600 spaces.

Current Deficiencies

Keeping an old, growing city's infrastructure and services current during a time of fast-paced technological advancements in the culture at large is a significant challenge. Deficiencies are sometimes of a functional nature, sometimes caused by legal decisions, and sometimes related to community values as opposed to functional capabilities.

Refuse collection via private sector contracts, instituted in the early 1990's, seems to work rather well, although it is an ongoing job to deal with service problems that occur. Landfill sites are outside the local area, and long-term disposal costs to residents are related to that distance and per-yard charges at the landfill. Current issues include unsightly on-site storage of rubbish awaiting pick-up, and educating new residents to the way things operate here.

City Hall's concrete construction gives it a high degree of stability, but at the same time it is inflexible in space utilization. The

building's original windows are not energy efficient, and the heating and cooling systems have no air exchange/circulation. Interior lighting is also energy inefficient. Electrical, communications, and plumbing systems have been repaired and amended over the years, and are difficult to maintain. The building has a degree of local historic value and is fairly accessible to the general public. Adding a floor(s) to the building may be possible, but upgrading the systems of the existing building to be compatible with an addition may be too costly.

City Library space needs were addressed when the second floor was added in 1990. Space utilization and technological updates to the library's functions have increased its use by residents.

Water and Sanitary Sewer System deficiencies are addressed on an ongoing basis by MUB, through scheduled repairs, replacements, and upgrades to the collection, treatment, and disposal facilities. Ongoing efforts to serve outlying package plants and public service districts by the MUB system generally increases MUB's responsibilities, to bring those facilities into compliance with MUB's operating standards.

City Stormwater and Storm Sewer System deficiencies are centered on repair and replacement of failing storm sewers. The aging tiles are being replaced with modern products that resist common problems. Capacity of sewers in some locations has become an issue due to increased run-off from paved surfaces. Some streams' historic flood levels are being eclipsed as lands outside the city are developed, and measures to detain the extra run-off are not undertaken. Sedimentation of streams has caused further problems as soil erosion mitigation has not been handled well on many sites being developed outside the city.

Other Utilities, being a "business," do have an interest in providing their customer base with acceptable levels of service. Changing technologies, new products, and upgrading and maintaining their aging infrastructure require ongoing efforts. The city has little it can do to regulate activities of these entities, but needs to develop means of educating their leadership about city goals and objectives, so that their expansion and services mesh with our plans for the areas and customers they serve.

Police Department operations are rather well provided for in the Public Safety Building. If increased service area requirements occur, a reevaluation of space needs will be required.

Fire Department administrative offices in the Public Safety Building are adequate. If additional staffing is required, a reevaluation will

be needed. Fire stations and equipment are always being upgraded as their life expectancy is approached. Replacement of the North Street Station is being studied now, with a new station to be located to better serve the northern part of the city and WVU campus.

Public Schools in Monongalia County are being upgraded or replaced in accordance with the School Board's adopted policies on restructuring and expansion in growth areas of the county. Abandonment of outdated facilities is part of the equation, too. Consolidation of services and replacing old, costly-to-maintain school facilities are Board's capital improvement objectives.

Hospitals, both Ruby Memorial and Monongalia General, serve a growing multi-state population base. Each type of hospital has room to expand, and each specialized service being provided must be justified by the marketplace and patient demands. The coordination of all hospitals' growth and development is scrutinized by state agencies. Meshing the hospitals' development plans with community growth and development plans will require coordination.

City Public Works Garage facilities include some fairly new buildings, and even the older ones are adequate for the functions going on there. Upgrades have been both internal and external, including new covered fuel pumps and mechanical equipment. Storage of all vehicles and equipment out of the weather has not been achieved, and the site has had an ongoing problem of tampering and theft.

Public Parking in the surface lots, curb spaces, and garages are all on a regular maintenance schedule. A recent professional review of adequacy of downtown parking resources judged them "good." While there is always room for improvement, the public parking spaces are reasonably close to most business and office sites. Several floors could be added to the Spruce Street Garage, if needed.

Refuse Collection service can be improved to a large extent by requiring adequate screened refuse storage units that can be properly accessed by the collection vehicles. Educating new residents about the city's requirements for storage and pick-up and enforcing city laws are needed.

City Hall functions and space utilization need to be evaluated as part of separate and joint evaluations of municipal and county governmental agency space needs. Such a study would take into account the projected county growth, increased service requirements,

Recommended Improvements

residents' accessibility to public offices, and efficiencies and economics that could be achieved by constructing a joint county-municipal building/complex.

In the city's previous Comprehensive Plan, it was suggested that a joint city-county building should be evaluated. The county has in recent years moved some offices to outlying locations. Star City and the City of Westover should be included in the study.

Library facilities have undergone a recent addition and renovation that upgraded the facility to a high level of functionality. While space is reasonably adequate, there is an ongoing need to keep the technological assets current. As the greater Morgantown area's population grows, the City Library will need to expand resources in its role as the community library.

Water and Sanitary Sewers are managed by MUB's commitment to quality service on a sound economic base, and with high environmental standards. This service should be extended throughout the urbanizing area, but in concert with the adopted land development plans. In particular, this pertains to MUB's sewer system which serves about 60 percent of the county's population now, as opposed to the water system which serves over 90 percent of the county population.

Storm Sewers require ongoing maintenance, repair, and replacement of the aging stormwater system. What is also needed are public policies that require soil erosion, sedimentation control, and on-site stormwater detention practices in new land developments. The city has adopted such policies, and the WVDOT utilizes controls over lands that feed into the Department of Highways roadside stormwater facilities. The cost to the public is less, and the threats of flooding are reduced by implementation of such policies. Several watersheds extend outside of Morgantown, and currently the county exercises no regulation of development in this respect.

