



Urban Landscape Office and Commission City Council Overview

June 2012

History

- Created in 1974
- Formerly: *Beautification Commission*
- Restructured in 1998 to include Ward Representatives PLUS Landscape Architecture, Urban Forester, Botanist.
- Beautification Commission to Urban Landscape Commission in 2009

History

Awards:

- **Gold Leaf Award** -- Best Arbor Day, 1999
- **Cool Communities Award** -- tree plantings in City Parking Lots, 2005 – 2011
- **“Tree City, USA”** -- annual Arbor Day activities
- **“Master Gardener Award of Excellence”** for Outstanding Mon County Master Gardener awarded to Marchetta Maupin for coordination of all Morgantown beautification projects by the West Virginia State Master Gardeners - 2000
- **Community Partner Award** -- Mon Valley Green Space Coalition, 2001

History

- 1998 - High Street Beautification discussions started with volunteer Master Gardener coordinating project volunteers
- 1999 - Nine baskets on the second block of High Street; contract employee
- 2000 - 24 more baskets
- 2002 - Contract employee hired as City staff

Mission:

To promote an aesthetically attractive environment in the public and private sectors of the City of Morgantown

Responsibilities:

- ***Recommend and advocate** for standards in public and private development*
- ***Serve** as a resource for City organizations to promote consistent design standards*
- ***Maintain** the urban landscape plan*
- ***Recommend and review** projects throughout the City*
- ***Promote** a healthy urban forest*
- ***Advocate** urban landscape educational initiatives*
- ***Provide** oversight to the professional city staff*
- ***Make recommendations and report** activities to City Council*

Tree Board

- Established and operated as a component of ULC; recently restructured with Urban Forestry ordinance
- City-wide urban tree inventory performed in 2011



ULC Vision Retreat

- January 2012 at Dorsey Knob
- Reviewed Mission
- Created Vision
- Listed planning priorities for the next five years

ULC Vision Retreat

Developed Our Vision:

***Morgantown is a
beautiful community
for living***

ULC Vision Retreat

Identified five-year plan priorities:

- Development of green space to accompany new building projects
- Development of programmable green space
- Increased enforcement of ordinances and codes relating to a clean/green community
- Making maintenance a priority in the natural environment
- Improved communication between entities that impact public spaces
- Improved connectivity between neighborhoods and commercial areas through use of green space

Urban Landscape Office

Current Staffing

- One full-time specialist
- One permanent part-time staff
(no health benefits; half holiday/vacation)
- One summer student intern
(40 hrs., May – Aug)
- One part-time summer employee
(20 hrs, 12 weeks)

Project Sites

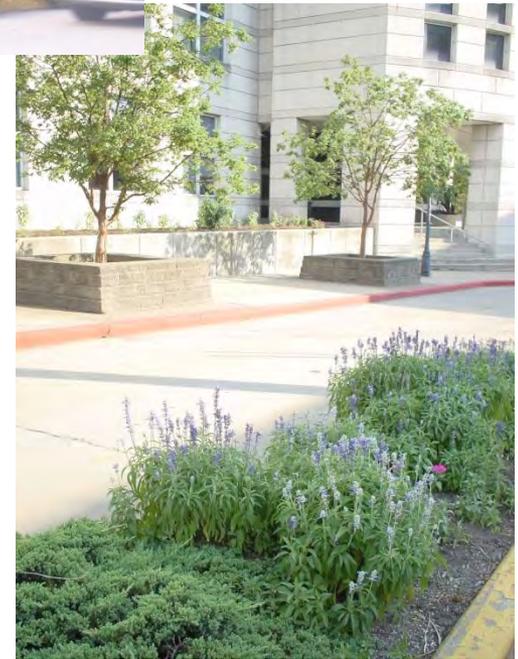
Baskets

- Started with 9
- Had as many as 115
- Currently 93
- Downtown,
Beechhurst, Wharf



Project Sites – Downtown

- **Public Safety Building Courtyard & Island**
- Spruce and Walnut St. Parking Garage H Entrance and Exit
- Spruce St. Parking Lot O Planters
- City Hall and Library Planters
- High Street Bumpouts
- Arts Mon / Main Street Morgantown Planters



Project Sites – Downtown

- Public Safety Building Courtyard & Island
- Spruce and Walnut St. Parking Garage H Entrance and Exit
- Spruce St. Parking Lot O Planters
- City Hall and Library Planters
- High Street Bumpouts
- Arts Mon / Main Street Morgantown Planters



Project Sites – Downtown

- Public Safety Building Courtyard & Island
- Spruce and Walnut St. Parking Garage H Entrance and Exit
- **Spruce St. Parking Lot O Planters**
- City Hall and Library Planters
- High Street Bumpouts
- Arts Mon / Main Street Morgantown Planters



