



4.0 Analysis :

Existing Conditions

Downtown Strategic Plan

4.0 Analysis : Existing Conditions

4.1 Initial Observations

Morgantown has received considerable public acclaim in the past few years for its quality of life and economic stability:

- 2009 – NBC Nightly News and CNN News featured Morgantown's economic prosperity
- 2007 – "Distinctive Destination" by National Trust for Historic Preservation
- 2007 – "5th Best Boomtown City in the Country" by *Inc. Magazine*
- 2007 – "9th Best Place for Business and Careers (Metros less than 150,000 population)" by *Forbes Magazine*
- 2006 – "29th Smartest Place to Live in the US" by *Kiplinger's Personal Finance Magazine*
- 2006 – "5th Best Place for Business and Careers (Metros less than 150,000 population)" by *Forbes Magazine*
- 2006 – "12th Hottest Small City: Boomtown (Metros less than 150,000 population)" by *Inc. Magazine*
- 1998 – "Great American Main Street" award by The National Trust for Historic Preservation

This public recognition has proven that Morgantown, as it exists today, has many strengths and formidable appeal. The community's residents, businesses, institutions, organizations, and government are working very hard to create a wonderful place to live for its members and to create a great destination for university students and visitors alike.

The downtown is home to over 100 specialty shops and over 40 restaurants along historic commercial streets lined with Queen Anne, Classical Revival, Romanesque, and vernacular Victorian buildings that date back to the turn of the 20th century. It offers a variety of retail and dining choices including: a brewery/restaurant; middle-eastern deli; Japanese, Chinese, and Indian specialties; organic and vegetarian lunches; formal dining; coffee shops; ice cream parlors; galleries; bookstores; bike and skate stores; clothing and accessory stores; jewelers, pet store; niche retail stores; movie theatre; performing arts theatre, and, gourmet foods.

Downtown Morgantown offers many public amenities that are relatively rare in communities of comparable size. The Hazel Ruby McQuain Riverfront Park, located on the Caperton Trail at the old train depot, features an outdoor amphitheater, of which hosts numerous concerts and events. Two major trails – the Caperton Trail and the Deckers Creek Trail - run adjacent to the central business district. These trails connect the downtown to Deckers Creek and the Monongahela River as well as to a network of trails reaching throughout the County.



4.0 Analysis : Existing Conditions

Downtown is also a hub of cultural events and home to over 500 performances, annual and monthly art exhibits, while a number of downtown establishments offer live music throughout the week and on weekends.

The Wharf District, a mile-long stretch of converted warehouses and significant redevelopment located at the western edge of downtown along the Monongahela River and the Caperton Trail, is home to restaurants, shops, offices, and a major events center that opened in June 2010.

When comparing Morgantown to communities of similar size and demographic, the ingredients of a healthy community exist today. The downtown is still a commercial destination, an entertainment center for the region, and a center for many civic functions such as government and religious uses. However, many community members involved with this Strategic Plan update feel that downtown is not the destination center it used to be and that conditions are steadily worsening.

4.2 Physical Characteristics of the Landscape

Downtown Morgantown has creekside and riverfront access, a large collection of historic buildings and dramatic topography, all which are enviable physical characteristics. Each of these characteristics are illustrated in Figure 8 as strengths. But it also suffers from some physical problems that detract from the district's character and functionality which are illustrated as constraints in Figure 9. Both the perceived weaknesses and strengths, which are discussed in depth within this chapter, were compiled and overlaid into Figure 10 to illustrate the opportunity areas which the strategic plan can build upon.

This section includes an analysis of the downtown: architectural character, building setbacks, building facades, parking lots, on-street parking, street configuration, street character, and waterfront use.

Architectural Character

Downtown Morgantown has a handsome collection of historic commercial buildings, with architectural styles that reflect the community's evolution over the past century or more. Most of its historic downtown buildings were built during the city's boom of the late 1800s and the early 1900s. Most of the historic buildings are included in downtown Morgantown's National Register of Historic Places as a historic district. Because most of these buildings share common design characteristics (such as height, setback, storefront recess, upper-floor fenestration, roof profile, and range of materials), they create a strong, visually cohesive image that is eclectic yet distinguishable from other commercial districts. The similar scale and character of these buildings also invites pedestrian movement along the sidewalk and, in turn, facilitates commercial activity.



4.0 Analysis : Existing Conditions

However, this consistency gradually deteriorates as one moves away from the historic district center, toward the edges of downtown. Many of the newer buildings along the downtown's periphery were built with less durable materials than those in the core and lack some of the design characteristics that encourage pedestrian movement. Some facades have been covered with incompatible materials such as wood, metal or vinyl, or have had distinguishing architectural features removed.



The architectural character of this building along University Avenue is not aesthetically appealing due to the lack of front facade detailing or window openings needed to make it compatible with the existing materials, details, scale and massing of buildings within the downtown district.



This wood shingle facade treatment located on a front facade of a building along High Street is incompatible with the existing materials used throughout the downtown district.



4.0 Analysis : Existing Conditions

Building Setbacks

The distance a building is set back from the street influences how pedestrians and motorists use the street corridor and sidewalk. Buildings that are flush with the sidewalk facilitate pedestrian movement, encourage people to glance into storefront windows as they walk by, and cue them to step inside. Buildings that are set back from the sidewalk, however, send cues that they are meant for people in cars or that the business within the building is somewhat private.

Most buildings in downtown Morgantown, especially the older structures, have no setback from the sidewalk, creating a strong street edge. This condition, in some places, creates an environment conducive to strolling and window shopping. However, the narrow sidewalk widths can be a barrier to a lively active streetscape as there is little room for outdoor dining or outdoor seating.

Some infill buildings in the downtown do not follow the historic setback pattern; instead, they are sited far back from the right-of-way to allow parking in front of the building. Such practices break the sense of cohesion and weaken the streetscape environment.



These buildings along Chestnut Street have small setbacks that leave little room for pedestrian movement or streetscape improvements.



This building along Spruce Street is set back drastically from the street, showcasing the parking lot rather than the building, which is not compatible with the setbacks of the buildings adjacent to the site.

4.0 Analysis : Existing Conditions

Rear Facades, Alleyway Entrances and Sideyards

There are a number of businesses in downtown Morgantown that are located in the backs of buildings. Customer access is from a side alley or rear parking lot. Therefore, it is important that these side and rear façades convey a welcoming image by providing landscaping, lighting, awnings, alleyway hardscape treatments, rear pathways leading to entrances, and other features that send an inviting message. These alleys can become well designed pedestrian corridors that provide a cozy ambiance and mitigate the deficiencies associated with the existing narrow sidewalks along primary streets.



This existing Wall Street alley entrance along High Street could be further enhanced throughout the alley, with entryway features such as business signage, lighting and planters along with the addition of alleyway plantings and the replacement of the existing asphalt paving with cobblestone or brick.



The existing Dairy Queen entrance at the intersection of High Street and Forest Avenue is located on the side facade of a building and could be aesthetically enhanced with features including, planters, lighting, sculptural art and moveable seating.



4.0 Analysis : Existing Conditions

Parking Lots

Depending on their location and design, off-street parking lots and garages can either blend into a downtown setting or highly detract from the overall visual quality and lively atmosphere. Figure 3 depicts all of the City managed and owned parking structures, lots, and spaces.

Downtown Morgantown has examples of both inviting and less inviting parking lots and parking structures. The parking lot on the corner of Chestnut and Walnut Streets, for example, blends well into the downtown. This parking lot is tucked into the center of a block of buildings so that people focus on the buildings, rather than on the parking facility. There are a few downtown parking lots that incorporate low growing hedges and landscaping along the pedestrian edges, which define and soften the space. But, at the same time, a number of parking lots throughout the district lack edges separating pedestrian space from parking area space and consequentially overwhelm their blocks with a “sea of cars.”



In this parking lot located along Spruce Street there is no landscape separation between sidewalk and parking lot which can create an aesthetically unappealing and unsafe feeling pedestrian environment.