Other Utilities generally share in the public rights-of-way space with city utilities, state (WVDOT) infrastructure, and private property access. What is good and convenient for one utility may not be good for another, or for the traveling public. Corner clear vision problems have been increased by placement of utility poles along the curb line rather than on the right-of-way line, and United States Postal Service mail boxes and newspaper sales boxes have blossomed in locations that impair clear vision along streets. Agencies responsible for these installations need to recognize the issue and adopt policies to improve public safety by relocating their conflicting installations. As new development takes place in the urban area, those policies would avoid current problems. Undergrounding of electrical and other wire-

utilities, although more costly initially, is recommended for practical and aesthetic reasons. Storm-related damages, over the long run, could offset the initial undergrounding costs.

Police and Fire Departments located within the Public Safety Building have design capacity to serve certain functions and staffing levels. As the City of Morgantown grows through redevelopment and annexation, there will be a need to evaluate changes needed to provide adequate services. A study for locating a new fire station in the north end of the city is underway. The Fire Department plans to develop a facility at the base of Walnut Street to provide service to the Caperton Trail and riverfront areas.

Schools and Hospitals, overseen by Boards that manage development of these facilities, should coordinate with county and city officials about facility planning. New and expanded facilities can be properly served by, and mesh with, public land development plans.

City Public Works Garage facilities need to have buildings or shelters for all equipment stored there. Once the Mountain Line offices and maintenance functions are relocated there will be more space available for public works activities. Security of the site should be improved, to avoid losses to city property.

Public Parking, in the downtown and riverfront areas, in addition to the ongoing maintenance program for the lots and garages, need to be aesthetically enhanced. Peripheral landscaping and interior-lot greenspaces should be created. The efforts of the Parking Authority to encourage downtown business development, in conjunction with Main Street Morgantown, have been helpful. Additional coordination with business and property owners, to bring their on-site parking up to par with city lots would reflect well on public parking lots. It is not desirable to create more private parking if it reduces the potential for business development space. There are about 1,600 public parking spaces, and a total of about 4,000 spaces in the downtown area.

Goals, **O**bjectives, **S**trategies

Goal A. To provide all community facilities in an efficient manner, allowing easy, convenient access to these facilities for city residents.

Objective A1. Ensure that community facilities keep pace with population growth and the changing needs of citizens.

Objective A2. Identify deficiencies and program new facilities as needed.

Objective A3. Identify interjurisdictional concerns and cooperative requirements necessary to assure adequacy of all community facilities.

Goal B. Provide adequate water and sanitary sewer systems to meet the current and future needs of Morgantown.

Objective B1. Ensure continued city coordination with MUB in providing safe and adequate systems.

Objective B2. Ensure greater coordination with MUB in upgrading the existing systems and treatment plants to meet projected needs.

Goal C. Provide an adequate stormwater management/storm drain network to meet the current and future needs of Morgantown.

Objective C1. Develop policies for regulating stormwater management requirements and storm drain improvement needs as part of the development process.

Objective C2. Update development regulations to assure compliance with state stormwater management requirements.

Objective C3. List stormwater drainage problem areas and prioritize to mitigate problems in these areas.

Objective C4. Seek interjurisdictional cooperation to manage stormwater problems originating outside city limits but which impact "down stream" conditions in Morgantown.

Historic Preservation



Vision Statement

There have been great strides in the last few years to promote historic preservation. Quite a number of local citizens joined together to develop a series of small museums and outdoor displays that focus on different historical events and products. That effort led the groups to continue as an organization that interacts with the city offices responsible for reviewing proposals for development/redevelopment, so that impacts on valued historical factors can be addressed.

As a basis for doing that, there was a concerted effort to inventory sites and resources. The product of that effort was highlighted in The Dominion Post and that generated public concern and support for ongoing preservation projects. Working with the Landmarks Commission, the associated interest groups provide public information packages via the Convention and Visitors' Bureau, materials to prospective WVU students, Main Street Morgantown, and the Chamber of Commerce. Some of the Vision 2020 program (previously Vision 2000) committees have adopted projects that promote aspects of historic preservation, too. All of this has resulted in public and private activities to upgrade and preserve the functional and aesthetic qualities of the area.

Overview

This section of the Plan focuses on the importance of preserving a sense of the community's rich historic past. It is important to current and future residents to keep in mind the historic preservation goals and objectives when evaluating proposed development, including subtle changes.

Planning Context

Morgantown is a community that dates back to the mid 1700's, with names, places, events, and buildings that have an important place in national history as well as local lore. Unless efforts are made to promote this history on an ongoing basis, the historical assets and values of the community will be lost as redevelopment takes place. This can have serious impacts on designated historic districts and structures. The Morgantown Landmarks Commission's existence is good evidence of City Council's commitment to identify and preserve the city's historic assets, and the Commission's involvement in the process of evaluating redevelopment proposals will help achieve that objective.

Key Issues

- The history of Morgantown is not accurately perceived, and the public is not aware of the breadth and depth of the city's place in history.

Goals,
Objectives,
Strategies

- Little information is available to residents concerning historic preservation, and there is a lack of preservation of artifacts having historical significance.
- Preservation activities are poorly understood, and various historic preservation organizations do not coordinate efforts.
- The Landmarks Commission has a potential for regulatory functions related to preservation, but lacks staffing, and there is no clear way to benefit from volunteers.