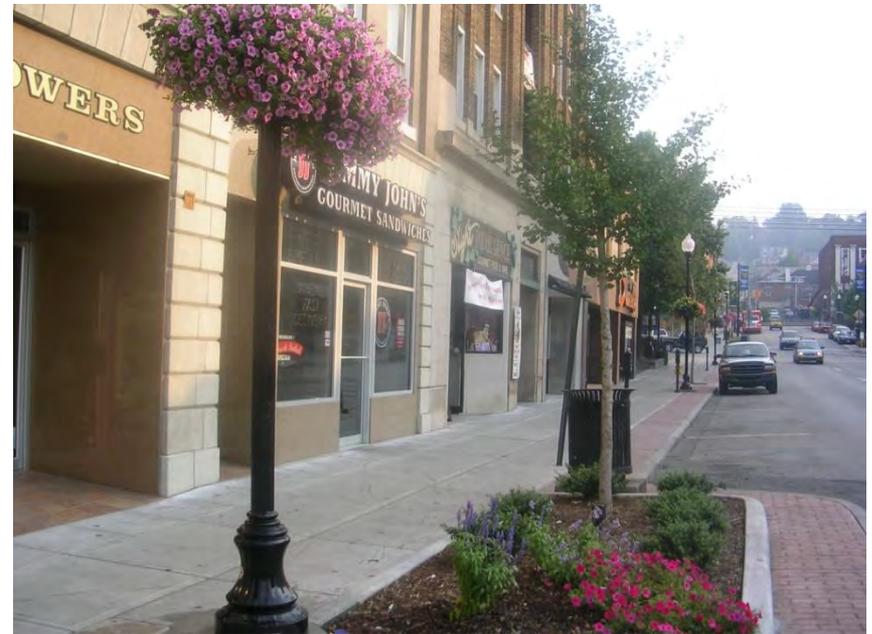
Project Sites – Downtown

- Public Safety Building Courtyard & Island
- Spruce and Walnut St. Parking Garage H Entrance and Exit
- Spruce St. Parking Lot O Planters
- **City Hall and Library Planters**
- High Street Bumpouts
- Arts Mon / Main Street Morgantown Planters



Project Sites – Downtown

- Public Safety Building Courtyard & Island
- Spruce and Walnut St. Parking Garage H Entrance and Exit
- Spruce St. Parking Lot O Planters
- City Hall and Library Planters
- **High Street Bumpouts**
- Arts Mon / Main Street Morgantown Planters



Project Sites – Downtown

- Public Safety Building Courtyard & Island
- Spruce and Walnut St. Parking Garage H Entrance and Exit
- Spruce St. Parking Lot O Planters
- City Hall and Library Planters
- High Street Bumpouts
- Arts Mon / Main Street Morgantown Planters



Project Sites – Downtown

- Hazel Ruby McQuain Park
- Westover Bridge Gateway
- Lower Walnut Streetscape
- Beechhurst Ave. Baskets
- Pleasant & Chestnut St. Parking Lot D Hayracks
- Walnut PRT Station
- Chestnut St. Mini Park



Project Sites – Downtown

- Hazel Ruby McQuain Park
- **Westover Bridge Gateway**
- Lower Walnut Streetscape
- Beechhurst Ave. Baskets
- Pleasant & Chestnut St. Parking Lot D Hayracks
- Walnut PRT Station
- Chestnut St. Mini Park



Project Sites – Downtown

- Hazel Ruby McQuain Park
- Westover Bridge Gateway
- **Lower Walnut Streetscape**
- Beechhurst Ave. Baskets
- Pleasant & Chestnut St. Parking Lot D Hayracks
- Walnut PRT Station
- Chestnut St. Mini Park



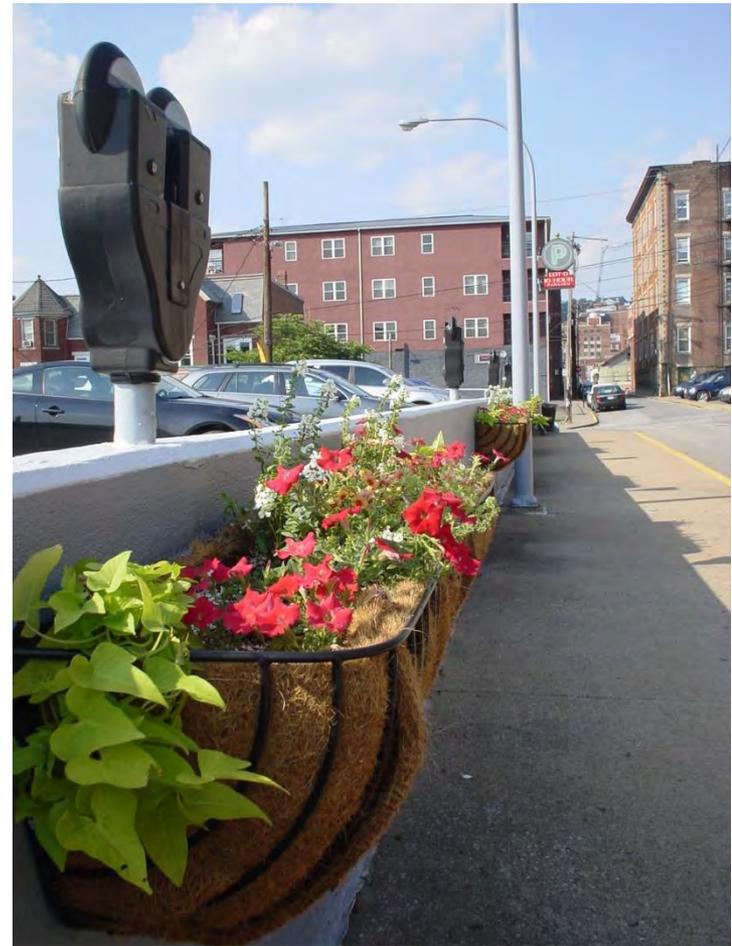
Project Sites – Downtown

- Hazel Ruby McQuain Park
- Westover Bridge Gateway
- Lower Walnut Streetscape
- **Beechhurst Ave. Baskets**
- Pleasant & Chestnut St. Parking Lot D Hayracks
- Walnut PRT Station
- Chestnut St. Mini Park