The recent facade renovations at South High Street Station are compatible with the historic downtown, but the parking lot contains no landscaping and is therefore visually overwhelmed by the large expanse of asphalt.



4.0 Analysis : Existing Conditions



The parking lot located in between Fayette Street and Forest Avenue contains a mural painted on a building wall which adds color, visual interest and a sense of pride and ownership.

On-Street Parking

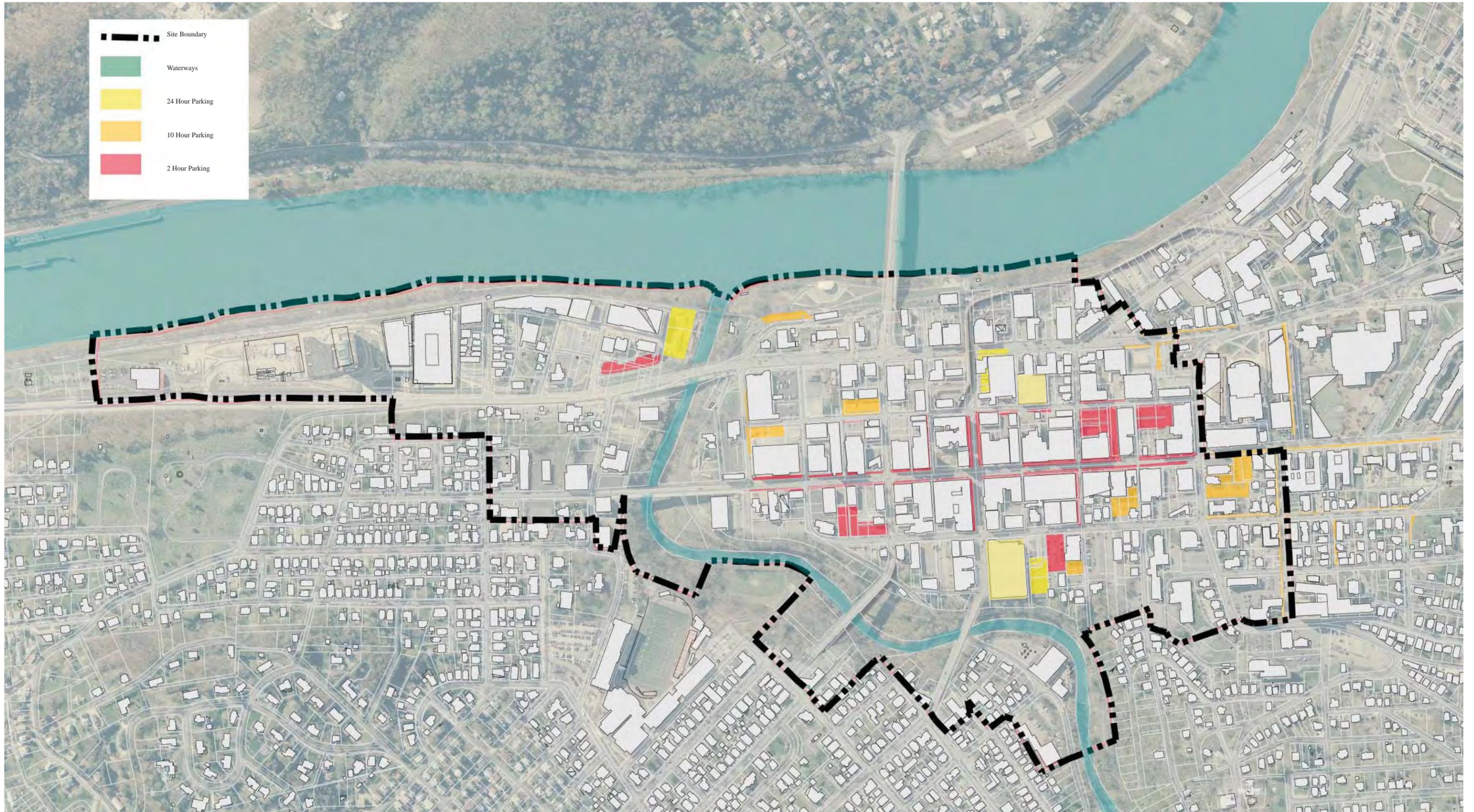
The Morgantown Parking Authority has done an excellent job of creating and managing its on-street parking inventory. On-street parking not only offers convenience for potential customers, but also creates a pedestrian-friendly environment by providing a buffer between the sidewalk and moving traffic. On-street parking is essential to a lively, active downtown. High Street, the district's primary commercial corridor, offers parallel parking on both sides of the street for its entire length. Walnut Street, Chestnut Street, and Fayette Street each provide some on-street parallel parking.



The existing parallel parking located along High Street is highly utilized and easy to locate.



4.0 Analysis : Existing Conditions



Title: Existing Parking

Figure 3: This diagram depicts existing City owned and managed parking lots, spaces, and structures.

4.0 Analysis : Existing Conditions

Street Character

Many different elements combine to shape the design character of a street – street lights, trees, banners, sidewalk and crosswalk paving, and other pedestrian amenities in the public right-of-way. The City has impressively completed significant streetscape improvements along several blocks of High Street with completion expected in 2010-2011. Because few streetscape elements exist on University Avenue, Walnut Street, Pleasant Street, and Spruce Street, these areas should be the focus of short and long-range capital improvement planning. Using consistent design elements throughout the downtown will reinforce the circulation patterns and public image needed to visually tie the district together and strengthen the downtown's overall physical and economic performance.



University Ave has no pedestrian scale streetscape and is used mostly as a fast moving vehicular thoroughfare.



High Street streetscaping is appealing and inviting to both pedestrian and vehicular traffic.



4.0 Analysis : Existing Conditions

Street Configuration

Downtown Morgantown's one-way street pattern is confusing, which makes it difficult for new visitors to maneuver through the district and find their destinations. At the same time, the one-way configuration allows motorists familiar with downtown Morgantown to speed through the district or avoid it completely. Neither situation is conducive to a successful commercial environment. However, one-way configurations often create bottlenecks in the roadway system that can discourage visitor and customer access to businesses within congested areas. The current one-way configuration should be reevaluated in a future transportation study, particularly functional vehicular flow through Walnut Street and Pleasant Street.

Some of the district's intersections pose problems for vehicles and pedestrians. Streets that meet at odd angles make pedestrian crossing dangerous and confuse drivers. The problem is exacerbated by the lack of crosswalks. Some particularly problematic intersections are:

- Kirk Street and High Street – High Street turns from a one-way to a two-way directional pattern at this intersection, and there is no stop light
- All intersections along University Avenue are potentially unsafe for pedestrians
- University Avenue, Beechurst Avenue, and Fayette Street
- University Avenue and Willey Street



Walnut Street is one of the many one-way configured streets located within the downtown district.



The south end of High Street near where High Street changes from a one-way street configuration into a two-way street configuration.



4.0 Analysis : Existing Conditions

Waterfront Use

Downtown Morgantown is fortunate to be adjacent to two important bodies of water: Deckers Creek and the Monongahela River. The community and several private and public benefactors have made significant contributions in creating open space and park systems along the Creek and River (Rail-Trail) and developing the Hazel Ruby McQuain Riverfront Park. Currently some prime waterfront land is occupied by underutilized and functionally obsolete uses and structures, making it difficult to fully realize the district's waterfront recreational, residential, and commercial opportunities. However, as the district gradually transitions away from light industrial towards resident and visitor-focused blend of uses, more waterfront property should become available.

The Downtown Strategic Plan update creates a set of guidelines to help the City create the type of waterfront envisioned by community members:

- One that provides for public access, not just private uses;
- That realizes a greater visual and physical connection with the downtown; and,
- Makes use of the district's network of alleys to provide pedestrian connections to the Creek and River.

The downtown can become an even more attractive destination by developing public plazas, boardwalks, and lookout points and encouraging restaurants, other inviting retail, and residential uses along the waterfront areas.



The newly constructed Wharf District buildings have used materials and building scale and massing which are all compatible with the existing downtown district.