Goal A. A community that is aware of, and that has high value for, the city's history and historical resources.

Objective A1. Residents who are informed about the city's rich history and resources, and who can relate to and carry them on in the city's continued development.

Strategies

A1a. The Landmarks Commission will regularly present opportunities for organizations and individuals to participate in the preservation and interpretation of the history of the Morgantown area.

A1b. The Landmarks Commission will seek citywide support in celebrating Preservation Week each May.

A1c. The Landmarks Commission and the Met Theater Board will join forces to encourage continued support for the restoration and maintenance of the Metropolitan Theater because of its importance to the vitality and success of the Central Business District.

A1d. Solicit funds to develop resource materials, to be available at the City Library, for property owners and builders to be acquainted with the advantages of historic preservation and techniques of restoration.

Goal B. Historic districts that recognize the historic resources of the city, whether they be on the National Register or locally designated.

Objective B1. To give incentives to property owners to maintain historically important properties.

Strategies

- B1a. The Landmarks Commission will assist the Historical Society and other allied groups to develop local museums showcasing the history and heritage of the Morgantown area, encouraging the preservation of the material evidence of the community's important role in America's growth and development.
- B1b. The Landmarks Commission will provide National Register nomination information to businesses, schools, and libraries in the county to promote expansion of citizen support for historic preservation, and to encourage formation of a County Landmarks Commission with which the City's Commission could cooperate.
- B1c. The Landmarks Commission will coordinate the efforts of various organizations concerned with community history and preservation.
- B1d. The Landmarks Commission will establish media contacts that can promote the Commission's initiatives to the public.
- B1e. The Landmarks Commission will provide a speakers bureau to offer programs to area civic groups interested in preservation.

Objective B2. Designation of historic places and structures, whether or not they are in a locally designated historic district or on the Federal Register of Historic Places.

Strategies

- B2a. Continue to inventory historical events, sites, buildings, and related resources.
- B2b. Extend and enrich the inventory of historical sites and buildings, and implement design review guidelines for historic districts and properties.
- B2c. Identify, preserve, and use the historical resources for future generations, including structures, artifacts, sites, and oral tradition.
- B2d. Establish a review process for proposed remodeling or demolition of structures and artifacts in the historic district, wherein the Landmarks Commission would be involved in approving required permits.

- B2e. In the city's process of reviewing plans for development/redevelopment, the Landmark Commission shall be informed and given opportunity to ascertain the relative historic preservation concerns.
- B2f. Achieve historic district status for all of Morgantown's historic areas, and adopt zoning overlay districts that incorporate design/rehabilitation/restoration/preservation criteria.
- B2g. Strengthen the Landmarks Commission's capabilities by having staff and/or consultant resources.
- B2h. The Landmarks Commission will work with others to achieve a national historic park along Decker's Creek and the Monongahela River, from Reedsville to Brownsville, relative to the area's role in American colonial history, economic history, and the second industrial revolution.

Vision Statement

Morgantown's expanding, diverse economy continued to require a significant amount of rental housing to meet the needs of University students, short-term visitors to the medical center, and transitional housing for persons while they seek long-term accommodations. Whole blocks of old, rundown housing have been replaced with mid-rise apartments and townhouses that allow University-related students and staff to avoid the need to drive to campus.

In the Mixed Use zoning district in particular, on-street parking has been reduced as off-street parking areas were created for residents, small neighborhood businesses that serve the residents, and daily visitors to campus; the streets have thus been able to carry traffic more safely. Sidewalks and pedestrian-ways have been created to allow safe travel without conflicting with vehicular movements.

The neighborhood associations worked with the city's Beautification Commission to install and maintain landscaped entrances to neighborhoods, and the city's main entrances. The new sense of pride in property maintenance has created a significant improvement in community aesthetics that has helped to stabilize the older neighborhoods, and to improve the quality of life for residents.

Visitors to the University and federal facilities often comment on the positive changes that have occurred, and parents of prospective University students note how much the aesthetics of the community affected their children's decision to attend WVU. The city and Rental Owners' Association have worked closely to maintain rental housing that is competitive in the metropolitan housing market.

As the city annexed undeveloped areas around it, opportunities have occurred to develop small housing complexes for low to moderate income households, complementing the in-town housing converted to meet part of the overall (non-student) low and moderate income needs. The city's efforts, using finances from its 1996 Champion Communities grant award, to encourage small business development in the central neighborhoods also allowed low and moderate income households to find jobs near their residences.

Overview

The housing element identifies the key issues facing newcomers looking for a place to live, and for residents who are dealing with changes taking place in the community. Because Morgantown is home to federal agency offices, medical center facilities, and

Planning Context

WVU, there are unusual impacts on the city housing market. The interrelationships between housing resources and other elements of the Comprehensive Plan are direct and critically important to the future of the city as a desirable place to live.

For several decades, WVU has had the biggest impact on the city's housing resources. Conversion of older homes into apartments has changed some neighborhoods entirely as off-campus housing for the growing student enrollment occurred. Added to this was a growing concentration of medical facilities and federal research facilities that created good paying jobs for several thousands of employees. The overcrowding of students, and their housing quality problems led to adoption of a rental inspection ordinance in 1979, requiring registration and compliance with basic life-safety and health criteria. Since 1980 the number of registered rental units has increased to about 65 percent of the city's total housing supply.

In 1991-1992 the city changed the Zoning Ordinance to limit further changes of single family homes into apartments. About that same time new apartments just outside the city were being built, and within a few years several hundred new apartments had been built. The impact was a high vacancy rate for the poorly maintained, older housing resources previously occupied by students. Stricter enforcement of the property maintenance code has resulted in condemnation and removal of many old structures. This should result in improved neighborhoods, spurred along by riverfront redevelopment, and residential-mixed use development in Sunnyside.