Project Sites – Downtown

- Hazel Ruby McQuain Park
- Westover Bridge Gateway
- Lower Walnut Streetscape
- Beechhurst Ave. Baskets
- **Pleasant & Chestnut St. Parking Lot D Hayracks**
- Walnut PRT Station
- Chestnut St. Mini Park



Project Sites – Downtown

- Hazel Ruby McQuain Park
- Westover Bridge Gateway
- Lower Walnut Streetscape
- Beechhurst Ave. Baskets
- Pleasant & Chestnut St. Parking Lot D Hayracks
- **Walnut PRT Station**
- Chestnut St. Mini Park



Project Sites – Downtown

- Hazel Ruby McQuain Park
- Westover Bridge Gateway
- Lower Walnut Streetscape
- Beechhurst Ave. Baskets
- Pleasant & Chestnut St. Parking Lot D Hayracks
- Walnut PRT Station
- **Chestnut St. Mini Park**



Project Sites - Wharf

- Mountaineer Heritage Park
– South University Avenue
- Don Knotts Boulevard
Islands (Contract)
- Wharf District Entrance –
Hurley St.
- Caperton Trail Entrance
- Clay & Donley Pocket Park
- Upper Mon River Center
Rain Garden
- Wharf Garage
- Wharf Flower Baskets



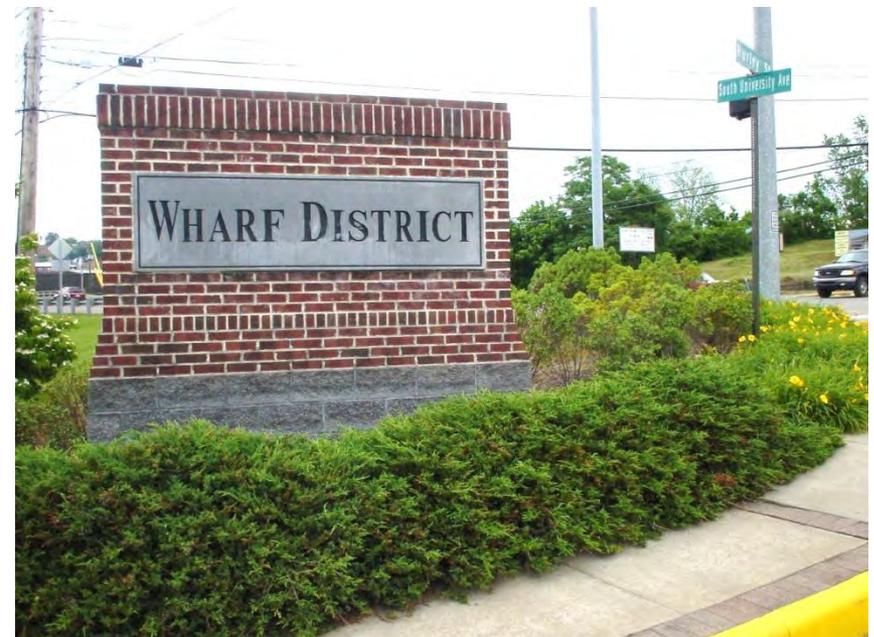
Project Sites - Wharf

- Mountaineer Heritage Park – South University Avenue
- **Don Knotts Boulevard Islands** (Contract)
- Wharf District Entrance – Hurley St.
- Caperton Trail Entrance
- Clay & Donley Pocket Park
- Upper Mon River Center Rain Garden
- Wharf Garage
- Wharf Flower Baskets



Project Sites - Wharf

- Mountaineer Heritage Park
– South University Avenue
- Don Knotts Boulevard
Islands (Contract)
- **Wharf District Entrance –
Hurley St.**
- Caperton Trail Entrance
- Clay & Donley Pocket Park
- Upper Mon River Center
Rain Garden
- Wharf Garage
- Wharf Flower Baskets



Project Sites - Wharf

- Mountaineer Heritage Park
– South University Avenue
- Don Knotts Boulevard
Islands (Contract)
- Wharf District Entrance –
Hurley St.
- **Caperton Trail Entrance**
- Clay & Donley Pocket Park
- Upper Mon River Center
Rain Garden
- Wharf Garage
- Wharf Flower Baskets



Project Sites - Wharf

- Mountaineer Heritage Park
– South University Avenue
- Don Knotts Boulevard
Islands (Contract)
- Wharf District Entrance –
Hurley St.
- Caperton Trail Entrance
- **Clay & Donley Pocket Park**
- Upper Mon River Center
Rain Garden
- Wharf Garage
- Wharf Flower Baskets



Project Sites - Wharf

- Mountaineer Heritage Park
– South University Avenue
- Don Knotts Boulevard
Islands (Contract)
- Wharf District Entrance –
Hurley St.
- Caperton Trail Entrance
- Clay & Donley Pocket Park
- Upper Mon River Center
Rain Garden
- Wharf Garage
- Wharf Flower Baskets



Project Sites - Wharf

- Mountaineer Heritage Park
– South University Avenue
- Don Knotts Boulevard
Islands (Contract)
- Wharf District Entrance –
Hurley St.
- Caperton Trail Entrance
- Clay & Donley Pocket Park
- Upper Mon River Center
Rain Garden
- **Wharf Garage**
- Wharf Flower Baskets