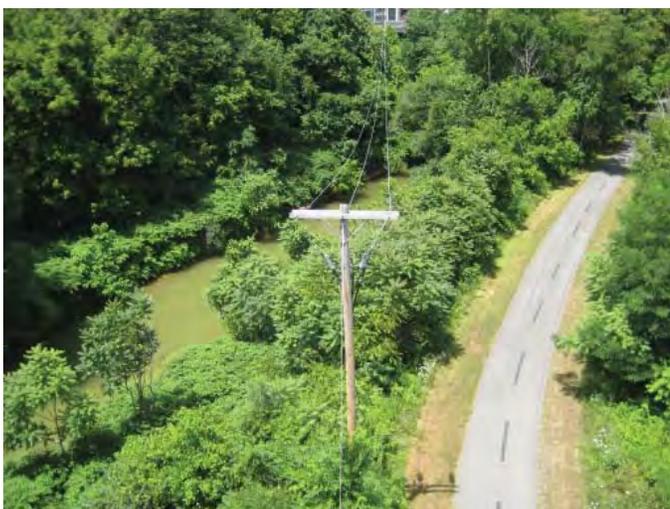
4.0 Analysis : Existing Conditions



The entrance to the Hazel Ruby McQuain Riverfront Park from the Wharf District is well marked from a wayfinding standpoint and contains art and placemaking elements.



An existing underutilized building located along the Riverfront is one of many opportunities for future infill and development within this area.



The existing Decker's Creek Rails-to-Trails is a significant recreational opportunity within and adjacent to the downtown district which should be capitalized upon and whose cleanup and beautification should continue over time.

4.0 Analysis : Existing Conditions

4.3 Building and Development Character

The following strength and weakness statements were gathered from the public as part of the SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), which are described in more detail in Chapter 3.0 “Analysis – Public Involvement” and related appendices.

Strengths

- The existing high quality, visually cohesive stock of historic buildings reflect the community’s evolution over time.
- Existing streetscapes in the core of downtown are working towards becoming more pedestrian-friendly and aesthetically appealing.
- Walkable street grid and block size exists throughout most of the district.
- Good utilization of on-street parking.
- Healthy surrounding historic neighborhoods within walking distance are enhanced by large mature trees.
- Courthouse Square is an effective focal point and pedestrian gathering space.
- There is a clear sense of place and identity.
- The district includes human-scaled buildings, streetscape materials, and details.
- Numerous existing alleyways that are interesting to explore all run perpendicular to the downtown street grid pattern therefore leading towards Deckers Creek and the Monongahela River.
- There are very few building infill “gaps” along High Street.
- There is a low ground-floor vacancy rate, relative to comparable downtowns in other communities.
- Two major bodies of water located in close proximity to the downtown.



Courthouse Square is located within the center of the downtown district and is the only notable public gathering space in the vicinity.



The facades, scale, and massing of these historically intact buildings along High Street create a pleasant pedestrian environment.



4.0 Analysis : Existing Conditions

Weaknesses

- The Walnut Street bridge, connecting adjacent neighborhoods to the downtown across Deckers Creek, is perceived as unsafe to bikers and walkers.
- Some crossings at street intersections are completely lacking or are in disrepair.
- University Avenue forms a visual and physical barrier for pedestrians between downtown and the Monongahela River.
- Wayfinding to and within downtown could be more clear, particularly along University Avenue.
- There is a very little sense of arrival into the downtown because of the absence of gateway treatments.
- There are difficult pedestrian and bicycle connections to the trail along the Monongahela River and, to a slightly lesser extent, Deckers Creek.
- There is a lack of housing and housing-related service-oriented businesses in and adjacent to the downtown core.
- Land uses along Walnut Street and University Avenue, which are both important “faces” to the downtown, are negatively affected by heaving truck and hauling traffic.



The Walnut Street bridge which crosses over Decker's Creek is perceived as being unsafe from a pedestrian user standpoint due to the lack of separation between vehicles and pedestrians.



A view of the existing streetscape along University Avenue which currently creates unsafe and difficult crossing conditions for pedestrians.



4.0 Analysis : Existing Conditions

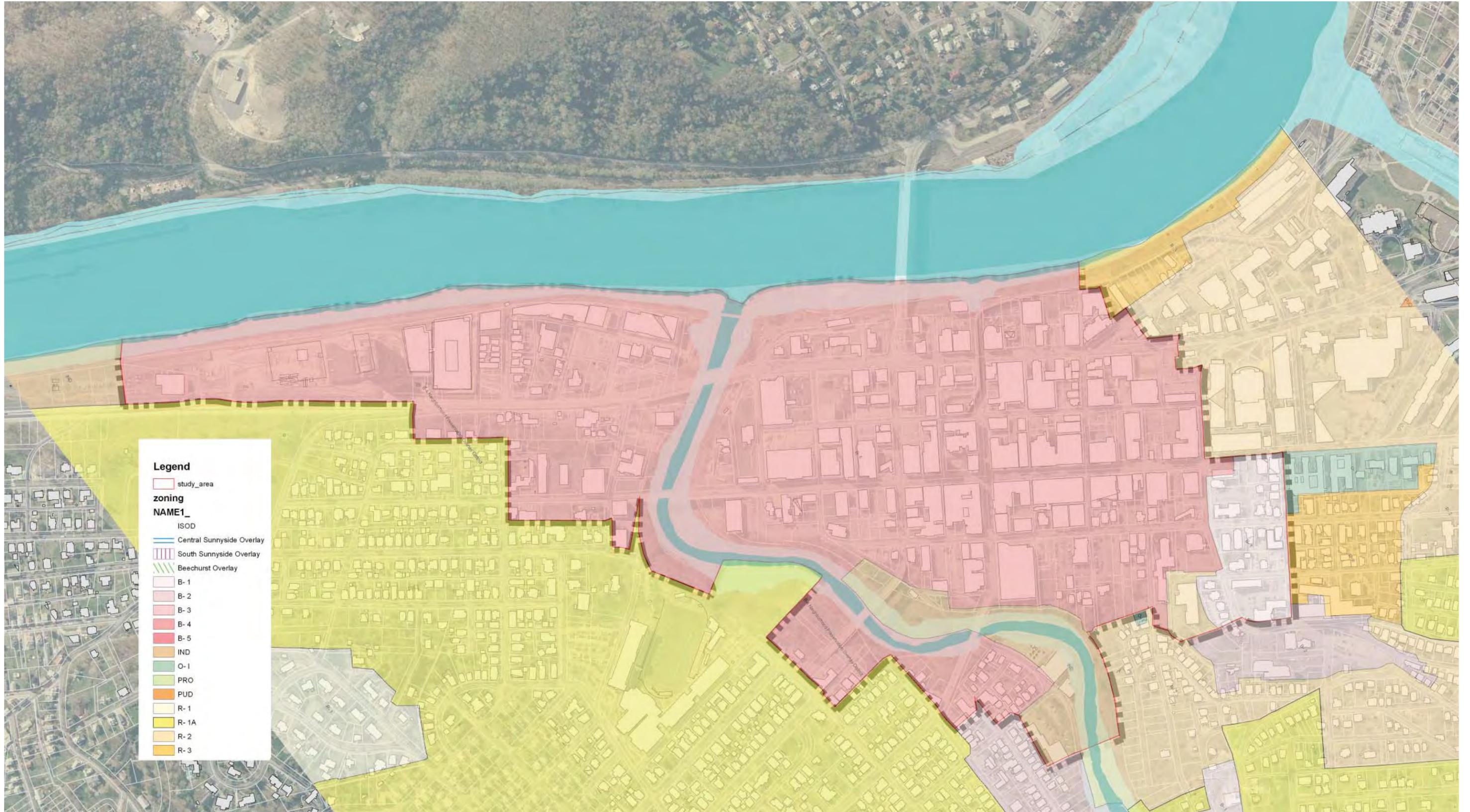
4.4 Land Use and Building Use Conditions

The majority of the downtown district falls within the B-4 General Business District, zoning classification as illustrated in Figure 4. The downtown's urban form varies greatly as one travels from the core of the downtown to its edges. Specifically, the pedestrian-oriented retail and entertainment uses along High Street and the surrounding historic district, compared to the character of the auto-oriented University Avenue and the tall modern buildings along the riverfront, have very different urban form.