Non-student housing needs include low to moderate income households that cannot effectively compete with students for housing that would normally be available at a reasonable cost. At the other extreme is the need for retirement housing, for current area residents and former residents who would like to return here to take advantage of the cultural, medical, and educational resources available locally.

Key Issues

- Zoning variances and conditional uses that have long-term negative impacts on neighborhoods can be avoided when neighborhood residents have an opportunity to review development proposals.
- Rental housing in the larger urban area is apparently overbuilt in relation to demand, and the vacancy ratio of older rentals is over 15 percent. However, because the

Current **Deficiencies**

county does not require building permits, exact data is not available on construction outside municipalities.

- Litter and abandoned buildings pose hazards and negatively affects property values and quality-of-life.
- Unsightly trash storage and wrecked, non-running and abandoned vehicles detract from neighborhood quality.
- Sidewalks and curbs that need repair, and residents who do not remove snow from, or clean, sidewalks have negative impacts on property value and aesthetics.

Morgantown has very little vacant, developable land. In the last decade only four new subdivisions, totaling about 115 lots, have been created. About a dozen new homes on previously platted lots are built each year. New multi-family housing in the city is small scale (three to 24 units on a site) and often involves demolition of existing structures. Increased code enforcement activity by city inspectors is resulting in removal or rehabilitation of condemned housing, involving about 75 structures a year. Because of the age of the housing stock, many old structures have lead-based paint and asbestos materials that tend to complicate rehabilitation and demolition. Recent annexations to the city have not added land that is developable for residential use since these annexed areas are already developed.

Off-campus University student housing accounts for most of the rental housing supply in the city. In neighborhoods where student housing is concentrated, the older structures which have been converted to apartments are generally in need of major repairs and more regular aesthetic maintenance. Although the city has a law restricting overcrowding of dwelling units, many renters and some landlords seek to circumvent the law. Many older apartments in older student neighborhoods are vacant.

Transitional and retirement housing supplies are difficult to locate, and non-students stay away from renting in student housing neighborhoods due to lifestyle differences. Because of the federal agencies located here, and University and medical center employment opportunities, there is a lot of turnover of persons/households coming to and leaving the community.

Recommendations

Short-term rentals, while such people look for more permanent housing, are difficult to locate.

- Inspections of rental housing should be more strictly applied to property maintenance aspects, resulting in both safety and aesthetic enhancement of neighborhoods.
- Encourage the County Commission to adopt building and development codes, particularly in relation to urban development close to the city's neighborhoods, to improve the quality of development.
- Seek cooperation and coordination with adjacent municipalities in endeavors to improve residential neighborhoods in the Morgantown area.

Goals, Objectives, Strategies

Goal A. Neighborhoods that are safe and aesthetically pleasing to visit and reside in.

Objective A1. A sense of pride in well-maintained property, revealing itself in landscaping and upkeep.

Strategies

- A1a. Develop initiatives that promote proper maintenance of property.
- A1b. Encourage neighborhood associations as a means of communicating and involving residents in adopting high standards of property maintenance.
- A1c. Encourage group tours, open houses, etc. that make residents aware of property maintenance and landscaping in city neighborhoods, and also about the city's historic and architectural resources.
- A1d. Work with neighborhood groups and others on plans to design/redesign neighborhoods to work functionally in a changing community environment, and to improve aesthetics and environmental protection.
- A1e. Develop generic and specific street-scape designs for entrances to neighborhoods and at major city entrances.

Objective A2. Establish a Design Review Board to review proposed developments and improvements, with a focus on assuring that community needs and aspirations are met. The membership of this board should include individuals with design or engineering-related experience and expertise.

Strategies

- A2a. Encourage public participation in reviewing proposed developments, in coordination with other boards and commissions, bringing into focus their knowledge and resources to help maintain valued structures and districts.
- A2b. Support incentives for property owners to upgrade, enhance, and maintain property conditions throughout the community.

Objective A3. A litter-free community.

Strategies

- A3a. Conduct education programs and enforcement programs relating to outdoor property maintenance, trash storage, anti-littering, and improving the overall appearance of the neighborhoods.

Objective A4. Codes enforcement applied throughout the city's neighborhoods, assuring remediation or elimination of conditions that undercut safety and aesthetics.

Strategies

- A4a. Implement voluntary property inspections by owners, centered on life safety factors, assisted by a group of interested persons in each neighborhood.
- A4b. Educate homeowners about the need for periodic home inspections to detect conditions that need attention.
- A4c. Conduct zoning and property maintenance (code) enforcement on a programmed basis throughout the city, assuring equal applicability.
- A4d. Allocate personnel and resources to effectively enforce City Codes; zoning, public works, building inspections, and engineering.

Goal B. A supply of housing that meets the needs of persons and households seeking to reside in the city, with costs that are affordable to the wide range of personal incomes.

Objective B1. Housing that is affordable for low and moderate income persons, located near areas of employment, shopping, community services, and community facilities.

Strategies

B1a. Work with agencies and organizations that assist low and moderate income persons in finding housing that meets their needs.

B1b. Encourage neighborhood residents to recognize the diversity that exists, and to use that diversity in activities that enhance living in the neighborhood.

Objective B2. Locate higher density housing near employment centers and land uses that generate high traffic, so as to maximize easy access and minimize traffic and parking congestion.