Project Sites - Wharf

- Mountaineer Heritage Park
– South University Avenue
- Don Knotts Boulevard
Islands (Contract)
- Wharf District Entrance –
Hurley St.
- Caperton Trail Entrance
- Clay & Donley Pocket Park
- Upper Mon River Center
Rain Garden
- Wharf Garage
- **Wharf Flower Baskets**



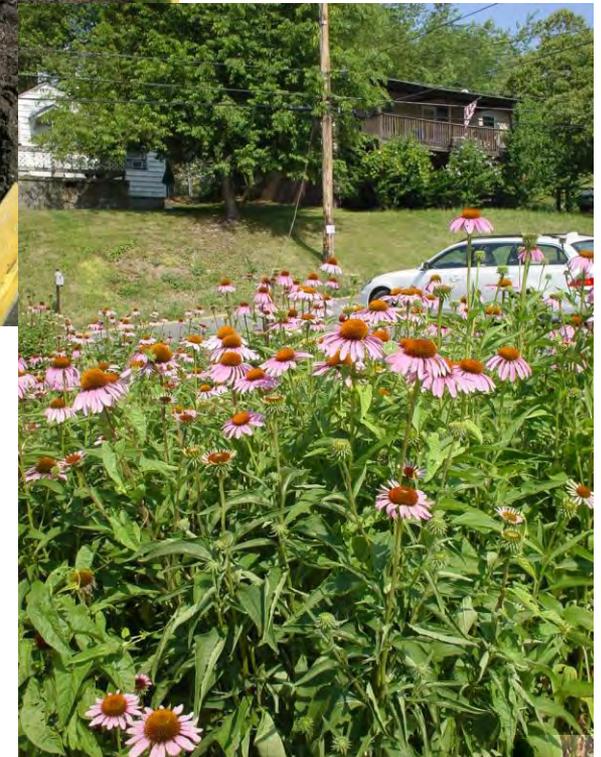
Project Sites – Neighborhoods

- **Protzman Bus Shelter (V)**
- Stewart and Willowdale Triangle
- Krepps Poolhouse
- University Ave. and Collins Ferry Triangle
- University Ave. and Laurel St. Triangle (V)
- University Ave. and Rotary Ave. North and South (V)
- Junior and Kiwanis Ave. Triangle (V)
- Civitan and Lions Ave. Triangle
- Rebecca and Devon Ave. Triangle
- Rebecca Circle (V)



Project Sites – Neighborhoods

- Protzman Bus Shelter
- **Stewart and Willowdale Triangle**
- Krepps Poolhouse
- University Ave. and Collins Ferry Triangle
- University Ave. and Laurel St. Triangle (V)
- University Ave. and Rotary Ave. North and South (V)
- Junior and Kiwanis Ave. Triangle (V)
- Civitan and Lions Ave. Triangle
- Rebecca and Devon Ave. Triangle
- Rebecca Circle (V)



Project Sites – Neighborhoods

- Protzman Bus Shelter
- Stewart and Willowdale Triangle
- **Krepps Poolhouse**
- University Ave. and Collins Ferry Triangle
- University Ave. and Laurel St. Triangle (V)
- University Ave. and Rotary Ave. North and South (V)
- Junior and Kiwanis Ave. Triangle (V)
- Civitan and Lions Ave. Triangle
- Rebecca and Devon Ave. Triangle
- Rebecca Circle (V)



Project Sites – Neighborhoods

- Protzman Bus Shelter
- Stewart and Willowdale Triangle
- Krepps Poolhouse
- **University Ave. and Collins Ferry Triangle**
- University Ave. and Laurel St. Triangle (V)
- University Ave. and Rotary Ave. North and South (V)
- Junior and Kiwanis Ave. Triangle (V)
- Civitan and Lions Ave. Triangle
- Rebecca and Devon Ave. Triangle
- Rebecca Circle (V)



Project Sites – Neighborhoods

- Protzman Bus Shelter
- Stewart and Willowdale Triangle
- Krepps Poolhouse
- University Ave. and Collins Ferry Triangle
- **University Ave. and Laurel St. Triangle (V)**
- University Ave. and Rotary Ave. North and South (V)
- Junior and Kiwanis Ave. Triangle (V)
- Civitan and Lions Ave. Triangle
- Rebecca and Devon Ave. Triangle
- Rebecca Circle (V)