The B-4 District and its planning regulations are not able to encompass all of the various urban forms and uses that exist within the downtown district. Figure 5 shows suggested character areas. These character areas will help provide guidance on developing certain subsections of the downtown in order to diversify and expand its economy, provide a broader range of recreational and cultural opportunities, improve its physical functionality, and guide zoning classification changes and/or overlay district development.



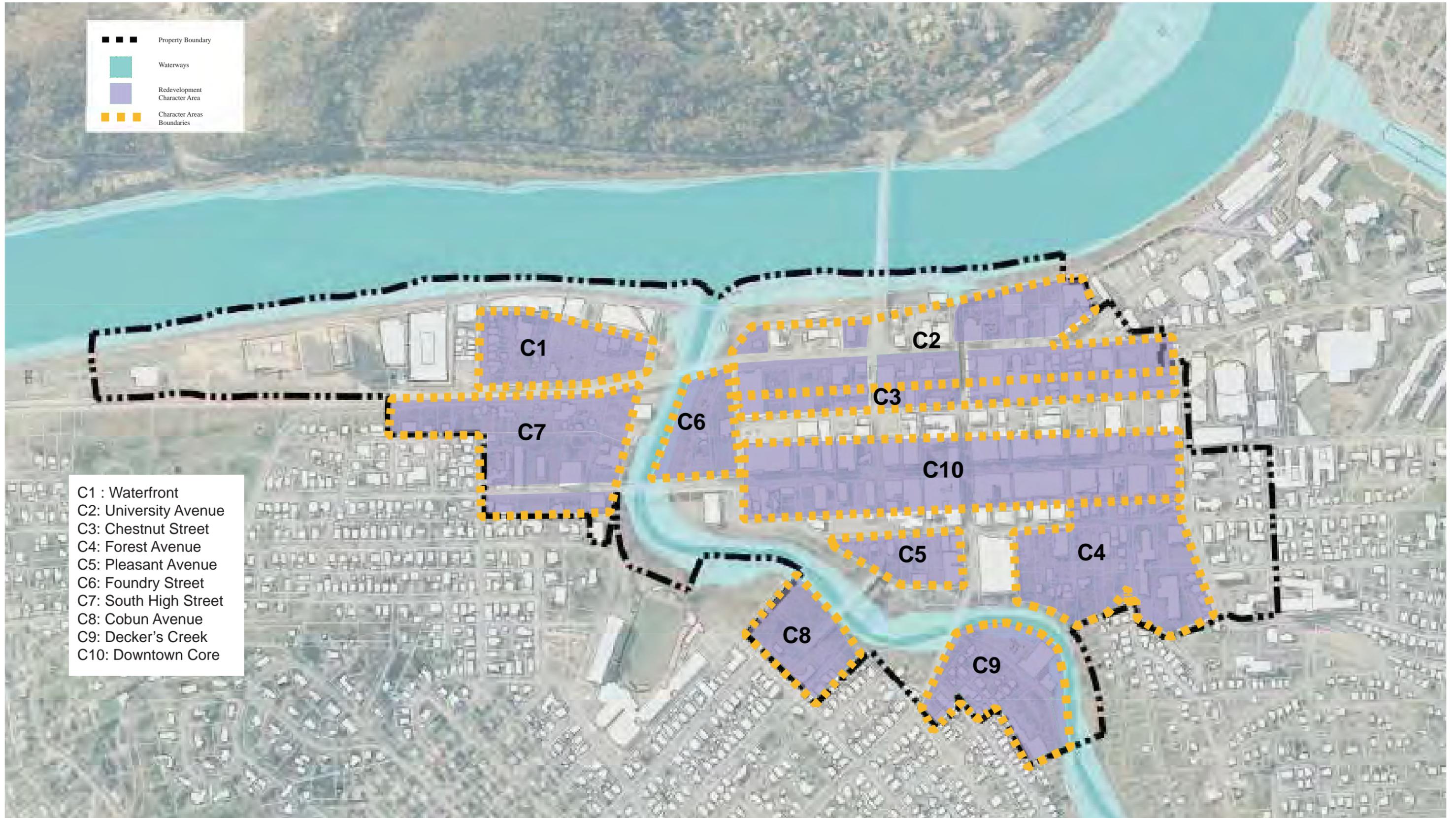
4.0 Analysis : Existing Conditions



Title: Land Use and Zoning Plan

Figure 4: This diagram illustrates the existing zoning land uses within, and adjacent to, the downtown district.

4.0 Analysis : Existing Conditions



Title: Character Areas

Figure 5: This diagram illustrates the ten character area boundaries within the downtown district.

4.0 Analysis : Existing Conditions

Existing Land Uses

There is approximately 3.5 million square feet of building space within the study area. The three largest land uses, in terms of square footage, are office (including government and private-sector offices), retail, and housing.

Strengths

- Retail is the predominant uses in ground-floor storefront spaces along High Street, with additional retail clusters scattered throughout the downtown.
- There is a wide range of land uses – retail, entertainment, personal services, professional services, housing, light industry, government, recreation, religious assembly, and education.
- Aesthetic controls and specifications contained in the Main Street Morgantown Urban Design Guidelines are generally used in evaluating a development proposal (affects historic district).
- There is a clear sense of place and identity.
- The district includes human-scaled buildings, streetscape materials, and details.
- Numerous existing alleyways that are interesting to explore all run perpendicular to the downtown street grid pattern therefore leading towards Deckers Creek and the Monongahela River.
- Two major bodies of water located in close proximity to the downtown.
- There are very few building infill “gaps” along High Street.
- There is a low ground-floor vacancy rate, relative to comparable downtowns in other communities.

Weaknesses

- Graffiti, trash, and debris are found throughout the district.
- Other than government services and courthouse related professional services, relatively few major private-sector offices exist.
- The Main Street Morgantown Urban Design Guidelines are only guidelines because the City has not adopted them as requirements; therefore developers and owners do not have to adhere to them.
- Deferred maintenance of building facades, particularly older buildings, diminishes their contribution to the architectural characteristics of the historic district.
- There are no incentives in place for property owners to consolidate properties to create more density opportunities.
- There are no specific planning and zoning regulations for infill buildings to preserve the historic district.



4.0 Analysis : Existing Conditions

- There are no requirements to complete an overall master plan before building demolition can occur (affects historic district, University Avenue, and Wharf District).
- There are no incentives in place for environmentally sustainable developments, such as fast tracking LEED certified buildings during the permitting process.

4.5 Transportation Conditions

To be competitive and successful, a downtown needs adequate transportation infrastructure and related services that provide people with efficient, convenient access and mobility. The roadways, parking facilities, public transportation options, bikeways, and sidewalks are the backbones of thriving downtowns. This study examines transportation from an urban design and planning standpoint, rather than from a traffic engineering standpoint. Figure 6 illustrates the various modes of transportation located throughout the district.