Strategies

B2a. Jointly work with residents, the business community, and WVU administration to resolve current parking and traffic problems.

Goal C. Neighborhoods that are safe and that have a healthy living environment.

Social Services



Vision Statement

The Monongalia County Social Services Coordinating Council was formed in 1998 as an outgrowth of Vision 2000, and the City and county efforts to develop plans that address the wide range of issues facing county residents. Since many programs and issues reach beyond the county, the state's Planning and Development Council also became involved to the extent that its resources and responsibilities could be applied.

The Council's objectives have been fairly successful, considering the sources of the funding it relies on. In conjunction with the Champion Community's (Small Cities Block Grant) program, a homeless shelter was made available, and although of a limited occupancy it does meet the needs of many. A Single Room Occupancy (SRO) project was also developed. The joint City-County Senior Center Leadership, a program to use senior citizens as consultants and contract workers, was initiated with the support of many local businesses. This dovetailed with a similar program focusing on disabled workers irrespective of the age of the workers.

Within the context of ever-evolving national healthcare programs, physical and mental health services are more available here because of the health care resources we have. Making those services affordable is an ongoing issue and concern. The community center for seniors has been expanded to serve the larger number of seniors, and at the new Community Recreation Center there are facilities and programs for all age groups.

Educational programs to fit the wide range of residents' needs are being conducted in some of the old neighborhood schools, which have been turned over to the communities for use. Many senior citizens have also been enlisted to assist in public schools, to share their life and professional experiences in ways that will motivate students to succeed.

Overview

The social services element addresses the key issues facing Morgantown and the larger urban area's residents who need social service assistance. State law provides for the Planning Commission to be concerned with the health, safety, and general welfare of residents within the context of the Comprehensive Plan. Because "services" usually require an agency and offices and public facilities, there is a direct link between social services and other elements of the Plan.

Planning Context

Federal, state, and county governments, and non-profit agencies are the primary service providers. The Monongalia-Preston Counties United Way financially supports 27 service agencies in the two-

county service area. One of the agencies is Criss-Cross Inc., which publishes a directory of social service agencies in the six-county region of which Morgantown is a part. The directory provides a listing of over 150 agencies by the type of service they provide.

Coordination of agencies and services is a significant factor, and Vision 2000, through the Chamber of Commerce, has established committees, called Community Interest Groups, which focus on high profile, prominent needs. Such efforts draw citizens into the process of finding solutions to the problems that are often multi-faceted: employment, transportation, housing, education, etc.

Key Issues

- Programs for the unemployed, under-employed, and retraining of workers need to be focused on employment opportunities that are emerging, not on jobs that offer limited possibility for long-term employment at a decent wage.
- Public transportation services for elderly and low income residents need to be enhanced, along with an education program to attract them to use public transportation.
- There is a lack of low cost housing to meet the needs of many residents.
- As the city grows it will attract an increased number of homeless persons who will seek assistance; housing and social services need to be prepared to meet such a demand.
- Affordable health care and mental health care are a growing concern.
- Periodic needs assessments of the elderly and low income segments of our population are needed in order to tailor programs and outreach activities.
- Senior citizens are a resource that the schools need to use in classrooms, to transfer the life experience and vocational skills that many seniors would like to share.
- While the citywide parks, such as Krepps, Marilla, and White Park, are well situated and maintained, there is a need for small, neighborhood recreation areas, to serve neighborhood level activities.
- There is a need for a community recreation center that augments existing outdoor activities available in the area.

Goals, Objectives, Strategies

- The loss of recreation areas and meeting rooms at former neighborhood schools needs to be addressed, including facilities for seniors and disabled persons.
- Organizations that are pursuing various aspects of recreational activities in the community need to form a coordinating council and communications about such activities need to be improved.

Goal A. Health and medical care service available to residents on the basis of affordability, on a sliding scale.

Objective A1. A social services coordinating organization that brings together provider-representatives so that service providers/funding sources, and clients can maximize benefits in services.

Strategies

- A1a. Form a coordinating organization to pursue maximizing social service benefits to clients and provider/funding sources.
- A1b. The coordinating organization will play the lead role in developing approaches to affordable medical and mental health care, emphasizing a sliding scale of costs to clients for their responsible share.

Goal B. A single, unified seniors' organization that represents the overall interests of senior citizens.

Objective B1. Merger of separate seniors' organizations to better serve the needs of seniors, overall.

Strategies

- B1a. Municipal financial support of seniors' programs will be conditioned upon merger of facilities, programs, and management.
- B1b. Enhanced non-financial support to a unified seniors' organization will be pursued by Morgantown City Council, coordinating with the County Commission, other municipalities, and other public agencies.

Goal C. Programs and service opportunities for seniors, linking their interests, abilities and resources with others to the mutual benefits of the individuals and the community.

Objective C1. Schedule ongoing participation of seniors with local schools/classes to share life and work experiences that help students consider options for career tracks.

Strategies

C1a. Coordinate with the County Board of Education to program the seniors' involvement with children in classroom settings, to share work and life experiences leading to career insights.

C1b. Seek opportunities for seniors to assist teachers on class outings/events where supplementary adult supervision is needed.

Objective C2. Geographically dispersed community centers where seniors' programs and activities can be provided conveniently.

Strategies

C2a. Coordinate with the County Commission and school board to retain old schools for continued community services, and seek opportunities for seniors to use space in active school facilities during times when classes are done.

C2b. Engage the city's access (disability) committee to become active with other social service organizations to plan and develop programs and activities that provide for the needs and concerns of disabled persons.

C2c. Survey seniors to determine the type and degree of interests that can be met at the geographically dispersed centers.