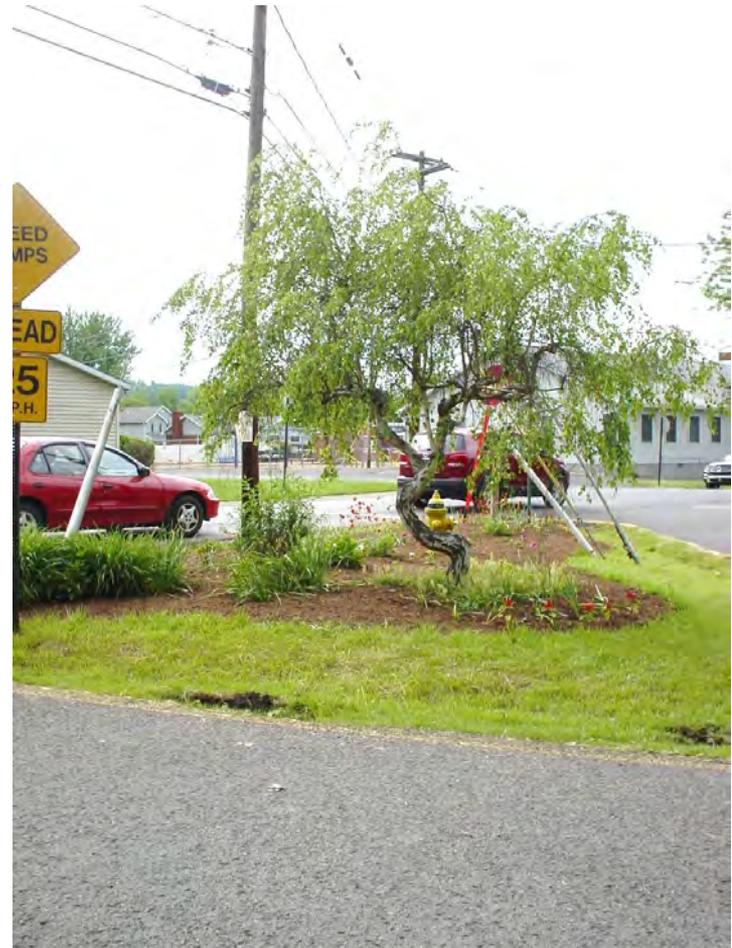
Project Sites – Neighborhoods

- Protzman Bus Shelter
- Stewart and Willowdale Triangle
- Krepps Poolhouse
- University Ave. and Collins Ferry Triangle
- University Ave. and Laurel St. Triangle (V)
- **University Ave. and Rotary Ave. North and South (V)**
- Junior and Kiwanis Ave. Triangle (V)
- Civitan and Lions Ave. Triangle
- Rebecca and Devon Ave. Triangle
- Rebecca Circle (V)



Project Sites – Neighborhoods

- Protzman Bus Shelter
- Stewart and Willowdale Triangle
- Krepps Poolhouse
- University Ave. and Collins Ferry Triangle
- University Ave. and Laurel St. Triangle (V)
- University Ave. and Rotary Ave. North and South (V)
- **Junior and Kiwanis Ave. Triangle (V)**
- Civitan and Lions Ave. Triangle
- Rebecca and Devon Ave. Triangle
- Rebecca Circle (V)



Project Sites – Neighborhoods

- Protzman Bus Shelter
- Stewart and Willowdale Triangle
- Krepps Poolhouse
- University Ave. and Collins Ferry Triangle
- University Ave. and Laurel St. Triangle (V)
- University Ave. and Rotary Ave. North and South (V)
- Junior and Kiwanis Ave. Triangle (V)
- Civitan and Lions Ave. Triangle
- Rebecca and Devon Ave. Triangle
- Rebecca Circle (V)



Project Sites – Neighborhoods

- Protzman Bus Shelter
- Stewart and Willowdale Triangle
- Krepps Poolhouse
- University Ave. and Collins Ferry Triangle
- University Ave. and Laurel St. Triangle (V)
- University Ave. and Rotary Ave. North and South (V)
- Junior and Kiwanis Ave. Triangle (V)
- Civitan and Lions Ave. Triangle
- **Rebecca and Devon Ave. Triangle**
- Rebecca Circle (V)



Project Sites – Neighborhoods

- Protzman Bus Shelter
- Stewart and Willowdale Triangle
- Krepps Poolhouse
- University Ave. and Collins Ferry Triangle
- University Ave. and Laurel St. Triangle (V)
- University Ave. and Rotary Ave. North and South (V)
- Junior and Kiwanis Ave. Triangle (V)
- Civitan and Lions Ave. Triangle
- Rebecca and Devon Ave. Triangle
- **Rebecca Circle (V)**



Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- Richwood Ave. Unity Manor Stairway
- Woodburn Neighborhood Sign (V)
- Brockway Avenue Triangle (V)
- Hart Field Sign
- Airport Terminal
- Sabraton Welcome Sign Gateway
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden



Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- **South Park Bridge Garden (V)**
- Richwood Ave. Unity Manor Stairway
- Woodburn Neighborhood Sign (V)
- Brockway Avenue Triangle (V)
- Hart Field Sign
- Airport Terminal
- Sabraton Welcome Sign Gateway
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden



Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- **Richwood Ave. Unity Manor Stairway**
- Woodburn Neighborhood Sign (V)
- Brockway Avenue Triangle (V)
- Hart Field Sign
- Airport Terminal
- Sabraton Welcome Sign Gateway
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden



