

6.0 Downtown Strategies

VISION / DEVELOPMENT THEME

A mixed-use housing district that provides a concentration of housing units along Deckers Creek and a mix of uses along Foundry Street that enhance the entertainment, retail, and recreational activity in this portion of downtown.

ACTIONS

- 6.3.1.6a Offer incentives to enable consolidation of parcels and consistency in development theme and pattern.
- 6.3.1.6b Create a detailed master plan, detailed design standards and guidelines and patterns.
- 6.3.1.6c Adopt and enforce Main Street Morgantown Urban Design Guidelines and Design Guidelines for Public Projects.

DESIGN GUIDELINES CONSIDERATIONS

General Intent / Goals

Dense pedestrian friendly mixed-use village with buildings that are aligned with the topography and along open space connections to Deckers Creek.

Planning Requirements

- Orient new residential buildings to the Deckers Creek Trail.
- Increase amount of buildings fronting Foundry Street.
- Allow for access to Deckers Creek from Foundry Street through openings between buildings.
- Create balance and harmony in the vertical and horizontal massing of buildings.
- Create a consistent architectural style and palette of materials.
- Areas characterized as “New Mixed-Use Development” in Figure 19 will offer retail/commercial on the ground floor and either office or residential on the upper floors.

Building Height

Building heights in the “Foundry Street Character Area” should be a maximum of six (6) stories and a minimum of three (3) stories along Foundry Street and ideally the heights will step down the hill so that the elevation along Deckers Creek is limited to three (3) stories max.

Setbacks

As described in the B-4 Zoning District.

Parking and Access

As described in B-4 Zoning District with the addition of the City offering an option for reduced required parking amounts for downtown residential developers as described under Transportation Section 6.4.2.



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Building Placement

- Buildings should be oriented along streets and open spaces along an established “build to line” so that an urban edge is created with the buildings.
- Buildings should exhibit continuity in the design of their facades.
- Buildings fronting streets and open spaces should have a well designed and scaled first floor with human scaled elements, doors, windows, awnings, and stoops.
- Buildings shall consider pedestrian scaled rhythms along the street and open space network and provide architectural breaks or interest every 30 - 50 feet of horizontal distance.

Materials

Materials should conform to the existing B-4 standards and be consistent with the materials chosen for the existing historic buildings within the “Foundry Street Character Area”. Materials, methods, treatment, and type for private projects should adhere to the Design Guidelines found under Section N of the Main Street Morgantown Urban Design Document. Materials, methods, treatments, and types for public projects should adhere to Main Street Morgantown’s Design Guidelines for Public Projects found in Sections II to V. Select materials and finishes for proposed new buildings that are compatible with historic materials and finishes found in the surrounding buildings that contribute to the special character of the historic district in terms of composition, scale, module, pattern, detail, texture, finish, color, and sheen.

Colors Palette

Warm and earth-toned colors will be encouraged predominantly. Brighter colors will be allowed but in limited accent areas.

Architectural Style

Encourage an architectural reference for the “Foundry Street Character Area” that draws inspiration from the many historic buildings that are part of the downtown core as described within the Main Street Morgantown Urban and Public Projects Design Guidelines. Existing building renovations, rehabilitations, and adaptive reuses should follow the Main Street Morgantown Urban and Public Projects Design Guidelines.



Inspirational imagery from Denver, Colorado of high quality residential units located along the Cherry Creek Trail.



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Location Map

Figure 19: Character area diagram for Foundry Street

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6.3.1.7 Character Area C7 – South High Street

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Direct linkage across bridge to High Street retail. • Adjacent to Chancery Hill neighborhood. • Proximity to Wharf District and riverfront. • Adjacent to Deckers Creek. • Touches the University Avenue “down slope”. • Steep topography allows tuck under parking. • Walkable distance from Morgantown High School. 	<p>CHALLENGES</p> <ul style="list-style-type: none"> • Does not respond to opportunity created by High Street linkage. • Poor mix of uses along University Avenue, which negatively impacts gateway experience. • The Prairie Avenue intersection at University Avenue is not aligned and has a significant slope transition, making it difficult for vehicles to access the Wharf District and riverfront. • It is unsafe and difficult for pedestrians and cyclists to cross over University Avenue to access the Wharf District and riverfront.
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Realign and modify slope transition of Prairie Avenue intersection with University Avenue to better connect “South High Street Character Area” with the Wharf District. • Create pedestrian linkage to Wharf District to serve the residents of the Chancery Hill and South Park neighborhoods. • Promote redevelopment along University Avenue into higher density residential units and an appropriate gateway image into the central business district. • Integrate redevelopment along University Avenue with development along Foundry Street and the Wharf District to energize this section of town, especially for primary residents. • Promote smaller scaled mixed-use development at the South High Street and Prairie Avenue intersection that provides a node for the Chancery Hill neighborhood. 	