C2d. Involve the Social Services Coordinating Organization in developing and conducting programs, and support for programs at community centers.

Objective C3. Prepare residents for occupations that are on the increase in this area, giving opportunity for personal and household advancement.

Strategies

- C3a. Seek to establish employment and training programs that will enable clients to prepare themselves for occupational advancement, with a focus on the types of jobs that will provide stable incomes in the coming decades.
- C3b. Encourage low and moderate income persons to utilize public transportation resources to a greater extent.

Objective C4. Safe, decent, affordable housing for low and moderate income households in the community, including efficiency and SRO units.

Strategies

- C4a. Engage the Social Services Coordinating Organization to team with entities providing services to low and moderate income households, to select persons eligible to qualify for available assisted-housing resources.
- C4b. Based upon a five-year projection of needs, provide ten dwelling units annually toward that need.

Goal D. Expand the supply of safe, high-quality, and convenient child care facilities.

Objective D1. Encourage inclusion of child care centers as part of employment facilities and in neighborhoods where appropriate.

Strategies

- D1a. Assess the city's overall day care needs and identify voids in current programs.
- D1b. Encourage development of neighborhood day care facilities.
- D1c. Provide greater diversification of activities, particularly in after school programs for all school age children.
- D1d. Work with state government for consistency in zoning, rules, and regulations.
- D1e. Encourage the Board of Education to consider after-school programs located in the schools.

Vision Statement

The Greater Morgantown area, as a diverse community of rather strong independent elements (such as WVU, Federal Energy Technology Center, National Institute of Occupational Safety and Health Research Center, Ruby Memorial Hospital, Monongalia General Hospital, Mylan Pharmaceuticals, Kennedy Federal Correctional Center, General Electric Plastics, etc.), agreed to cooperate in guiding the long-term evolution of Morgantown with a clearly defined vision of how we could become a caring community dedicated to developing a sustainable economy for our children to grow up and to find gainful employment here in this community.

The joint venture to forge cooperative community relations among all elements of the community began with a joint city/county/University forum to address problems of transportation and economic development. Plans were then developed for a major public/private venture to revitalize the downtown central business district. The plans stimulated a large amount of private capital investment that has literally changed the face of Morgantown, beginning in the downtown and riverfront districts.

The expanding medical and health care complex was a guiding factor in the evolution into a community that addresses social issues of adequate medical and housing facilities for all citizens. The religious community held up a mirror to examine our community and corporate conscience, and urged cooperation between all races and religious faiths. Because of the broad diversity of people in this community, developing a cohesive image has been very difficult. We have been coal miners, educators, researchers, and health care workers, and we must expect to diversify even more into information technology developers and managers, computer software developers, musicians, artists, and bankers.

The vision to do all of these things over the last few years required us to develop a strong identifiable image as the most progressive and desirable city in West Virginia in which to live and work. We have become a magnet to people from all over the eastern United States who visit, and then retire in this proud, patriotic, and friendly community. Morgantown has become known as the city that cooperates at all levels of government, sharing financial and all other resources that keep the city and county growing, and providing its citizens with services they require.

Since the initiation of the Vision 2000 program many years ago, we have twice as many people volunteering for all the boards and commissions that are required to advise our city. We have truly motivated and caring individuals working to make this the city of our vision.

Overview

This element of the Comprehensive Plan focuses on relationships among different independent governmental and institutional organizations and the need for these agencies to cooperate for a more prosperous future.

Key Issues

- WVU is a public institution that serves a statewide function within the local governmental framework that provides amenities to the students, staff, and visitors. While examples of mutually shared resources, such as libraries and sports facilities, do occur, more could be done to allow public use of underutilized lands that the University controls, particularly for outdoor recreational pursuits that would not preclude the University's long range plans for such properties. While this example focuses on WVU, it applies to other public institutions that exist here such as FETC and NIOSH, which could share resources with the community.
- There is no County Planning Commission to address issues related to growth and development.
- The Monongalia County Board of Education often fails to consult with municipalities, boards, and commissions that will be directly impacted by its actions in building or selling property, particularly old schools originally given to them in a spirit of civic cooperation.
- We must share the limited financial resources that are available in the county/state to meet the needs of our diverse population, and to accomplish our respective corporate and public missions. Currently there are no plans, or a forum, for sharing or discussing common problems.

Goals, **O**bjectives, **S**trategies

Goal A. A unified effort by the city, the University, and other public and corporate institutions within the political, physical, economic, and social frameworks of the community to enhance the well being of the greater Morgantown area.

Objective A1. To make this a nurturing and attractive community for residents, visitors, and students, and for retirees and corporations.

Strategies

- A1a. Identify public and private sector entities in the community that have an interest in helping to develop

and maintain effective communications with the general public on plans and programs that affect the community as a whole.

- A1b. Work closely with Vision 2000 and other organizations that can represent important segments of the community, and seek to focus and mesh the plans and programs to make them more effective overall.
- A1c. Conduct public forums every two years to address issues that have become apparent, and define the changes that need to be made in the succeeding two years.
- A1d. Conduct public forums that focus on the issue of local government having more control over public (state-regulated) infrastructure and properties within the city.

Objective A2. Joint efforts to address common problems of growth, development, employment, and transportation.