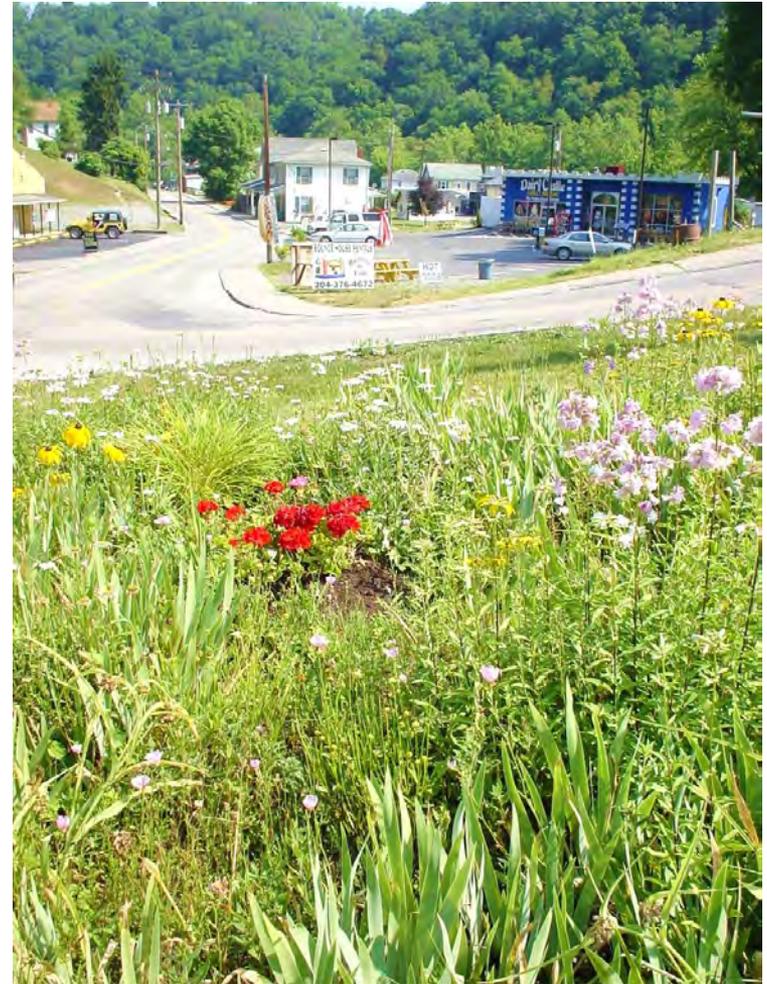
Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- Richwood Ave. Unity Manor Stairway
- **Woodburn Neighborhood Sign (V)**
- Brockway Avenue Triangle (V)
- Hart Field Sign
- Airport Terminal
- Sabraton Welcome Sign Gateway
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden



Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- Richwood Ave. Unity Manor Stairway
- Woodburn Neighborhood Sign (V)
- **Brockway Avenue Triangle (V)**
- Hart Field Sign
- Airport Terminal
- Sabraton Welcome Sign Gateway
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden



Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- Richwood Ave. Unity Manor Stairway
- Woodburn Neighborhood Sign (V)
- Brockway Avenue Triangle (V)
- **Hart Field Sign**
- Airport Terminal
- Sabraton Welcome Sign Gateway
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden



Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- Richwood Ave. Unity Manor Stairway
- Woodburn Neighborhood Sign (V)
- Brockway Avenue Triangle (V)
- Hart Field Sign
- **Airport Terminal**
- Sabraton Welcome Sign Gateway
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden



Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- Richwood Ave. Unity Manor Stairway
- Woodburn Neighborhood Sign (V)
- Brockway Avenue Triangle (V)
- Hart Field Sign
- Airport Terminal
- **Sabraton Welcome Sign Gateway**
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden



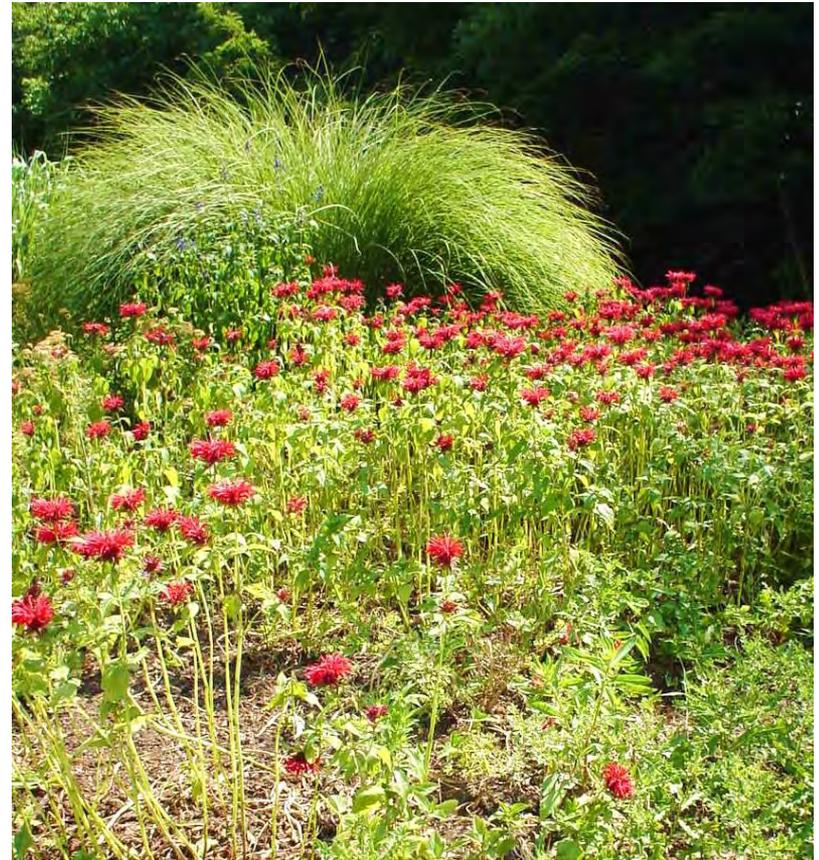
Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- Richwood Ave. Unity Manor Stairway
- Woodburn Neighborhood Sign (V)
- Brockway Avenue Triangle (V)
- Hart Field Sign
- Airport Terminal
- Sabraton Welcome Sign Gateway
- **Marilla Poolhouse and Planters**
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden



Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- Richwood Ave. Unity Manor Stairway
- Woodburn Neighborhood Sign (V)
- Brockway Avenue Triangle (V)
- Hart Field Sign
- Airport Terminal
- Sabraton Welcome Sign Gateway
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- Jack Roberts Park Butterfly Garden