Strengths

- Sidewalk conditions on the heavily traveled downtown streets are generally in excellent to good condition and offer sufficient capacity.
- The downtown study area includes a parking inventory of approximately 3,600 spaces with some public parking structures underused throughout the day.
- There are three fixed bus stops in the downtown study area: Walnut Street PRT, High Street (Fayette Street and Courthouse) and Spruce Street (Public Safety Building). The former Train Depot building serves as a primary transfer station.
- The Caperton Trail is a six-mile paved trail running along the Monongahela and through the Wharf District, on the edge of the downtown core. The trail provides access to several parks and destinations along its length; the nearest ones to downtown are the Hazel Ruby McQuain Riverfront Park, the Walnut Street boat launch site, and the playground and fitness area next to the WVU Foundation parking garage.
- The Deckers Creek trail begins within the downtown at the junction of the Monongahela River and Deckers Creek and extends nineteen miles east and south to Reedsville in Preston County.
- The Morgantown Personal Rapid Transit (WVU PRT) is a one-of-a-kind people mover system that connects the three Morgantown campuses of WVU to each other and to downtown. It has greatly helped alleviate traffic congestion and gridlock in the downtown and campus areas since its creation in the 1970's



4.0 Analysis : Existing Conditions

Weaknesses

- From the standpoint of traffic mobility, the predominant one-way circulation system creates bottlenecks and congestion.
- Parking structures are underused at certain times, while demand for on-street parking is high. On-street turnover throughout the day is reduced when spaces are used by merchants and employees rather than customers and visitors.
- There are visual and safety gaps in the connections between the retail/entertainment areas and parking areas.
- University Avenue acts as a barrier to pedestrian connectivity to the River from the downtown; cars, truck traffic, and the lack of clear and safe pedestrian crossings creates an unfriendly pedestrian experience.
- There is no strong sidewalk or other pedestrian connection between downtown and the Deckers Creek Trail or between downtown and the Monongahela River.
- Currently there are no designated bike lanes or signed bike routes in the downtown. The primary constraint to adding bike lanes is road width. The only location within the downtown that a bike lane and/or a paved shoulder might be implementable in the near future is South University Avenue / Don Knotts Boulevard.
- Because the current Mountain Line transfer station is located in the Hazel Ruby McQuain River front Park, riders are cut off from the downtown core by University Avenue which limits service to attractions downtown.
- Freight mobility and delivery downtown is not effectively regulated or enforced in terms of timing or location of delivery and often results in traffic congestion, ineffective use of loading zones, and excessive noise and diesel fumes.
- There are no designated and enforced business routes or alternative routes that would allow hauling trucks to reach their loading facilities along the River without cutting through the heart of the central business district.
- Most downtown sidewalks are not wide enough to provide space for outdoor dining.

4.0 Analysis : Existing Conditions



University Avenue is the busiest street in the district and its existing streetscape creates a barrier for pedestrians to easily and safely access the river.



Existing unimproved streetscape along Chestnut Street displaying the lack of signage, small width of sidewalks and absence of vegetation to separate the parking lots from thoroughfare vehicular traffic.



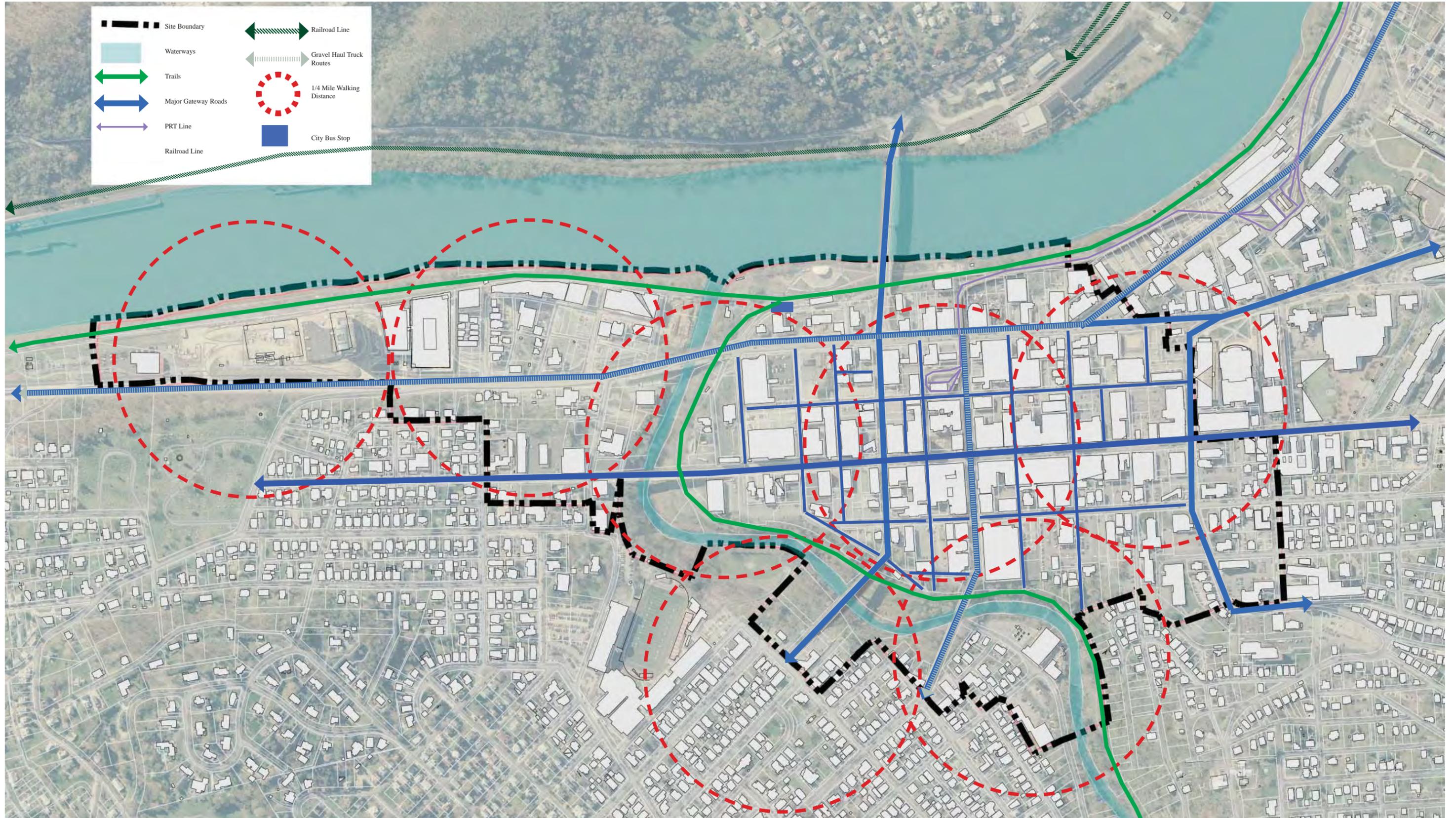
Decker's Creek Rails-to-Trails is an existing amenity that is heavily traveled by both pedestrian and bicycle traffic.



High Street is an example of a well executed and heavily used existing streetscape with appropriate roadway width.



4.0 Analysis : Existing Conditions



Title: Transportation and Circulation

Figure 6: Diagram which depicts the routes of various modes of transportation including vehicular, pedestrian, City bus, PRT, and railroad.

4.0 Analysis : Existing Conditions

4.6 Public Space Management

The downtown's proximity to the University campus and the amount of pedestrian traffic within the central business district increase the need for keeping public spaces clean and safe. Many of Morgantown's public service agencies (both public and non-profit) are located downtown with some concentration on Spruce Street. The services these agencies provide also attract a number of people to the downtown, but doing so also increases demand for public space management.

In 2008, Main Street Morgantown partnered with the Responsible Hospitality Network to host a leadership summit and prepared an analysis on managing the emerging nighttime population downtown. This work identified the need and provided suggestions for improving community policing, street/sidewalk cleaning, and other sustaining services.

Strengths

- The variety of downtown restaurant, retail, service, entertainment, and residential uses creates a strong demand for suitably situated and well managed public space.

Weaknesses

- There is a gap in the supply of various public space venues compared to the high demand generated by the amount of activity within the central business district.
- There is inefficient management and enforcement of public space cleanliness (graffiti, gum, cigarette butts, etc.).
- The Courthouse Square is underutilized and lacks regular programming and public space amenities (i.e. benches, public art, etc.).
- Trash, debris, body waste, and vomit from late-night downtown club-goers (particularly university students) – a problem pointed out in the 1994 Downtown Revitalization Plan and Implementation Strategy – diminishes the quality and condition of public space and acts as a deterrent to downtown shopping.
- The City may lack the finances and organizational infrastructure needed to adequately police and maintain downtown public spaces.
- There has been a large increase in the number of homeless people downtown over the past two years. This is due, in part, to the fact that downtown offers an abundance of services to the homeless – shelters, food, clothing, and health care.
- Because the homeless shelter is only open in the evening and early morning and there is an apparent gap in drop-in center services during the day, many homeless people loiter and sometimes panhandle downtown during the daytime, creating the perception that the downtown is unsafe.