Strategies

- A2a. Twice a year, conduct a regional land use forum involving elected and appointed officials to achieve continuity of effort in addressing pressing issues and needs.
- A2b. Jointly study, design, and implement construction of at least two park-and-ride facilities to serve the community, with initial focus on the employees, visitors, and students commuting to WVU medical and campus facilities.
- A2c. Continue to draft individuals from community organizations to work on downtown revitalization, Main Street Morgantown, and similar specific projects/programs in need of assistance from qualified residents.
- A2d. Arrange a forum for representatives of federal, state, and local government offices to facilitate open dialogue on current and pending concerns.
- A2e. Initiate a joint project between public institutions and private sector interests, to achieve cooperation and build working relationship.

Goal B. Gain widespread support for land use planning as a necessary and vital function of good county government.

Objective B1. Establishment of a Monongalia County Planning Commission.

Strategies

- B1a. The city should initiate and maintain a dialog with the County Commission to discuss land use issues of mutual concern.
- B1b. Should the county decide to reestablish the Planning Commission, provide city support through the funding of joint studies and sharing of office space and planning resources.

Implementing the Plan

Introduction

Implementation is an integral part of the planning process. One key measure of a Plan's success is the degree to which it is implemented. This section seeks to provide guidance on strategies for successful implementation and identify implementation priorities.

Strategies

This section includes recommended steps in the Plan implementation process.

- A. **Maximize involvement and implementors.** Work to maximize the number of different parties actively addressing at least one recommendation. In this way more people have a stake in Plan implementation and numerous groups working in parallel on different recommendations can speed up implementation.
- B. **Work on multiple fronts.** Through a coordinated approach is needed to address at least one recommendation from each of the Plan's elements.
- C. **Prepare an annual action agenda of recommendations to be implemented that year.** Annually, the Planning Commission should develop and adopt an Action Agenda. This Action Agenda should contain a list of actions that should be undertaken to implement the Comprehensive Plan. The Action Agenda should include a timeframe for when the items are to be achieved: priority one immediate action (before 2000), priority two (2000-2005), or priority three (2005+). Action items can include major capital projects such as streetscape improvements as well as the development of new planning and zoning procedures, and tools and guidelines to foster high-quality development. These listings should be used as guides for implementation.
- D. **Prepare an annual status report.** Each year at the time of the preparation of the new annual agenda outlined above, the Planning Commission should prepare and adopt and then submit to City Council for review a status report on action item implementation from the previous year. The status report will:
 - Indicate actions that have been initiated and completed, as well as those that are on-going; and
 - Indicate any proposed changes in the timeframe for undertaking specific actions items.

- E. **Update the Plan every five to eight years.** The Morgantown Comprehensive Plan policies and recommendations focus on the long-term but also have an important short-term focus and provide guidance for the public and private sectors for development decisions. The Plan can be amended as new information is available, or to address a change in circumstances, without straying from the basic vision of the Plan.

The Comprehensive Plan should be updated every five to eight years by the Planning Department with recommendations being submitted to the Planning Commission for approval and then the City Council for adoption. The Planning Department should call for proposed amendments from the public as part of this update process. These proposals for amendments to the Comprehensive Plan should be evaluated by the Planning Department before being forward to the Planning Commission along with the Planning Department's recommended amendments.

- F. **Ensure Coordination between Planning and Capital Improvement Programming.** It is recommended that the Planning Commission be included in the process of reviewing the Capital Improvement Program (CIP) budget and make recommendations to the City Council on priorities.

An effective CIP process can ensure that plans for community facilities are carried out; provide an opportunity for long-range financial planning and management; and can provide an opportunity for citizens and interest groups to participate in decision making.

- G. **Update Ordinances.** The city should review and update development and planning related ordinances to ensure compatibility with the Plan and to facilitate Plan implementation. Specific comments on issues and suggested changes to the existing elements of the Zoning Ordinance are included below.

The following is a review of the city's existing zoning regulations and includes some recommendations to improve the effectiveness of these regulations. It is important to strengthen the implementation role of the Zoning Ordinance as part of the Plan's implementation.

General Observations about the Zoning Ordinance

- The current ordinance appears to accommodate too many existing uses, simply codifying them to make them legitimate.

- Requiring many processes such as Planning Commission and/or Board review, site plans, conditional use permits, and contingent use approvals makes the ordinance cumbersome and less user-friendly. The city should investigate ways to streamline the requirements and processes. For example, from an economic development perspective, is it really necessary to require conditional use permits for shopping centers and industrial parks?
- The organizational structure of the ordinance is confusing because zoning districts, regulations, and standards are located in many different places. For example, *Section 13 Establishment of Districts and Zone Map* establishes the districts. General descriptions in Section 13 are then followed by specific regulations in Sections 14-17. An example of the confusing structure follows: *Section 17 Industrial Uses and Requirements*, refers you to *Section 13 Establishment of Uses and Zone Map* for uses allowed, or Table 6.
- The city should investigate developing an overlay district for property along the riverfront (to coincide with areas designated for riverfront redevelopment in the Comprehensive Plan).
- The city's should adopt historic district regulations or an historic district overlay.
- The city should adopt corridor overlay regulations to implement the corridor overlay protection policies recommended in the Comprehensive Plan.

The following comments are addressed in the order that they appear in the ordinance. For each section discussed, an issue is stated and a potential solution is outlined. The city should evaluate the situation and alternatives carefully before making changes to the ordinance.

Section 5 - Definitions

Issue: After a cursory glance, the definition section appears to be sufficient. It is important, however, that this section be continuously updated to stay current (satellite dishes, "brew pubs," etc.) and to ensure consistency with other changes in the text.

Section 6.1 - Home Occupations

Issue: This section is out of place in this location because it bears no relationship to the topic of Section 6, which is the determination and interpretation of district boundaries.