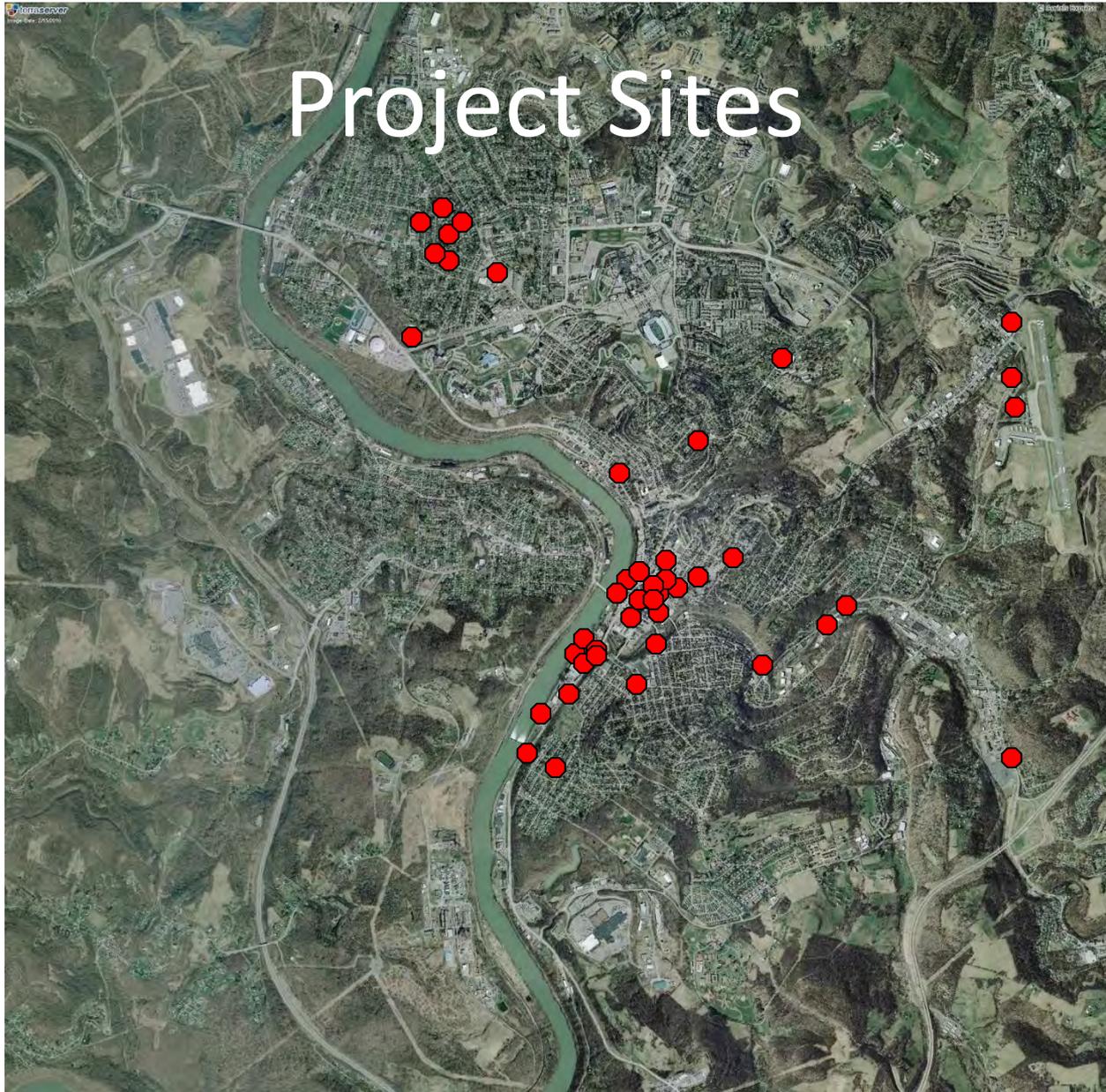


Project Sites – Neighborhoods

- Simpson and Wilson Ave. Triangle (V)
- South Park Bridge Garden (V)
- Richwood Ave. Unity Manor Stairway
- Woodburn Neighborhood Sign (V)
- Brockway Avenue Triangle (V)
- Hart Field Sign
- Airport Terminal
- Sabraton Welcome Sign Gateway
- Marilla Poolhouse and Planters
- Callen and South University Avenue Flower Bed
- **Jack Roberts Park Butterfly Garden**



Project Sites



Future Goals

Increase
Community
Awareness about
the Urban
Landscape

- City economic development
- Benefits business recruiting



Future Goals

Generate
Community Support
for increase in City
funding during the
next five years

- Increase project sites
- Additional 6-month staff position



Future Goals

Increase collaboration with City agencies, and partnerships with the University and private enterprise

- Welcome visitors
- Advocate for a cleanliness, safety



Future Goals

Continue
working
collaboratively
with Tree Board
to develop
Urban Forest



Future Goals

Create New
Landscape
Facility

*Currently housed
in White Park...*



Future Goals

Create New
Landscape
Facility

in City Hall...