4.0 Analysis : Existing Conditions

4.7 Cultural Facilities

Since the 1994 Downtown Revitalization Plan and Implementation Study was completed, downtown Morgantown has made strong progress in strengthening and increasing the number of cultural facilities downtown. The Metropolitan Theatre's renovation and reopening has greatly enhanced downtown's offerings. This facility augments offerings by the Warner Theatre, Monongalia Arts Center and numerous restaurants, clubs and other venues, all of which have experienced increased visitation by both area residents and tourists. In addition, the development of the Morgantown Events Center in the Waterfront District will host larger-scaled events such as the West Virginia Public Theatre, concerts, sporting events, conferences, and expositions. Downtown Morgantown is also home to the City's main library, numerous churches, civic clubs, and social organizations, which all help to provide a solid base of visitors throughout the week.

Strengths

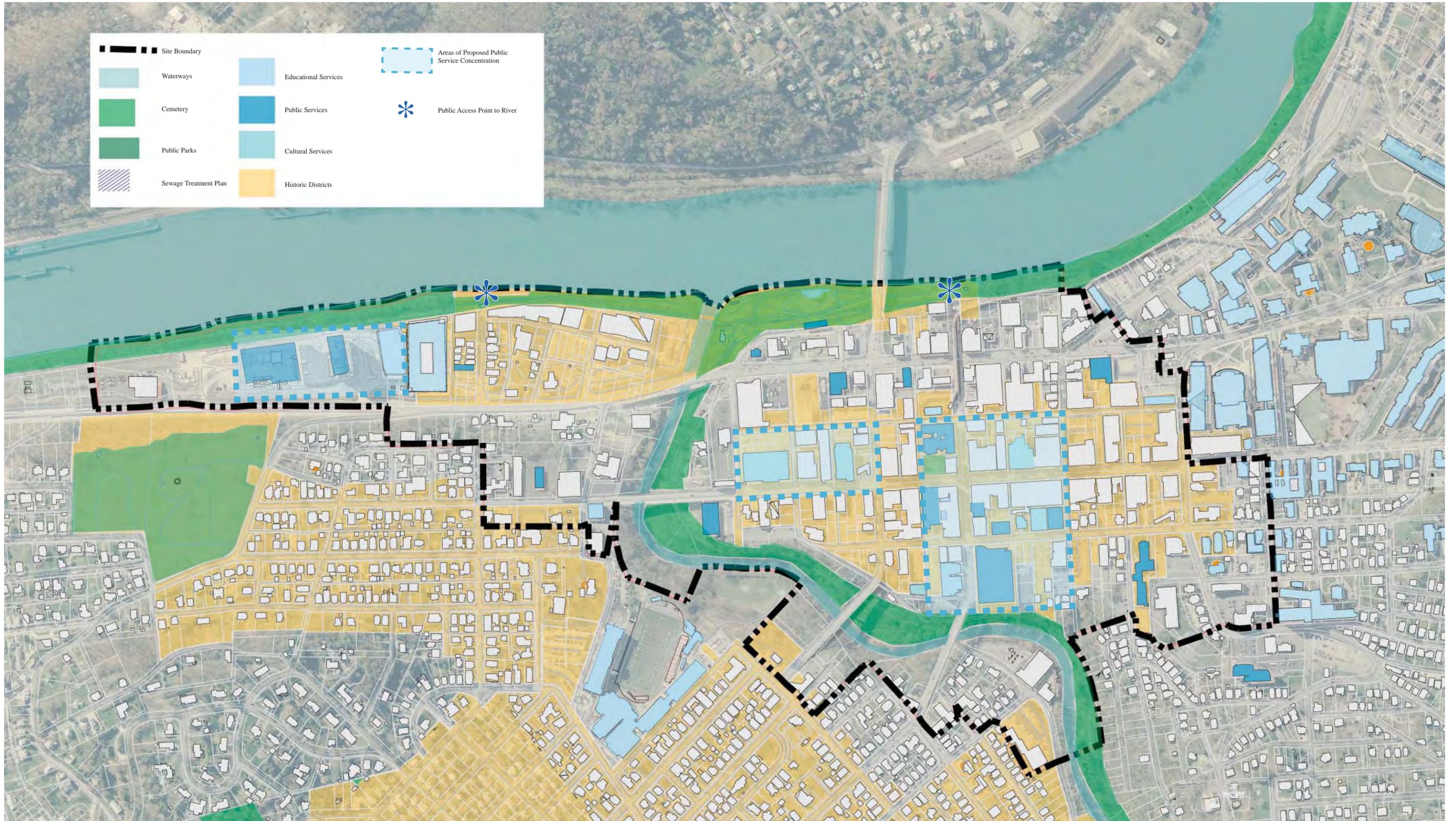
- Many of Morgantown's churches are located within the heart of downtown, bringing visitors downtown on Sunday mornings and during the evenings for religious programs.
- The downtown historic district is full of cultural opportunities such as the Monongalia Arts Center, the Morgantown Museum, the Appalachian Gallery, the Warner Theater, the Metropolitan Theatre, the Morgantown Theatre Company, M. T. Pockets, and the Josephine and William Aull Center at the Garlow House (owned and operated by the Morgantown Library Commission).
- Main Street Morgantown has created a historic downtown walking audio tour that offers historic facts and experiences at over 50 historic stops throughout the downtown district.
- The Morgantown Events Center along the River will host the West Virginia Public Theater, concerts, sporting events, expositions, and many more cultural events.
- There are a number of private establishments that offer live entertainment including the Blue Moose, 123 Pleasant Street, Gibbies Pub & Eatery, etc.
- There are a handful of additional educational opportunities outside of the University that exist downtown and bring a more varied demographic to the central business district. These include the First Presbyterian Child Development Center (day care and pre-school), Mountaineer Boys and Girls Club, the Morgantown Beauty College, the West Virginia Junior College, and dance, fitness and martial arts studios.

Weaknesses

- The downtown offers very few youth-oriented activities. While the Morgantown Public Library offers youth titles and programming, the only two youth-oriented places downtown are the Mountaineer Boys and Girls Club and the Hillel House.



4.0 Analysis : Existing Conditions



Title: Existing Public, Community, and Cultural Services

Figure 7: Diagram depicting existing public and cultural services and their locations throughout the district.

4.0 Analysis : Existing Conditions

4.8 Housing

The opportunities to create a variety of housing types and price levels in the downtown are vast, as downtown Morgantown has many historic buildings whose upper floors could be redeveloped for use as apartments and/or condominiums. In addition, there a number of empty lots that could be developed with new mixed-use buildings. Most of the downtown's existing housing is geared towards students. Expanding and diversifying the supply of housing in downtown Morgantown, which will attract a broader demographic cross-section and more economic energy, will be central to its economic growth over the next several decades.

Strengths

- There appears to be opportunities for converting upper-floor spaces from commercial and office space uses to housing.
- The downtown already contains some housing with more on the periphery and along University Avenue.
- The River and Deckers Creek are appealing sites for waterfront housing development.

Weaknesses

- The downtown lacks housing that caters to young professionals, families, and baby boomers.
- The downtown lacks quality workforce housing.
- Building and Fire Code compliance may present challenges to providing additional housing units in existing older structures.
- Student housing is encroaching on nearby neighborhoods.
- Few local models exist for upper-floor housing development; particularly housing that utilizes historic rehabilitation tax credits.

4.0 Analysis : Existing Conditions



Examples of existing student single-family housing along Forest Avenue.