Solution: Because home occupations require conditional use permits, this information should be located in Section 19 Conditional Uses and Procedure, Subsection C Requirements and Standards.

Section 12 - Off-street Parking and Loading Regulations

Issue: To facilitate development in the Wharf District, it might be beneficial to revise the parking regulations because the joint usage, off-site parking, and definitions (Section 12 B. (5), (6), (7), and (8)) may not be flexible enough. Requiring a conditional use permit from the BZA is potentially a disincentive, and for joint usage one still must have the same number of parking spaces as one would if one had separate parking.

Solution: The city might investigate shared parking opportunities that recognize the overlap in use and time related to parking for mixed uses.

Issue: Parking Space Dimensions. The dimensions for parking spaces are large—9x20; current industry standard is 9x18 or 9x18.5. The 9x20 size in the definitions conflicts with the 9x19 feet in Section C Parking Lot Design.

Issue: Required Site plan under the parking regulations (Section 12C(3)). Is this for parking lots only? Or is this for uses? It is unclear what the application of this section should be.

Solution: Create one section just for site plans regardless of what the situation is, and cross-reference it.

Section 13.1 - Buffer Zones

Issue: The purpose, function, and implementation of the buffer zones is unclear, and potentially arbitrary. It can either be a zone of transitional uses or a physical barrier.

Solution: It should be made clear how the buffer zones function. If it is as a physical barrier, then that should be built into buffer requirements within zoning districts. If land uses are truly conflicting, in most cases their adjacency should be discouraged through the long-range plan.

Section 14 - Residential Uses and Requirements

Issue: Tables for uses and standards located at the back of the ordinance make the ordinance very unfriendly to users because of all the page turning. Section 14 Residential Uses and Requirements,

refers you to a defunct Table 1 and Table 2 located at the back of the document.

Solution: Tables should be incorporated into the text where they are referenced. Table 2 is clear and helpful; however, the reference to Table 1 should be deleted.

Issue: There are sub-categories with varying levels of detail within the overall residential categories. For example, part of Section 14 is a more detailed discussion of the PRO district (which happens to have its own site planning requirements) and the I-O district than the discussion of the other residential districts. The style is inconsistent, which is typical of ordinances that are adopted piecemeal and over time.

Solution: As indicated in the general comments, the city needs to reconsider the organizational structure of the ordinance and to re-write the ordinance in a clear and consistent matter.

Issue: There are no open space requirements for development in the residential districts.

Solution: The city should investigate establishing minimum open space dedications. However, issues such as safety, maintenance and ownership must also be considered when establishing open space requirements.

Section 14.2 - Office and Institutional

Issue: The O-I district does not direct land use in one direction or another; it simply accommodates often incompatible uses.

Solution: The O-I zoning district probably should be deleted. From a comprehensive planning standpoint, land currently zoned O-I should be evaluated, and if it is truly more commercial than residential, it should be designated as such on the future land use map and allowed/guided to develop/redevelop in that direction.

Issue: The ordinance needs a section on landscaping regulations. Currently, the only regulations are located in Section 12C(3), the section on required site plan contents for parking lots.

Solution: Adopt landscape regulations.

Issue: Development review regulations should be located in one place in the ordinance. For example, there is a section titled *Required Site Plan Contents* located under *Section 12 Off-Street Parking and Design*, which is a subsection of *Section C Parking Lot*

Design Requirements. The PRO district also has a section on site development plans as does the mixed use residence/services district (Section 14.3).

Solution: The ordinance should be revised so that all the information on development review is consolidated in one place.

Issue: Regulations for signs are scattered throughout the ordinance. For example, there are regulations specifically for signs in the B-4 district, but there are no sign regulations for any other "B" district; there are sign regulations for residential uses in Section 14 and Section 14.2 but not Section 14.1.

Solution: The sign regulations should be consolidated in one place and cross-referenced throughout.

Issue: It is unclear whether billboards are permitted or not. As indicated above, there are sign regulations only for certain residential districts and the B-4, the rest of the business districts and the industrial district do not appear to have sign regulations. Signs over 100 S.F. in the B-4 district, and freestanding signs, require conditional use permits.

Solution: Clarify whether or not signs are currently subject to regulation in all districts, and if not, draft new regulations to govern signs in all districts and to prohibit billboards.

Section 15 - Business Uses and Requirements

Issue: There are too many business districts (5), and the distinctions between the districts are too fine. The structure of the ordinance is based on a "pyramid" of uses and therefore there is too little separation of uses and many overlapping ones.

Solution: The city needs to re-evaluate the purpose and function of each district and consider consolidating districts or eliminating unnecessary districts depending on what type of land use patterns it wants to achieve.

Issue: Residential uses are permitted in nearly all the business districts, which may be the source of complaints about conflicting uses.

Solution: Residential uses should be restricted in most business districts, except where a mixed-use environment, such as in the downtown or along the waterfront, is desired.

Section 17 - Industrial Uses and Requirements

Issue: A one-size-fits-all industrial district might not address the changing nature of industrial activities, especially the diminishing role of heavy industry and the growth in light- or flex-industrial uses. Also a light-industry or mixed-use district might be more complementary to the Wharf District.

Solution: Investigate adopting industrial districts that more closely reflect the character of industry and manufacturing today and in the future.

Section 18 - Permitted Contingent Uses

Issue: Permitted contingent uses are not defined in the definition section and although defined in the text, it is unclear how they differ from special uses/exceptions or conditional uses.

Solution: Re-evaluate the purpose of contingent uses and consider grouping them with the conditional uses or the accessory uses, whichever they most closely resemble.