Future Goals

Create New
Landscape
Facility

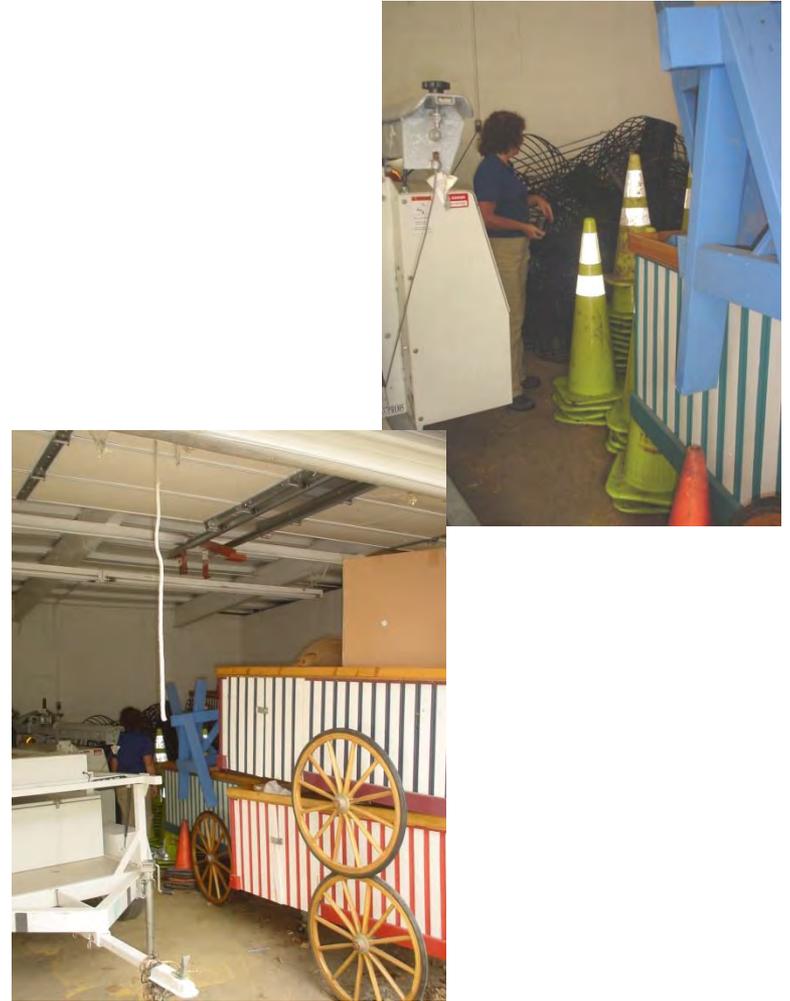
*at City Street
Department...*



Future Goals

Create New
Landscape
Facility

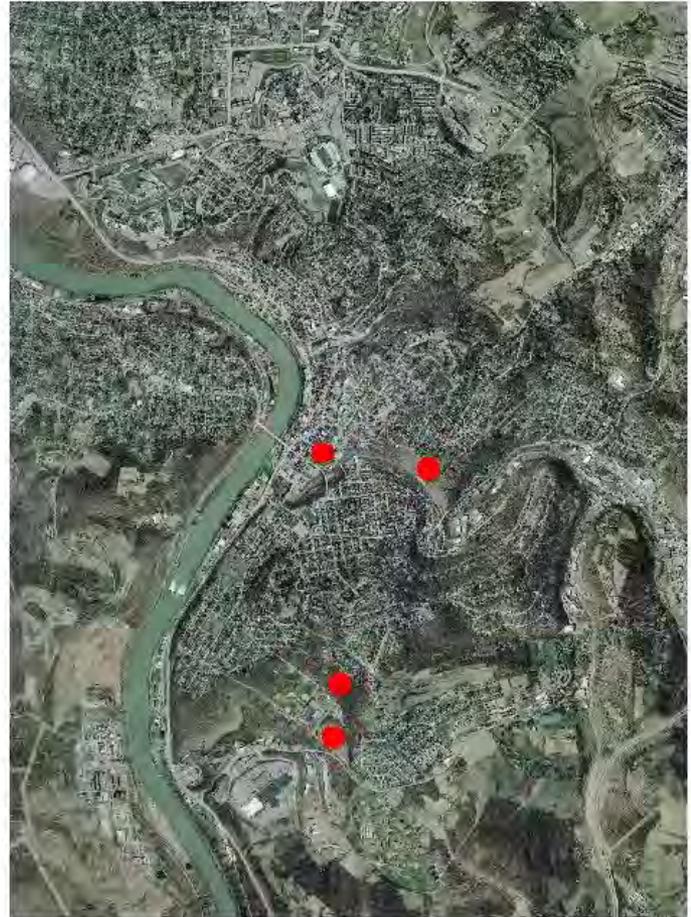
in Valley Crossing...



Future Goals

Create New
Landscape
Facility

Current facilities:
(four locations)



Future Goals

Create New
Landscape
Facility

Valley Crossing
location



Future Goals

BUDGET

- Steadily increased square footage of project sites over 10 years with no increase in staff and flat budget -- this is not sustainable
- A lot of bang for the buck



Future Goals

Start a fund with the Community Foundation (YCF)

- Above and beyond current city budget. Should add to, not replace, increases from City.
- Tax deductible donations (501c3) targeted for beautification
- Show support for fund donors with “Proud of Our Town” recognition



Future Challenges

Growth

*Do we want an
aesthetically
pleasing and
welcoming
environment?*



Future Challenges

Growth

*Do we want to
maintain the
investment we've
made in the urban
landscape?*



Future Challenges

If we want an attractive City, we have to invest in it.

We're building on an excellent base of City, volunteer, business, and community based partnerships but it can't be done without the City's continued and increased support.



Thank you for your support!

A photograph of a field of vibrant red and orange flowers, likely zinnias, in the foreground. The background shows a dense forest of green trees under a slightly overcast sky. The text is overlaid on the image in a white, handwritten-style font.

Morgantown is a
beautiful
community
for living