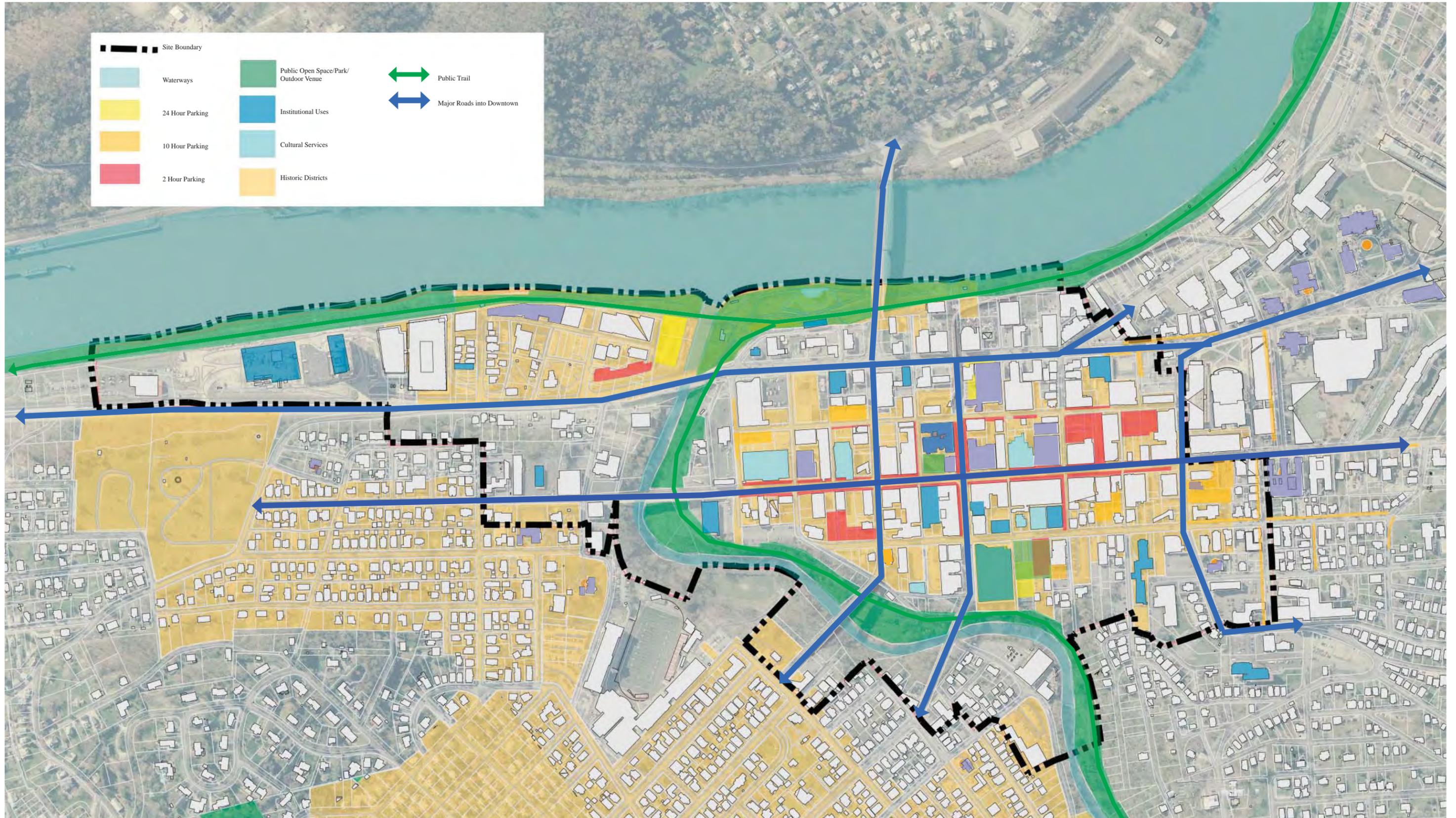
Examples of existing condominiums located along University Avenue.



Examples of existing housing on upper floors of downtown buildings.



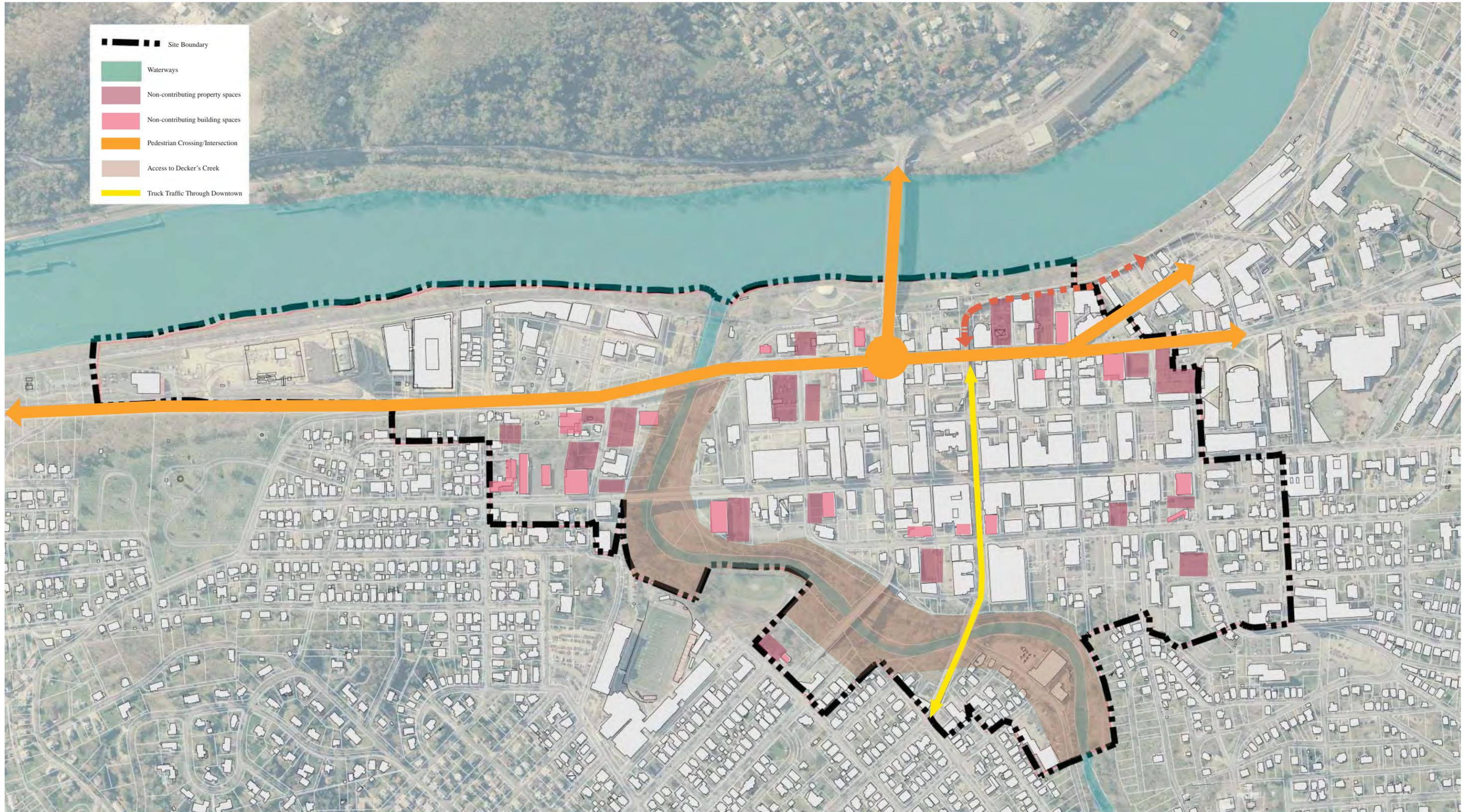
4.0 Analysis : Existing Conditions



Title: Existing Strengths

Figure 8: This diagram illustrates the various strengths that are located throughout the downtown.

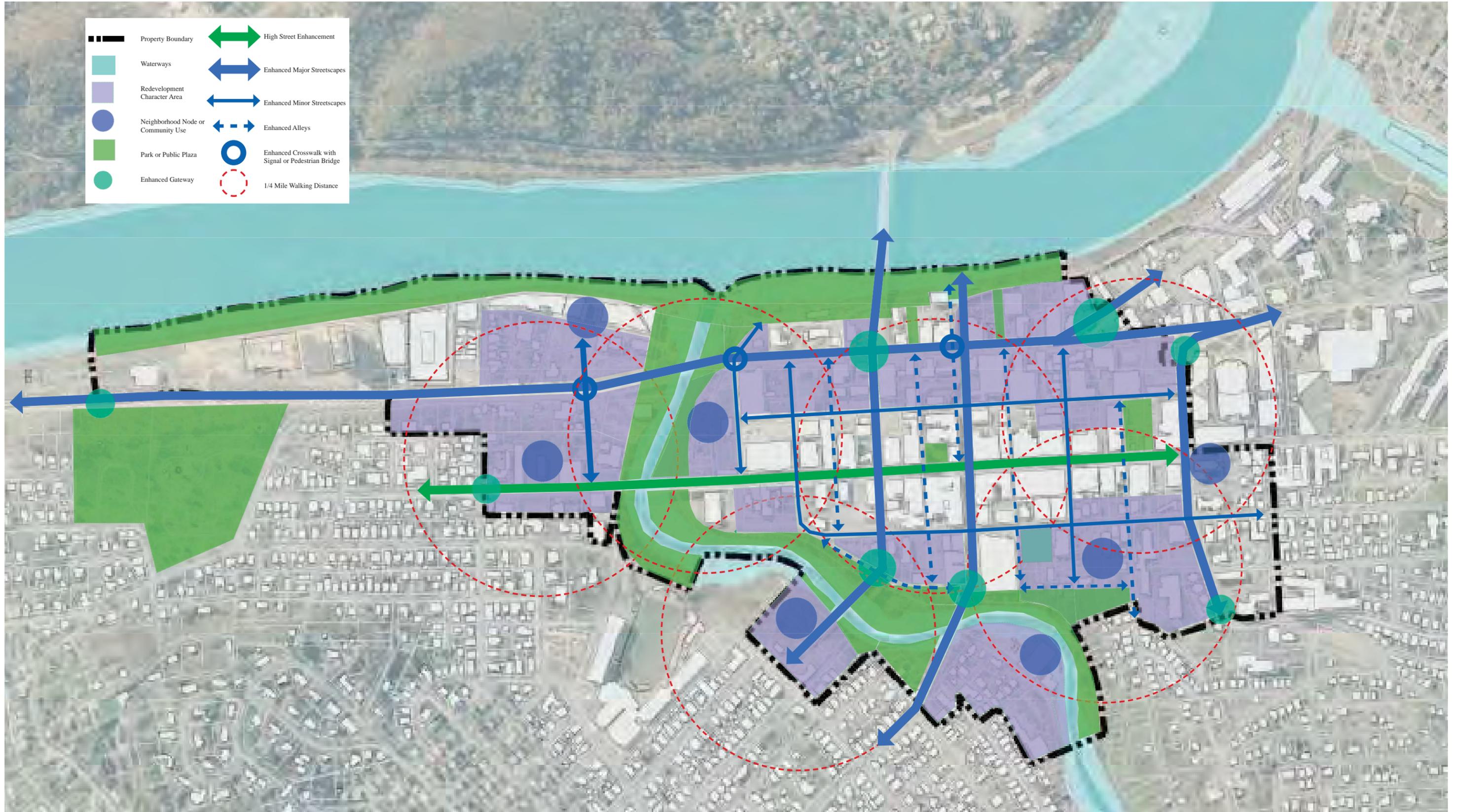
4.0 Analysis : Existing Conditions



Title: Existing Constraints

Figure 9: This diagram depicts the areas of that are perceived as constraints that are not currently adding to the overall value of the district as a whole.

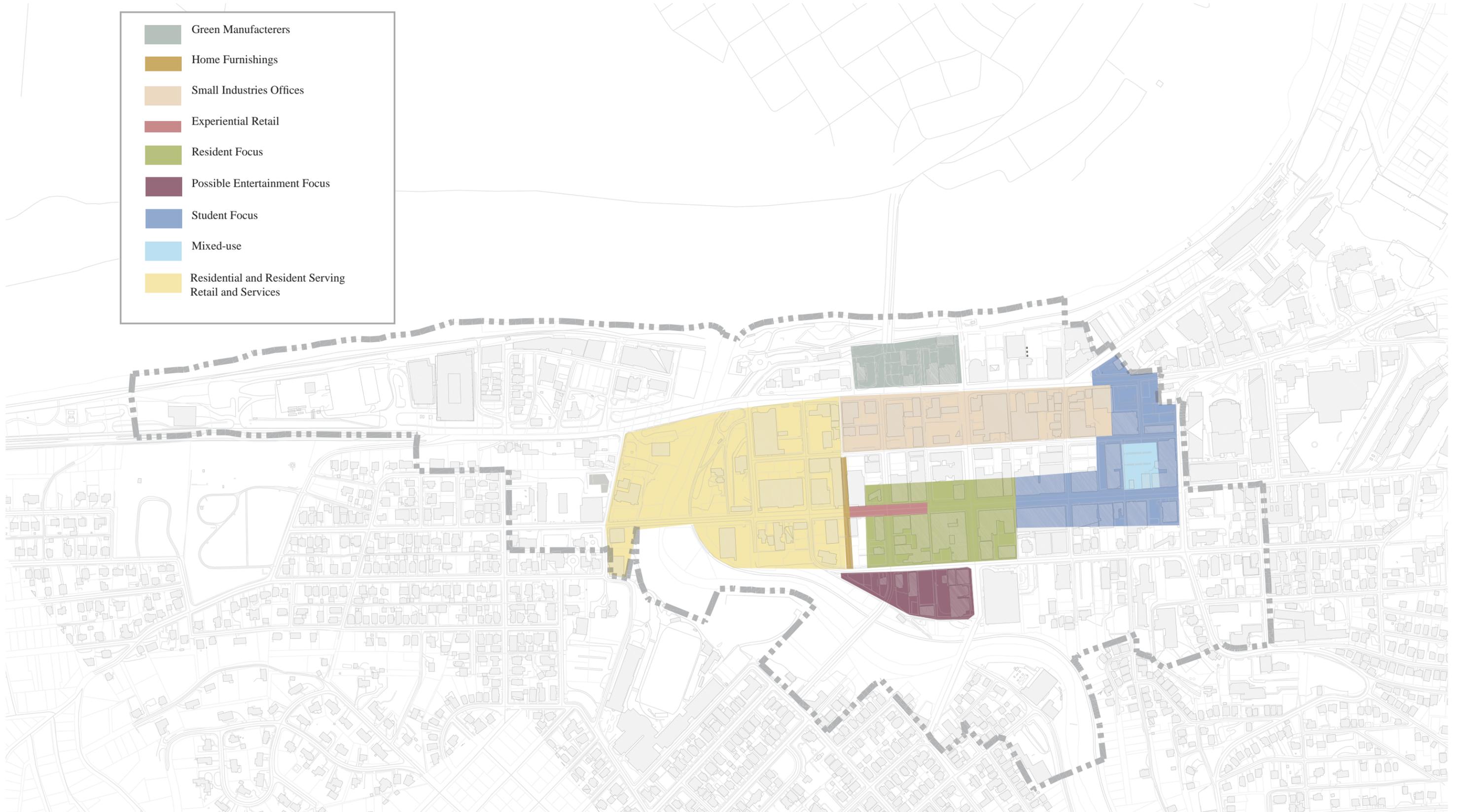
4.0 Analysis : Existing Conditions



Title: Opportunities

Figure 10: This diagram illustrates the various opportunity areas for the strategic plan to build upon that are located throughout the downtown.

4.0 Analysis : Existing Conditions



Title: Opportunity Areas for Economic Development

Figure 11: This diagram illustrates the various opportunity areas for specific retail, residential, cultural and service market areas.